



JURY CRITERIA AND CATEGORY DEFINITIONS 2027

Main Criteria for being on the Jury:

- Highly creative, innovative, leaders in their field, well known and respected in their industry, a specialist in their category of interest;
- Ideally creatives should be at CCO or ECD level for creative categories;
- Ideally, should have won Lions in the past five years or won other recognised global awards. Preference will be given to Lion winners.
- We understand there are certain categories where the Lions have been won by non-specialists or that top level executives are not credited on certain pieces of work. For these reasons, it may be the case that not all the candidates have won Lions but they must be pure specialists, senior and acknowledged in their field and have won other major international awards relevant to their category;
- We are committed to gender parity on the juries so please be conscious of this, we will not accept an unequal gender split of nominations;
- Ethnic diversity on our juries is paramount - please be conscious of this when sending nominations so we can continue to build truly diverse juries;

AUDIO & RADIO

The Audio & Radio Lions celebrate creativity that is wired for sound; work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling across the airwaves and digital streams.

Preferable selection of jury candidates:

- Senior Creatives (Audio & Radio Specialists)
- Sound Designer
- Audio & Radio Producers
- Copywriters
- Radio Scriptwriters
- Branded Radio Content Specialists
- Podcasts Specialists
- Audio Technicians
- Scriptwriters
- Relevant Clients
- Digital Radio Specialists
- Media Owners
- Relevant Brands

Creative Leadership

- CCO's from global and regional agencies
- ECD's with audio/sonic branding expertise
- Founders of creative audio agencies

Audio Production Specialists

- Sound Designers with commercial experience
- Audio Engineers with expertise in branded content
- Music Directors/Supervisors from agencies or production houses
- Podcast Producers with brand integration experience



Industry Executives

- CEOs or Senior Executives from audio platforms (Spotify, Audible, etc.)
- Global Heads of Content Partnerships from audio-focused companies
- Audio Content Strategists from streaming platforms
- Executive leaders from audio streaming services

Brand & Marketing Specialists

- Global/Regional CMOs with strong audio campaign experience
- Marketing Directors who have commissioned award-winning audio work
- Brand Strategists specialising in audio or sonic branding
- Heads of Audio/Radio departments at major brands

Emerging Audio Specialists

- Voice Technology Experts
- Spatial Audio Designers
- AI Audio Innovation Specialists
- Audio AR/VR Experience Designers

BRAND EXPERIENCE & ACTIVATION

The Brand Experience & Activation Lions celebrate creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360 customer engagement. Entries should demonstrate how the customer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success.

Preferable selection of jury candidates:

- Specialists from experiential agencies
- Senior Creatives within Brand Experience
- Activation Specialists
- Experience Design Specialists
- Immersive Specialists
- Event Producers
- Relevant Brands
- Creative Brand Partnership Specialists

Creative Leadership

- CCO's with experience in experiential marketing
- Creative Experience Officers from global agencies
- Experiential Agency Founders/CEOs
- Chief Activation Officers from media and creative agencies

Experience Design Specialists

- Experience Design Directors
- Immersive Experience Specialists
- Retail Experience Designers
- Customer Journey Architects
- Spatial Design Experts
- Sustainable Experience Designers



Activation Specialists

- Brand Activation Directors
- Experiential Strategy Directors
- Live Event Creative Directors
- Live Brand Experience Producers
- Event & Production Specialists
- Pop-up and Installation Designers

Industry Executives

- CEOs of dedicated experiential agencies
- Managing Partners of activation-focused agencies
- Global Heads of Experience from major agency networks
- Innovation Directors specialising in physical-digital experiences
- Experiential Strategy Leaders

Brand & Marketing Specialists

- CMOs with strong experiential campaign track records
- Heads of Brand Experience from major brands
- Customer Experience Innovation Directors
- Heads of Experiential from major brands

Specialised Expertise

- Creative Technology Directors
- Retail Innovation Specialists
- Experiential Measurement Experts
- Sensory Marketing Specialists
- Experiential Commerce Leaders

Emerging Experience Specialists

- Mixed Reality Experience Designers
- Phygital Activation Specialists
- Experiential AI Integration Experts

CREATIVE B2B LIONS

The Creative B2B Lions celebrate game-changing creativity and effectiveness in work for products and services that are purchased by professionals on behalf of businesses.

Preferable selection of jury candidates:

- Senior Creatives working within the B2B space
- B2B Specialists
- B2B Brands
- B2B Strategists
- Relevant managing directors
- Business analysts



B2B Creative Leadership

- Chief Creative Officers from agencies with strong B2B portfolios
- Heads of B2B Creative from global agency networks

B2B Strategy Specialists

- B2B Strategy Directors
- Chief Strategy Officers with B2B expertise
- B2B Marketing Strategists
- B2B Customer Journey Specialists
- B2B Insights Directors

B2B Brand & Marketing Executives

- CMOs from major B2B companies
- Heads of B2B Marketing from financial/professional services
- B2B Brand Directors from global organisations

B2B Industry Specialists

- CEOs of dedicated B2B agencies
- Managing Partners of B2B-focused consultancies
- Global Heads of B2B from major agency networks
- B2B Innovation Directors
- Corporate Brand Strategists

B2B Content & Experience Specialists

- B2B Content Strategy Directors
- Account-Based Marketing (ABM) Leaders
- B2B Customer Experience Officers
- B2B Digital Experience Directors
- B2B Event Marketing Specialists

Specialised B2B Expertise

- B2B Technology Marketing Specialists
- B2B Services Marketing Experts
- B2B E-commerce Directors
- B2B Channel Marketing Leaders
- B2B Demand Generation Specialists
- B2B Pipeline Marketing Specialists
- B2B Lead Generation Strategists
- B2B Growth Marketing Leaders
- B2B Customer Intelligence Leaders

CREATIVE BRAND LIONS:

The Creative Brand Lion will celebrate how brands strategically use creativity across their organisation to drive sustained business success. Instead of judging individual campaigns, this Lion recognises the systems, cultures, and capabilities that deliver measurable business growth and long-term brand value.



