

# NCM 2025 U.S. YOUNG LIONS COMPETITION

## OFFICIAL RULES

**Important: Please read these Official Rules before entering this competition (the “Competition”). By participating in the Competition, you agree to be bound by these Official Rules and represent that you satisfy all of the eligibility requirements below.**

***NO PURCHASE NECESSARY TO ENTER. VOID WHERE PROHIBITED.***

**I. Eligibility.** The Competition is only open to Teams consisting of two (2) young professionals who throughout the Competition Period are each (i) a legal resident of one of the fifty (50) United States or the District of Columbia with a valid passport and the ability to travel abroad (e.g., Winners are responsible for obtaining necessary passports and visas) for more than six (6) months after the end of the Competition Period, (ii) at least eighteen (18) years of age at the time of registration, (iii) born on or after June 20, 1994, and (iv) working at the time of entry as an eligible employee or eligible freelancer in any of the creative fields for the particular Category entered, as described in the Registration section, below (each a “**Participant**”). The “**Competition Period**” is from the start of the Competition Registration Period through the end of the 2025 Cannes Lions International Festival of Creativity, June 20, 2025. Employees and contractors of National CineMedia, LLC (“**NCM**” or “**Sponsor**”), Lions Festivals Ltd., and each of their respective affiliated companies, and the immediate family members of, and any persons domiciled with, any such employees or contractors, are not eligible to enter or to win. Winning Teams must be available to participate in a **global** competition from June 16-June 20, 2025, in person in Cannes, France.

## **II. How to Enter.**

**Registration.** Registration for each Category will begin at 12:00:01 a.m. (E.T.) on December 13, 2024 and end at 7:59:59 p.m. (E.T.) on January 17, 2025 (“**Competition Registration Period**”). The Competition is open to “**Teams**” consisting of two (2) Participants who each meet the eligibility requirements, as described below, for the Category entered. If a Participant leaves the Competition for any reason, the entire Team will be disqualified. A Participant may only be a member of one (1) Team. A Team’s Participants do not have to be employed by the same company or agency, but they each must be working at the time of entry as a paid professional within the industry of advertising, marketing, or communications (i.e., agency employee, freelancer, or in-house team member) within the Category entered. There are five (5) Competition categories (each a “**Category**”) in which Teams can choose to participate: Digital, Film, Media, Print, and PR.

Teams can register for and compete in only one (1) Category. To register your Team, you must fill out the online registration form that can be found on the Competition website [ncm.com/younglions](https://ncm.com/younglions). The following information is required on the registration form: (1) Young Lions Competition Category in which your Team wishes to compete, and (2) each Participant’s Full Name, Company & Title, Email Address, Phone Number, Mailing Address, Desired Departure Airport, and Date of Birth. All information must be completed on the registration form to receive a confirmation email with instructions on how to log in to your Team page. You must

log in to your Team page to receive your unique Team confirmation code, which will be displayed on the page. **That confirmation code will be required to compete.**

**Entry.** An assignment brief will be sent to each confirmed Team no later than 6:00 p.m. (E.T.) on January 23, 2025. The briefs will also be available on [ncm.com/younglions](http://ncm.com/younglions). **Submissions will be accepted beginning at 8:00 a.m. (E.T.) January 25, 2025 and ending at 8:00 p.m. (E.T.) February 6, 2025. Each submission must include the Team's confirmation code provided in the registration confirmation email.** All entry submissions must be anonymous (e.g., the creative asset submitted with each entry must not include any Team Participant's name or company name). Submission specifications and entry details vary by Category and will be outlined in the assignment brief. All submissions must be the original work of the Team and be in English. All entries must fully comply with the specifications outlined in the assignment brief and must not infringe on the rights of any third party. Sponsor and judges reserve the right to disqualify any entry that (i) is submitted late, (ii) is alleged to infringe on any third party's intellectual property rights, (iii) Sponsor deems obscene, offensive, or otherwise inappropriate, (iv) has won any previous award or competition, or (v) does not meet the category's entry and submission requirements. All requested information must be provided for your entry to be valid. Entries must be submitted following Sponsor's requested submission process. Receipt of entry occurs when Sponsor's server records your submitted entry form or Sponsor receives your offline entry submission. Proof of sending (such as an automated computer receipt confirming the delivery of e-mail, a "thanks for entering" message or post office receipt) does not constitute proof of actual receipt by Sponsor. Entries become the exclusive property of Sponsor and will not be acknowledged or returned. All Participants and entries are subject to verification by Sponsor. Due to the high volume of entries, specific scores or feedback will not be made available.