C-Suite Creative & Brand Roles

- Chief Marketing Officer (CMO)
- Chief Brand Officer (CBO)
- Chief Creative Officer (CCO)
- Chief Communications Officer (CCO)
- Chief Customer Officer (CCO)
- Chief Experience Officer (CXO)
- Chief Digital Officer (CDO)
- Chief People Officer (CPO)

Roles with Brand/Creative Oversight

- Chief Executive Officer (CEO) (with strong brand background)
- Chief Strategy Officer (CSO)
- Chief Innovation Officer (CIO)
- Chief Product Officer (CPO)
- Chief Technology Officer (CTO) (for digital-first brands)
- Chief Revenue Officer (CRO)
- Chief Growth Officer (CGO)

Other

- Creatives will be considered, if they are either inhouse or have a strong brand transformation background.
- Organisational Change specialists
- Business Growth Strategists
- Innovation and Capability building leaders

CREATIVE BUSINESS TRANSFORMATION LIONS

The Creative Business Transformation Lions celebrate the creativity that drives businesses forward – creative thinking that changes how businesses organise themselves, how people work and how customers engage with them. This Lion recognises the ingenuity that leads to the creation of new products and services, and the reinvention of operations and customer experiences in companies of all sizes that drives transformative change.

Preferable selection of jury candidates:

- Transformation Specialists
- Consultancy Specialists
- Digital Transformation Specialists
- Chief Innovation Officers
- Chief Strategy Officers
- Chief Digital Officers
- Chief Experience Officers
- Chief Technology Officers
- Strategy & Operations Specialists
- Relevant Managing Directors
- In-house Brand Transformation Specialists
- Relevant Brands



Transformation Leadership

- Chief Transformation Officers
- Chief Innovation Officers
- Digital Transformation Specialists
- Consultancy Specialists with transformation expertise
- Chief Strategy Officers focused on business transformation

Experience & Implementation Experts

- Chief Experience Officers
- Chief Digital Officers
- Experience Design Leaders
- Implementation Strategy Directors
- Transformation Program Directors

Business Results & Impact Specialists

- Business Analysts with transformation expertise
- Transformation Outcomes Leaders

Industry Executives

- CEOs/Managing Directors of transformation consultancies
- Founders of innovation-focused agencies
- Global Heads of Business Transformation
- In-house Brand Transformation Specialists

Client-Side Transformation Leaders

- CMOs who have led successful business transformations
- Customer-Centric Transformation Directors

Technology & Data Transformation Experts

- Chief Technology Officers with transformation focus
- Data Transformation Specialists
- AI Implementation Leaders
- Digital Platform Transformation Directors
- Technology Integration Specialists

Specialised Transformation Expertise

- Sustainability Transformation Leaders
- Cultural Transformation Specialists
- Supply Chain Transformation Experts
- Customer Journey Transformation Directors
- Business Model Innovation Specialists



CREATIVE DATA

The Creative Data Lions celebrate the interplay of ideas and information. Entries will need to demonstrate how the work was enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea and the results / impact must be clear and robust.

Preferable selection of jury candidates:

- Relevant Senior Creatives
- Data Specialists
- Data Analysts
- Data Engineers
- Data Architects
- Futurists
- Coders
- Developers
- Chief Data Officers
- Media person with solid data experience
- Data Scientists
- Researchers
- Marketing/Brand Managers
- Client Marketers
- UX Specialists
- Relevant Brands
- Statisticians
- Business Analysts
- Consultants
- PR Data Specialists

Data Creative Leadership

- Chief Creative Officers with data-driven campaign expertise
- Creative Technologists with data visualisation expertise
- Creative AI Directors

Data Strategy Specialists

- Chief Data Officers
- Data Strategy Directors
- Customer Data Platform Specialists
- Audience Intelligence Leaders
- Data-Driven Marketing Strategists

Data Science & Analytics Experts

- Chief Analytics Officers
- Data Science Directors
- Advanced Analytics Specialists

Industry Executives

- CEOs/Founders of data-driven creative agencies
- Managing Directors of data marketing consultancies
- Global Heads of Data & Analytics from agency networks



- Innovation Directors specialising in data applications
- Martech Integration Specialists

Client-Side Data Specialists

- CMOs with strong data-driven marketing backgrounds
- Brand Directors who have strong data experience
- Customer Data & Insights Directors
- Marketing Technology Leaders
- Data Privacy & Ethics Officers

Specialised Data Expertise

- AI Ethics Specialists
- First-Party Data Strategy Experts
- Behavioural Data Analysts
- Location-Based Data Specialists
- Cross-Platform Data Integration Experts

CREATIVE COMMERCE

The Creative Commerce Lions celebrate the innovative and creative approach to online and offline commerce, payment solutions and transactional journeys.

Entries will need to demonstrate how innovation and optimisation at any point of the end-to-end customer journey led to increased consumer engagement and commercial success.