Neither Sponsor, Sponsor Group, the Lions Festivals Ltd., nor any of their directors, officers, professional advisors, employees and agencies (collectively, the "**Released Parties**") will be responsible for any technical malfunction, error, omission, interruption, deletion, defect, delay in operation, communications failure, computer failure, virus, or tampering; any unauthorized access to, theft, destruction or alteration of entries; any injury to or death of any entrant; or damage to any computer or mobile device used to enter the Competition (each an "**Unplanned Event**"). Sponsor reserves the right to terminate, modify or suspend the Competition, in its sole discretion, following any Unplanned Event. Sponsor may select winners from among all eligible entries received from the unaffected portion of the Competition by any means deemed by Sponsor in its sole discretion to be fair, appropriate and consistent with the spirit of these Official Rules.

Your computer must accept cookies, or any successor or similar technology, which may be used for the purpose of entry tracking. Ad blocking software on your computer needs to be disabled so that it doesn't interfere with processing your entry.

**Identity of Participants.** In the event of a dispute about the identity of any Participant, the entry will be declared made by the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

**III. Winner Selection.** A panel of qualified judges, selected by Sponsor, will judge all Team entries. Each Category will be judged independently of one another. The ratings scale for each criterion will range from one (1) to five (5), with five (5) being the best score. See Category details below for judging criteria and process. All judging will be completed on or about April 9, 2025.

**a. Digital Category.**

- i. All eligible entries for the Digital Category will be judged in the first round according to the following criteria: The Creative Idea (50%), Strategy (25%), Execution (25%).
- ii. Upon completion of the first round of judging, there will be no more than five (5) Finalist Teams selected based on the entries that receive the highest scores at the conclusion of the judging.
- iii. Finalist Teams will be required to present their submission in person in New York City on a date and time (around early-April) designated by Sponsor. Finalist Teams will be notified at least two weeks prior to the scheduled presentation and will be given at least one week to put their entry into a live presentation-friendly format (e.g., reformatting slides, reducing copy, changing typeface or graphics sizes, etc.) without changing the basic ideas or concepts of the entry. Finalist Team presentations must be in either PowerPoint or PDF format. There is no limit to the number of slides for the Finalist Team presentation, but the live presentation must be no more than eight (8) minutes. If the Finalist Team presentation goes over eight (8) minutes, the Team may be asked to stop presenting. Any Finalist Team not able to fully attend the presentation in-person may be disqualified. In the final round of judging, the Finalist Teams will be judged according to the following criteria: The Creative Idea (20%), Strategy (15%), Execution (15%), Presentation Skills (50%). The Finalist Team with the highest score in the final round will be designated the Digital Category Winning Team.

**b. Film Category.**

- i. All eligible entries for the Film Category will be judged according to the following criteria: The Creative Idea (50%), Strategy/Insight (30%), Execution (20%).
- ii. The Top 5 entries will go through a second round of judging based on Execution (100%).
- iii. The Team with the highest score in the second round will be designated the Film Category Winning Team.