Preferable selection of jury candidates:

- Commerce specialists
- Relevant Senior Creatives
- Relevant Brands
- Customer Journey Specialists
- UX Specialists
- Payment Specialists
- Ecommerce Strategists
- Chief Sales Officers
- Commerce Directors
- Digital Commerce Directors

Commerce Creative Leadership

- Chief Creative Officers with commerce campaign expertise
- Creative Commerce Directors from leading agencies
- Creative Directors with retail activation backgrounds
- Brand Commerce Creative Specialists

Commerce Strategy Specialists

- Commerce Strategy Directors
- Omnichannel Strategy Leaders
- Path-to-Purchase Strategists
- Customer Journey Commerce Specialists
- Retail Media Strategists



Brand & Marketing Commerce Experts

- Commerce Marketing Directors
- Brand Commerce Officers
- Shoppable Media Specialists
- Social Commerce Strategists

Commerce Experience Designers

- Commerce Experience Directors
- Retail UX/UI Specialists
- Interactive Commerce Designers
- Phygital Experience Architects

Industry Executives

- CEOs of commerce-focused creative agencies
- Managing Directors of retail media agencies
- Global Heads of Commerce from agency networks
- Innovation Directors specialising in commerce experiences
- Founders of commerce-focused creative consultancies

Client-Side Commerce Specialists

- CMOs with strong commerce campaign backgrounds
- E-commerce Creative Directors from major brands
- Retail Experience Officers

Specialised Commerce Expertise

- Live Shopping Creative Directors
- Marketplace Creative Specialists
- Commerce Content Studio Leaders
- Shoppable Video Experts
- Voice Commerce Creative Specialists

CREATIVE EFFECTIVENESS

The Creative Effectiveness Lions celebrate the measurable impact of creative work.

Entries into this Lion will need to demonstrate how an effective strategy rooted in creativity has met its chosen business objectives, how it generated positive customer outcomes and drove sustainable business impact over time.

Preferable selection of jury candidates:

- Global CEO's
- Global CMO's
- Global Brands
- Global Senior Creatives
- Global Chief Operating Officers
- Global Strategists
- Creative Strategists/Head of Strategy
- Heads of Insight
- Planners



CREATIVE STRATEGY

The Creative Strategy Lions celebrate the idea behind the idea, how strategic planning can redefine a brand, reinvent its business, and influence consumers or wider culture.

Entries will need to demonstrate exceptional interpretation of the business/brand challenge, breakthrough thinking and transformational problem-solving that led to compelling creative strategy.

Preferable selection of jury candidates:

- Chief Strategy Officers
- Strategists
- Creative Strategists/Head of Strategy
- Heads of Insight
- Planners
- Brands
- Econometricians
- Marketing Consultants/Transformation Specialists
- Chief Executive Officer of Media Agencies
- Chief Operating Officers

DESIGN

The Design Lions celebrate visual craftsmanship. Entries will need to demonstrate how design has been used to define a brand or communicate its key messages. That is; work in which a unique visual identity leads to consumer recognition or understanding.

Preferable selection of jury candidates:

- Designers in a Creative Agency
- Specialists in Branding and Packaging
- Candidates from Digital Design and Communication Design
- Relevant Brands

Design Leadership

- Chief Design Officers from global agencies
- Founders of respected Design studios
- Design Partners from integrated agencies

Brand Identity Specialists

- Brand Identity Directors
- Visual Identity System Designers
- Logo Design Specialists
- Brand Guidelines Architects
- Typography Experts

Environmental & Spatial Design

- Environmental Design Directors
- Exhibition Design Specialists
- Retail Space Designers



- Experiential Design Leaders
- Architectural Brand Integration Experts

Packaging & Product Design

- Packaging Design Directors
- Structural Packaging Specialists
- Product Design Leaders
- Sustainable Packaging Experts
- Consumer Experience Design Specialists

Communication Design Experts

- Editorial Design Directors
- Information Design Specialists
- Publication Design Experts
- Data Visualisation Leaders
- Communication Design Strategists

Industry Executives

- Design Agency Founders/CEOs
- Global Heads of Design from major agencies
- Design Innovation Directors
- Design Strategy Leaders
- Design Business Consultants

Client-Side Design Leaders

- Design Directors from major brands
- In-house Creative Directors
- Brand Design Managers
- Design Innovation Officers
- Design Transformation Leaders

DIGITAL CRAFT

The Digital Craft Lions celebrate technological artistry. Entries will need to demonstrate exceptional form and function in a digital context; that is; work with flawless design, masterful execution and outstanding user experience created for all digital environments.

Preferable selection of jury candidates:

- Digital Designers/Illustrators
- Post-Production Experts
- Tech Specialists
- Animators
- UX Specialists
- Sound Designers
- VR/AR/AI Specialists



Digital Design Leadership

- Digital Design Directors
- Creative Technology Officers
- Digital Craft Creative Directors
- UX Design Leaders
- Digital Experience Directors

Visual Design & Aesthetic Specialists

- Digital Art Directors
- UI Design Specialists
- Digital Typography Experts
- Motion Design Directors
- Digital Visual Systems Designers

Technical Execution Specialists

- Creative Technologists
- Code Craft Specialists

User Experience

- UX Directors
- Interaction Design Specialists
- Digital Product Design Leaders
- Usability Experts
- Information Architecture Specialists

Digital Content & Narrative Experts

- Digital Content Directors
- Interactive Storytelling Specialists
- Digital Copywriting Leaders
- Content Experience Designers
- Digital Narrative Architects

Emerging Technology Specialists

- AR/VR/XR Design Directors
- Voice Interface Designers
- AI Experience Specialists
- Immersive Technology Leaders
- Digital Innovation Directors

Industry Executives

- Founders of digital design studios
- Digital Production Company Leaders
- Digital Agency Creative Heads



- Technology-focused Creative Directors

Specialised Digital Craft Expertise

- Digital Sound Design Specialists
- Digital Animation Directors
- Digital Accessibility Experts
- Omni-channel Experience Designers

DIRECT

The Direct Lions celebrate targeted and response driven creativity. Entries will need to demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups and develop customer relationships, inspiring action and producing measurable results.