**c. Media Category.**

- i. All eligible entries for the Media Category will be judged in the first round according to the following criteria: The Creative Idea/Insights (40%), Strategy (40%), Execution (20%).
- ii. Upon completion of the first round of judging, there will be no more than five (5) Finalist Teams selected based on the entries that receive the highest scores at the conclusion of the judging.
- iii. Finalist Teams will be required to present their submission in-person in New York City on a date and time (around early-April) designated by Sponsor. Finalist Teams will be notified at least two weeks prior to the scheduled presentation and will be given at least one week to put their entry into a live presentation-friendly format (e.g., reformatting slides, reducing copy, changing typeface or graphics sizes, etc.) without changing the basic ideas or concepts of the entry. Finalist Team presentations must be in either PowerPoint or PDF format. There is no limit to the number of slides for the Finalist Team presentation, but the presentation must be no more than eight (8) minutes. If the Finalist Team presentation goes over eight (8) minutes,

the Team may be asked to stop presenting. Any Finalist Team not able to fully attend the presentation may be disqualified. In the final round of judging, the Finalist Teams will be judged according to the following criteria: Creative Idea/Insights (20%), Strategy (15%), Execution (15%), Presentation Skills (50%). The Finalist Team with the highest score in the final round will be designated the Media Category Winning Team.

**d. Print Category.**

- i. All eligible entries for the Print Category will be judged according to the following criteria: The Creative Idea (50%), Strategy/Insight (30%), Execution (20%).
- ii. The Top 5 entries will go through a second round of judging based on Execution (100%)
- iii. The Team with the highest score in the second round will be designated the Print Category Winning Team.

**e. PR Category.**

- i. All eligible entries for the PR Category will be judged in the first round according to the following criteria: The Creative Idea (30%), Strategy (40%), Execution (30%).
- ii. Upon completion of the first round of judging there will be no more than five (5) Finalist Teams selected based on which entries receive the highest scores.
- iii. Finalist Teams will be required to present their submission in-person in New York City on a date and time (around early-April) designated by Sponsor. Finalist Teams will be notified at least two weeks prior to the scheduled presentation and will be given at least one week to put their entry into a live presentation-friendly format (e.g., reformatting slides, reducing copy, changing typeface or graphics sizes, etc.) without changing the basic ideas or concepts of the entry. Finalist Team presentations must be in either PowerPoint or PDF format. There is no limit to the number of slides for the Finalist Team presentation, but the presentation must be no more than eight (8) minutes. If the Finalist Team presentation goes over eight (8) minutes, the Team may be asked to stop presenting. Any Finalist Team not able to fully attend the presentation may be disqualified. In the final round of judging, the Finalist Teams will be judged according to the following criteria: The Creative Idea (20%), Strategy (15%), Execution (15%), Presentation Skills (50%).
- iv. The Finalist Team with the highest score in the final round will be designated the PR Category Winning Team.

Sponsor reserves the right, but does not have the obligation, in its sole discretion to permit one or both members of any Finalist Team to present virtually instead of in-person. Except for the final rounds of the Media, PR and Digital Categories, all judging will be blind, and judges will not have access to the Team Participants' names or any contact information. Judges will be provided with links to or copies of the submissions. The two (2) Teams with the next highest scores in each Category will be the "**Runner Ups**," with the First Runner Up being the Team with the second-highest score in each Category and the Second Runner Up being the Team with the third-highest score in each Category. Each Runner Up Team must be available to participate in the global competition in Cannes, France if the Team immediately ahead of the Runner Up Team is unable to do so. In the event of a tie, tied entries will be re-judged on the same criteria listed above for that round. Decisions of judges and Sponsor regarding the selection of winners and all other aspects of the Competition shall be final and binding in all respects.

Subject to applicable restrictions, the winning U.S. Team in each Category will be invited to attend the 2025 Lions International Festival of Creativity in Cannes, France, from June 16-June 20, 2025 (“**Festival**”). Winning Teams must be able to compete in the separate, global Young Lions competitions from **June 16-June 20, 2025** on the designated 24 hour to 48-hour schedule determined by the Festival organizer.