Preferable selection of jury candidates:

- Senior Creatives (Direct Specialists)
- Direct Marketing Specialists
- Data Specialists
- Relevant Brands
- Strategic Planners

Direct Creative

- Chief Creative Officers with direct marketing expertise
- Direct Marketing Creative Leaders
- CRM Creative Specialists

Direct Strategy Specialists

- Direct Marketing Strategy Directors
- Customer Journey Strategists
- Audience Targeting Specialists
- CRM Strategy Leaders

Results & Measurement Specialists

- Direct Response Analytics Directors
- Campaign Effectiveness Experts
- ROI Measurement Specialists
- Performance Marketing Leaders
- Conversion Optimisation Experts

Channel Specialists

- Direct Mail Specialists
- Digital Direct Response Experts
- Social Direct Response Experts
- Omnichannel Direct Campaign Leaders

Industry Executives



- CEOs of direct marketing agencies
- Managing Directors of CRM agencies
- Global Heads of Direct from agency networks
- Direct Marketing Consultancy Leaders
- Customer Engagement Agency Founders

Client-Side Direct Specialists

- CMOs with direct marketing backgrounds
- CRM Directors from major brands
- Customer Acquisition Leaders
- Loyalty Program Directors
- Direct-to-Consumer Marketing Heads

Specialised Direct Expertise

- Personalisation Technology Specialists
- Data-Driven Direct Marketing Experts
- Behavioral Marketing Specialists
- Direct Commerce Leaders
- Customer Retention Strategists

ENTERTAINMENT

The Entertainment Lions celebrate creativity that turns branded content into culture.

Entries will need to demonstrate ideas that are unskippable; work which captivates to cut-through, communicating a brand message or connecting with consumers in a new way.

Preferable selection of jury candidates:

- Relevant Senior Creatives
- Relevant Brands
- Talent Specialists
- Big Brand Content Houses
- Production Houses
- Entertainment Companies
- Media Owners
- Artist Management Specialists
- Distributors
- Entertainment channel specialists

ENTERTAINMENT LIONS FOR GAMING

The Entertainment Lions for Gaming celebrate creative work that connects people to brands through gameplay.

Entries will need to demonstrate how brands successfully tapped into complex gaming communities and seamlessly added real value to the overall gaming experience while driving commercial success.

Preferable selection of jury candidates:



- Relevant Senior Creatives
- Relevant Brands
- Gamers (must understand the culture, the nicheness of the gaming community)
- Gaming Experts
- Gaming Influencers who understand the gaming culture
- Tech with UI experience
- Developers - deep level
- Agencies with Gaming Client
- Game developer brands
- Publishers/Studio
- Streamers
- Gaming Media (Youtube/ Twitch)
- Platform Owners
- Content Creator/Community Member

Gaming Creative Leadership

- Creative Directors from gaming studios
- Gaming Brand Partnership Directors
- Gaming Content Creative Leaders
- In-game Experience Designers
- Gaming Narrative Directors

Gaming Industry Executives

- Gaming Platform Executives
- Esports Organisation Leaders
- Gaming Publisher Representatives
- Gaming Agency Founders/CEOs
- Gaming Media Network Directors

Brand Integration Specialists

- Gaming Brand Integration Directors
- In-game Advertising Specialists
- Gaming Sponsorship Experts
- Virtual World Brand Experience Leaders
- Gaming IP Collaboration Strategists

Gaming Community Specialists

- Gaming Community Directors
- Gaming Influencer Strategists
- Gaming Audience Engagement Experts
- Gaming Creator Partnership Leaders
- Gaming Community Platform Directors

Gaming Experience Designers

- Game Designers with brand experience
- Interactive Experience Directors



- Gaming UX Specialists
- Virtual Event Designers for Gaming
- Gamification Strategy Experts

Gaming Content Specialists

- Gaming Content Directors
- Gaming Streaming Specialists
- Gaming Entertainment Producers
- Gaming Storytelling Experts
- Gaming Channel Content Strategists

Client-Side Gaming Specialists

- Brand Gaming Directors
- Gaming Marketing Leaders from non-endemic brands
- Gaming Strategy Directors
- Gaming Partnership Managers
- Gaming Innovation Officers

ENTERTAINMENT LIONS FOR MUSIC

The Entertainment Lions for Music celebrate creative musical collaborations and branded music content.

Entries will need to demonstrate original production, promotion or distribution of music for brands; work where a recording artist or platform is creatively leveraged to communicate with consumers.

Preferable selection of jury candidates:

- Music Labels
- Brand partnership experts
- Artists
- Management
- Talent Acquisition Specialists
- Relevant Senior Creatives
- Relevant professionals from creative agencies
- Relevant professionals from media agencies
- Relevant professionals from PR agencies
- Relevant brands

Music Creative Leadership

- Music Content Creative Directors
- Music Brand Partnership Leaders
- Music Campaign Creative Heads
- Music Video Directors
- Music Entertainment Producers

Music Industry Executives

- Music Platform Leaders



- Music Publishing Representatives
- Music Agency Founders/CEOs

Brand Integration Specialists

- Music Sponsorship Directors
- Music Brand Experience Leaders
- Artist Partnership Strategists

Music Community Specialists

- Music Community Engagement Directors
- Music Influencer Partnership Leaders
- Fan Experience Specialists
- Music Social Media Directors

Client-Side Music Specialists

- Brand Music Directors
- Music Strategy Directors
- Music Partnership Managers
- Music Innovation Officers

ENTERTAINMENT LIONS FOR SPORT

The Entertainment Lions for Sport celebrate creativity that taps into fan culture and leverages the power of sports and esports in connecting people to brands.

Entries will need to demonstrate excellence in breakthrough creativity within the sports and esports ecosystem through the use of effective strategic planning, sponsorship, brand management, media, entertainment and/or talent.

Preferable selection of jury candidates:

- Relevant Senior Creatives
- Relevant professionals from creative agencies
- Relevant professionals from media agencies
- Relevant professionals from PR agencies
- Relevant clients
- Sports Management Labels
- Brand partnership experts
- Talent/Athlete
- Sports Distributors
- Sports Content Producers
- eSports / Gaming experts

Sports Creative Leadership

- Sports Content Creative Leader
- Sports Brand Partnership Leaders
- Sports Storytelling Directors
- Sports Campaign Creative Heads



- Sports Entertainment Producers

Brand Integration Specialists

- Sports Sponsorship Directors
- Sports Brand Experience Leaders
- Sports Activation Specialists
- Sports Partnership Strategists

Sports Community Specialists

- Sports Community Engagement Directors
- Sports Influencer Partnership Leaders
- Fan Experience Specialists
- Sports Social Media Directors
- Athlete Partnership Strategists

Sports Experience Designers

- Sports Event Experience Directors
- Sports Digital Experience Leaders
- Sports Activation Designers
- Fan Journey Specialists
- Sports Gamification Experts

Client-Side Sports Specialists

- Brand Sports Directors
- Sports Marketing Leaders from non-endemic brands
- Sports Strategy Directors
- Sports Partnership Managers
- Sports Innovation Officers

FILM

The Film Lions celebrate the creativity of the moving image. Entries will need to demonstrate brilliant brand storytelling intended for a screen. That is; filmed content created for TV, cinema, online and out-of-home experiences.

Preferable selection of jury candidates:

- Top Level Senior Creatives
- Film Specialists
- TV and Film Producers
- TV and Film Directors
- Agency TV Producers
- Specialists in 360°/ VR Film
- Relevant brands

Leadership



- Chief Creative Officers with film expertise
- Brand Film Directors
- Creative Leaders from production companies

Narrative & Storytelling Specialists

- Brand Storytelling Experts
- Film Content Strategists

Film Strategy Specialists

- Film Strategy Directors
- Brand Film Strategists
- Audience Engagement Specialists
- Film Distribution Strategists
- Film Campaign Planners

Film Production Executives

- Production Company Founders/CEOs
- Executive Producers
- Film Production Directors
- Agency Production Heads
- Content Studio Leaders

Film Directors

- Commercial Directors
- Brand Film Directors
- Content Film Directors
- Documentary Directors for Brands
- Short Film Directors

Industry Executives

- Agency Creative Heads with film expertise
- Global Heads of Film from agency networks
- Film Content Agency Founders
- Entertainment Marketing Leaders
- Film Content Consultancy Directors

Client-Side Film Specialists

- Brand Content Directors
- Film Marketing Leaders from major brands
- Brand Entertainment Officers
- Content Strategy Directors
- Brand Film Commissioners

Platform & Distribution Specialists

- TV Content Directors



- Online Film Platform Experts
- Social Film Content Specialists
- Streaming Platform Content Directors

FILM CRAFT

The Film Craft Lions celebrate on screen artistry. Entries will need to demonstrate exceptional filmmaking. That is; work in which technical skill and prowess in production / post production elevates an idea or dramatically enhances its execution.

Preferable selection of jury candidates:

- Executive Producers or Directors from Production Companies
- Executive Producers or Heads of TV in a Creative Agency
- Specialists in VR/VFX
- Specialists in Animation
- Specialists in Music/Sound
- Some expertise in creating Music Videos and Branded Content
- Award Winning DOP/Cinematographer
- Editors
- Casting Directors
- Senior Creatives

Film Craft Leadership

- Production Company Creative Directors
- Post-Production Company Leaders

Direction Specialists

- Film Directors
- Commercial Directors
- Content Directors
- Documentary Directors
- Visual Storytelling Directors

Cinematography Experts

- Directors of Photography
- Cinematographers
- Visual Style Directors
- Lighting Directors
- Camera Technique Specialists

Editing Masters

- Film Editors
- Editing Company Creative Directors
- Narrative Structure Specialists
- Rhythm & Pacing Experts



- Post-Production Supervisors

Production Design Specialists

- Production Designers
- Art Directors for Film
- Set Design Directors
- Visual World-Building Experts
- Environment Design Specialists

Sound Design & Music Experts

- Sound Design Directors
- Music Supervisors
- Audio Post-Production Leaders
- Sonic Branding Specialists
- Composition Directors

Visual Effects & Animation Specialists

- VFX Supervisors
- Animation Directors
- CGI Specialists
- Post-Production Creative Directors
- Visual Effects Company Leaders

Casting & Performance Directors

- Casting Directors
- Performance Directors
- Talent Management Specialists
- Character Development Experts
- Actor-Director Relationship Specialists

GLASS: THE LION FOR CHANGE

The Glass Lion recognises work that implicitly or explicitly addresses issues of gender inequality or prejudice, through the conscious representation of gender in advertising.

Entries will need to demonstrate ideas intended to change the world; work which sets out to positively impact ingrained gender inequality, imbalance or injustice, and should illustrate how the work tackles, highlights or redresses issues of gender representation.

Preferable selection of jury candidates:

- Relevant Senior Creatives
- Relevant Brands
- Media Specialists
- PR Specialists
- Relevant Talent
- Diversity Ambassadors
- Activists
- Gender Equality Initiative Founders



- Relevant Celebrities

Creative Leadership with Equity Focus

- Chief Creative Officers with social equity expertise
- Creative Leaders with demonstrated commitment to intersectional equity
- Creative Specialists with diverse community focus

Intersectionality Specialists

- Intersectional Advocacy Leaders
- Social Justice Strategists
- Experts in Multiple Dimensions of Identity
- Cultural Anthropologists specialising in marginalised communities
- Intersectional Research Directors

Disability Representation Experts

- Disability Rights Advocates
- Inclusive Design Specialists
- Disability Innovation Leaders
- Neurodiversity Representation Experts
- Accessibility Specialists with creative industry experience

Racial Equity Specialists

- Ethnic Representation Strategists
- Cultural Competency Experts
- Anti-racism Advocacy Directors
- Multicultural Marketing Specialists

LGBTQ+ Representation Leaders

- Queer Representation Specialists
- Gender Identity Experts
- LGBTQ+ Community Engagement Leaders

Social Equity Champions

- Socioeconomic Inclusion Specialists
- Social Mobility Advocates
- Community Empowerment Strategists

Industry Change Agents

- Advertising Industry Equity Initiative Leaders
- Representation Standards Organisation Representatives
- Industry Transformation Advocates
- Advertising Ethics Specialists
- Inclusive Marketing Leaders

Brand Purpose & Impact Specialists



- Social Impact Strategy Leaders
- Purpose-Driven Marketing Experts
- Brand Activism Specialists
- Impact Measurement Directors

Client-Side Change Leaders

- CMOs committed to equitable representation
- Brand Inclusion Officers
- Social Impact Directors from major brands
- Corporate Social Responsibility Leaders
- Diversity & Inclusion Executives

HEALTH & WELLNESS

The Health & Wellness Lions celebrate creativity for personal wellbeing. Entries will need to demonstrate an inspired approach to consumer healthcare; that is exceptionally engaging work which promotes non-prescription products and services, publicly educates to allow self-diagnosis or facilitates pro-active personal care.

Preferable selection of jury candidates:

- Senior Creatives from Specialist Healthcare Companies
- Senior Creatives from the Healthcare division of Creative Agencies
- PR Specialist from a Healthcare Agency
- Digital Specialist from a Healthcare Agency
- Relevant brands

Health Creative Leadership

- Chief Creative Officers from specialist healthcare agencies
- Health & Wellness Creative Leaders
- Consumer Healthcare Creative Specialists

Health Strategy Specialists

- Health & Wellness Strategy Directors
- Consumer Health Insight Leaders
- Behavioral Change Strategists
- Health Communication Planners
- Wellness Trend Analysts

Health Communication Specialists

- Patient Communication Experts
- Health Education Content Strategists
- Wellness Messaging Specialists
- Health Behaviour Change Communication Leaders



Digital Health Specialists

- Health Technology Experience Leaders
- Digital Wellness Platform Specialists
- Health App Development Directors

PR & Health Communication Experts

- PR Specialists from healthcare agencies
- Health Communication Directors
- Health Community Engagement Directors

Client-Side Health Specialists

- Consumer Healthcare Marketing Directors
- Wellness Brand Leaders
- OTC Product Marketing Heads
- Health & Wellness Innovation Officers
- Consumer Health Education Directors

INDUSTRY CRAFT

The Industry Craft Lions celebrate the creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life. Entries should demonstrate the highest levels of expertise and vision in the application of creative techniques.

Preferable selection of jury candidates:

- Print Art Directors
- Illustrators
- Photographers
- Copywriters
- Typographers
- Graphic Designers
- Brand Communication Experts

Typography & Lettering Masters

- Typography Directors
- Custom Lettering Specialists
- Font Designers
- Typographic Art Directors
- Calligraphy and Hand-Lettering Experts

Art Direction Specialists

- Art Directors
- Visual Design Leaders
- Visual Storytelling Directors
- Aesthetic Direction Specialists



Illustration Experts

- Illustration Directors
- Agency Illustration Specialists
- Commercial Illustrators
- Illustration Art Directors
- Mixed-Media Illustration Experts

Photography & Image Creation Specialists

- Photography Directors
- Commercial Photographers
- Image Creation Specialists
- Photo Art Directors
- Visual Composition Experts

INNOVATION

The Innovation Lions honour ground-breaking technology and problem solving. Standalone technological solutions including tools, products, models, platforms and other forms of ad tech will also be recognised, as well as creative campaigns utilising new tech.

Preferable selection of jury candidates:

- Relevant Senior Creatives
- Tech experts
- Venture Capitalists
- Startup Experts
- Clients
- Consultancies
- Product Developers
- IP Specialists
- Chief Innovation Officers
- New Business Development Directors
- Innovation Catalysts
- Innovation Engineers
- Innovation Analysts
- Innovation Strategists
- Innovation Directors
- Product Designers

Innovation Leadership

- Chief Innovation Officers from leading agencies
- R&D Leaders from creative organisations
- Creative Technology Officers

Technology Pioneers

- Emerging Technology Specialists
- Technology Startup Founders
- Technology Incubator Directors
- Early-Stage Technology Investors



- Technology Development Leaders

Product Innovation Specialists

- Product Innovation Directors
- Digital Product Leaders
- Hardware Innovation Specialists
- Product Development Strategists
- Innovation Lab Directors

Data & AI Specialists

- AI Innovation Leaders
- Data Science Creative Directors
- Machine Learning Implementation Experts
- AI Ethics Specialists
- Computational Creativity Leaders

Experience Technology Experts

- Immersive Experience Directors
- XR (AR/VR/MR) Specialists
- Sensory Innovation Experts

Sustainability Technology Leaders

- Sustainable Innovation Directors
- Environmental Technology Specialists
- Circular Economy Innovation Leaders
- Climate Tech Entrepreneurs
- Sustainable Solution Architects

Client-Side Innovation Leaders

- Brand Innovation Officers
- Corporate R&D Directors
- Technology Investment Leaders from major brands
- Digital Transformation Officers
- Innovation Strategy Directors

LUXURY

The Luxury Lions celebrate creative communications for luxury goods and experiences with work that brings an aspirational lifestyle to life. Entries will need to demonstrate branded communications and solutions that drive business performance and brand loyalty; innovation that is rooted in craftsmanship and that aims to set a new benchmark for the luxury sector, including the creative evolution of business models and broader transformation.

Preferable selection of jury candidates:

- Relevant Senior Creatives working within the luxury space
- Luxury Brands
- Talent Specialists



- Brand Communication Experts
- Production Houses
- Media Owners
- Luxury Experience Design Specialists
- Luxury Specialists
- Luxury Strategists
- Relevant managing directors
- Luxury Creators

Luxury Creative Leadership

- Chief Creative Officers from luxury-focused agencies
- Luxury Brand Creative Leaders
- Fashion and Lifestyle Creative Directors

Luxury Brand Strategists

- Luxury Brand Strategy Directors
- Luxury Consumer Insight Leaders
- Heritage Brand Strategists
- Luxury Market Analysts

Luxury Digital Experience Leaders

- Luxury Digital Experience Directors
- Luxury Social Media Strategists
- High-end Digital Content Directors
- Luxury Platform Innovation Leaders

Experiential Luxury Specialists

- Luxury Experience Directors
- Hospitality Experience Designers
- Luxury Retail Environment Specialists
- Sensory Branding Experts

Luxury Design Masters

- Luxury Design Directors
- Luxury Visual Identity Experts
- Craft-focused Design Leaders
- Heritage Design Specialists

Client-Side Luxury Leaders

- CMOs from luxury houses
- Marketing Directors from premium lifestyle brands
- Luxury Brand Directors
- Heritage Brand Custodians
- Lifestyle Brand Innovation Leaders



Sustainability in Luxury Experts

- Sustainable Luxury Directors
- Ethical Luxury Specialists
- Heritage Preservation Leaders
- Circular Luxury Innovators
- Conscious Luxury Strategists

MEDIA

The Media Lions celebrate the context of creativity. Entries will need to demonstrate an inspiring and innovative implementation of media ideas; work which is enhanced and amplified by a game-changing channel strategy that takes consumers on new journeys and unlocks new experiences.

Preferable selection of jury candidates:

- Chief Executive Officers of Media Companies
- Creative Media Specialists
- Managing Directors
- Media Planners
- Strategists
- Data specialists
- Relevant Clients
- Digital Media Specialists
- Programmatic Specialists
- Integrated leaders (experience across Media and Creative)
- Practitioners within new media

Media Agency Leadership

- Global Chief Media Officers
- Media Agency CEOs/Presidents
- Media Innovation Directors

Media Planning Specialists

- Strategic Media Planning Directors
- Cross-Platform Media Strategists
- Audience Planning Specialists
- Media Investment Leaders
- Channel Planning Experts

Data & Analytics Leaders

- Media Analytics Directors
- Data-Driven Media Specialists
- Media Measurement Experts
- Attribution Modeling Leaders
- Media ROI Specialists

Digital Media Specialists



- Digital Media Directors
- Social Media Strategy Leaders
- Search Marketing Specialists
- Emerging Platform Specialists

Content Distribution Experts

- Content Distribution Strategists
- Native Content Directors
- Branded Content Distribution Leaders
- Omnichannel Content Specialists
- Media Partnership Directors

Media Innovation Leaders

- Media Innovation Directors
- New Media Format Specialists
- Media Technology Leaders
- Media Product Development Experts
- Media Transformation Specialists

Client-Side Media Leaders

- Brand Media Directors
- Media Investment Leaders from major brands
- Media Strategy Directors
- In-house Media Team Leaders

Media Research Specialists

- Media Research Directors
- Audience Insight Leaders
- Media Effectiveness Researchers
- Consumer Journey Specialists
- Media Behavior Analysts

Media Technology Experts

- AdTech Leaders
- MarTech Integration Specialists
- Media Automation Directors
- Media Platform Architects
- Media Technology Consultants

OUTDOOR



The Outdoor Lions celebrate creativity experienced out of home. Entries will need to demonstrate ideas that engage in-the-field; work which leverages public spaces to communicate a message or immerse consumers in a brand experience.

Preferable selection of jury candidates:

- Senior Creatives (Outdoor Specialists)
- Art Directors
- Photographers
- Illustrators
- Copywriters
- Immersive Experience Specialists
- Experience Designers
- Activation Experts
- Relevant Clients
- Digital Outdoor Specialists

OOH Strategy Specialists

- Outdoor Media Strategists
- OOH Planning Directors

Digital OOH Experts

- Digital OOH Creative Directors
- Programmatic OOH Specialists
- Interactive DOOH Innovation Leaders
- Digital Screen Content Directors
- Smart City Media Specialists

Ambient & Experiential OOH Leaders

- Ambient Media Directors
- Experiential OOH Specialists
- Guerrilla Marketing Experts
- Environmental Installation Experts

OOH Media Specialists

- Outdoor Media Owners
- OOH Media Planning Directors
- Outdoor Media Buying Leaders
- Location Analytics Specialists

Technology Integration Experts

- OOH Technology Innovation Directors
- Connected Experience Leaders
- AR/VR in Outdoor Experts
- Mobile-OOH Integration Specialists

Client-Side OOH Leaders



- Brand OOH Directors
- Corporate Outdoor Marketing Heads
- Location-based Experience Leaders
- Brand Environment Directors
- Public Space Marketing Specialists



PHARMA

The Pharma Lions celebrate creative communications for pharmaceutical clients and services with work that brings science and innovation to life. All work entered into Pharma Lions must be aimed at specific practitioners and patient groups in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional. The work must be created specifically to shape understanding of medical conditions, drive their treatment and/or advocate for the development or provision of those treatments. Industry institutions include pharmaceuticals, biopharmaceuticals, biotechnology, bioinnovations, medical devices, diagnostics, life sciences research, clinics, hospitals, healthcare systems, governments and advocacy organisations for human and veterinary health.

Preferable selection of jury candidates:

- Senior Creatives from Specialist Healthcare companies Specialising in Pharma
- Senior Creatives from Healthcare Divisions of Creative Agencies specialising in Pharma
- PR Specialist from a Healthcare Agency
- Digital Specialist from a Healthcare Agency
- Relevant Brands

Pharma Creative Leadership

- Chief Creative Officers from pharmaceutical agencies
- Global Creative Directors specialising in branded pharma
- Prescription Brand Creative Leaders
- Pharmaceutical Brand Storytelling Directors

Pharma Brand Strategy Specialists

- Pharmaceutical Brand Strategy Directors
- Branded Pharma Communications Strategists

Pharma HCP Marketing Specialists

- HCP Engagement Directors
- Physician Communications Specialists
- Clinical Education Marketing Leaders
- Medical Brand Messaging Directors
- Scientific Engagement Strategists

DTC Pharmaceutical Specialists

- Patient Brand Marketing Leaders
- Branded Patient Education Directors

Pharmaceutical Digital Marketing Experts

- Pharma Digital Brand Directors
- Pharmaceutical CRM Specialists
- Branded Pharma Social Media Strategists



Client-Side Pharma Brand Leaders

- Pharmaceutical Brand Directors
- Pharmaceutical Commercial Directors
- Global Brand Team Leaders

PR

The PR Lions celebrate the craft of strategic and creative communication.

Entries will need to demonstrate how original thinking, transformative insight and a strategy rooted in earned media has influenced opinion and driven business, societal, and/or cultural change. Work with storytelling at its core, which established, protected and enhanced the reputation and business of an organisation or brand..

Preferable selection of jury candidates:

- Public Affairs and Lobbying PR specialists
- Consumer PR specialists
- Digital & Social Media PR professionals
- Influencer Marketing Experts
- Relevant Clients (Internal Comms at a Big Brand)
- Corporate Communications Specialists
- Heads of Insight
- Senior Creatives
- Chief Communication Officers

PR Agency Leadership

- Global PR Agency CEOs/Presidents
- Chief Strategy Officers from PR agencies
- Global Communications Directors

Corporate Communications Leaders

- Chief Communications Officers
- Corporate Affairs Directors
- External Relations Leaders
- Corporate Reputation Specialists
- Crisis Communications Directors

Strategic PR Specialists

- PR Strategy Directors
- Communications Planning Leaders
- Reputation Management Specialists
- Stakeholder Engagement Directors
- Strategic Messaging Experts

Client-Side PR Leaders

- Brand PR Directors
- Corporate Communications Heads
- In-house PR Team Leaders
- Brand Reputation Directors



PRINT & PUBLISHING

The Print & Publishing Lions celebrate creativity in circulation. Entries will need to demonstrate ideas that leap off the page. That is, work that exhibits ingenuity and outstanding craftsmanship in published media.

Preferable selection of jury candidates:

- Senior Creatives (Print Specialists)
- Art Directors
- Publishers
- Publishing Strategists
- Content Creators
- Copywriters
- Relevant Brands

Art Direction Specialists

- Art Directors with print focus
- Typography Specialists
- Print Visual Identity Experts

Copywriting

- Print Copywriting Specialists
- Editorial Content Directors

Publishing Industry Leaders

- Magazine Creative Directors
- Book Publishers
- Editorial Design Directors
- Publishing Innovation Leaders
- Digital Publishing Pioneers

Print Innovation Specialists

- Interactive Print Directors
- Print Technology Integration Experts
- AR/QR Print Experience Leaders
- 3D Printing Creative Directors

Print Craft Experts

- Photography Directors for Print
- Illustration Masters
- Typography Design Leaders
- Print Retouching Specialists



SOCIAL & CREATOR

The Social and Creator Lions celebrate creative social thinking and strategic influencer marketing solutions. Entries will need to demonstrate how levels of engagement, social reach and the creative use of social networks, brand ambassadors and influencers and other social platforms led to commercial success.

Preferable selection of jury candidates:

- Relevant Senior Creatives with Social Media Experience
- Social and Digital Marketing Experts
- Digital Strategists
- Programmers/Tech Builders
- Integrated, Social Media Celebrities/Content Creators (experts in how social media content works)
- Digital Content Experts
- UX Experts
- Influence Marketers
- Relevant Clients
- Social Celebs
- Social PR Specialists
- Social Strategy Experts
- Relevant Brands

Social Strategy Leadership

- Social Strategy Directors
- Social Media Agency founders
- Community Building Strategists
- Social Insights Directors
- Social Engagement Leaders

Creator Economy Experts

- Creator Economy Platform Executives
- Creator Strategy Leaders
- Creator Economy Analysts

Influencer Marketing Specialists

- Influencer Marketing Agency founders/experts
- Influencer Relations Directors
- Influencer Partnership Strategists
- Creator Talent Management Executives

Social Content Creators

- Professional Content Creators
- Social Media Personalities
- Multi-platform Content Specialists
- Creator Collective Founders



SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals Lions celebrate creative problem solving, solutions or other initiatives that harness creativity and seek to positively impact the world. Entries will need to demonstrate how they contributed to or advanced the 2030 Agenda for Sustainable Development across people, planet and prosperity.

Preferable selection of jury candidates:

- Relevant Senior Creatives
- Relevant Brands
- UN Rep
- Goal Advocates
- Relevant Talent
- Relevant Celebrities
- Chief Sustainability Officers

Sustainability Leadership

- Corporate Sustainability Officers
- Environmental Impact Directors
- Social Impact Agency Leaders

SDG Specialists

- UN SDG Implementation Experts
- Sustainable Development Strategists
- Impact Measurement Directors

Environmental Experts

- Climate Action Specialists
- Biodiversity Conservation Leaders
- Circular Economy Innovators

Social Impact Specialists

- Social Equity Directors
- Poverty Reduction Strategists
- Gender Equality Experts

NGO & Foundation Leaders

- Foundation Partnership Leaders
- Humanitarian Organisation Executives

Sustainable Innovation Experts

- Sustainable Technology Innovators
- Green Design Directors
- Sustainable Solution Architects



TITANIUM LIONS

The Dan Wieden Titanium Lions celebrate gamechangers. Entries will need to break new ground in branded communications; that is, provocative, boundary-busting, envy-inspiring work that marks a new direction for the industry and moves it forward.

- Global Senior Creatives (Chief Creative Officer level) – preferably past Presidents
- Global Brands – Lion Winners
- Global Media CEO's
- Founders of Agencies
- Disruptors