**IV. Prizes and Odds.** The Winning Team from each Category (Digital, Film, Media, Print and PR) will represent “TEAM USA” during the 2025 Cannes Lions International Festival of Creativity in Cannes, France from June 16-June 20, 2025. Subject to applicable restrictions, each Team, consisting of two (2) Participants, will receive the following: (2) Round-trip coach airfare tickets from a major airport near each Team Participant’s residence to Nice, France; Up to (6) nights double or single occupancy, at a 2-star (or higher) hotel in Cannes, France during the Festival; and (2) Full-week Young Lions Registration Passes. The approximate retail value of the prize is \$10,000 per Winning Team. No other costs or expenses are included in the prizes. Each Team Participant shall be responsible for ground transportation to and from the airports and hotel, meals, beverages, gratuities, taxes, and all other expenses not included in the prize description. Odds of winning depend on the number of eligible entries received. Prizes are provided by the Sponsor and Sponsor Group, as well as any additional sponsoring organization that may join the Sponsor Group in the future. Sponsor shall have final determination of air travel and hotel accommodations and may have secured such arrangements prior to announcing winners.

**V. Winner Notification and Acceptance.** On or about April 9, 2025, Sponsor will announce Winning Teams at a live event. The Teams that submitted the top 5 highest scoring entries in each Category will be invited to attend the live event. Each Participant of a Winning Team who is not in attendance at the live event will be notified through their email address submitted on the entry. Both Participants of each Winning Team must provide Sponsor with written acceptance of the Winning Team’s prize within 48 hours of notification in order to receive the prize. If a Winning Team fails to reply in the time period specified, that Winning Team forfeits the prize and a Runner Up winner may be selected from the same Category. Both members of the Winning Team must be able to travel to France for the global competition during the June 16-June 20, 2025 timeframe, plus associated travel time, or the prize will be forfeited and an alternate Winning Team will be selected from the Category Runner Ups (time permitting). After acceptance of the prize by both Participants on the Winning Team for each Category, the Winning Teams will be announced on the Competition website. The prize is non-assignable and non-transferable. No substitutions are allowed by the winner. Prize is not redeemable for cash. Sponsor reserves the right to substitute a prize of equal or greater value. **Each Winner is solely responsible for reporting and payment of any taxes on prizes.** Each Winner will be required to complete an affidavit of eligibility/liability and publicity release which must be returned as directed by Sponsor. Failure to sign and return the affidavit or release, or to comply with any term or condition of these Official Rules, may result in disqualification of entry, the forfeiture of the prize, and the award of the prize to a Runner Up Team. Prizes that are not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

**VI. Participation.** By participating, Participants agree to be bound by these Official Rules and the decisions of Sponsor and judges. Sponsor reserves the right to disqualify Teams or Participants found tampering with or otherwise abusing any aspect of this Competition as solely determined by

Sponsor. Participants are responsible for all costs and expenses associated with preparing, submitting, and presenting their Team's entry, including the travel costs to and from New York City for the finalist presentation(s).

**VII. Copyright.** By entering the Competition, each Participant grants to Sponsor and the Sponsor Group a royalty-free and irrevocable right and license to reproduce, distribute, perform, publish, adapt, modify, display, and use the Participant's submitted entry, in whole or in part, for any purpose and in any manner or media (including, without limitation, the Internet) throughout the world in perpetuity, and to license others to do so, all without limitation or further compensation. Each Participant further agrees that if his or her entry is selected by Sponsor as a winning entry, Participant will sign any additional license or release that Sponsor or any Sponsor Group member may require and will not distribute, publicly perform, publish, display, license, or use his or her submitted entry without the express written permission of Sponsor.

**VIII. Construction.** The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is held to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

**IX. Sponsor & Sponsor Group.** The Competition is sponsored by National CineMedia, LLC in collaboration with Mother; Pereira O'Dell; UM (Universal McCann); Monotype, and Weber Shandwick ("**Sponsor Group**"), as well as any additional sponsoring organization that may join the Sponsor Group in the future.

**X. General Release.** By entering the Competition, you release Sponsor and all Released Parties from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Competition or delivery, mis-delivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

**XI. Use of Winner's Name, Likeness, etc.** Except where prohibited by law, entry into the Competition constitutes permission for Sponsor, the Sponsor Group, and their licensees to use each winner's name, biographical information, hometown, likeness, opinions, statements, voice and/or prize information, without limitation, in connection with the Competition and for any other advertising, marketing, or promotional purpose(s) in any media, including without limitation, the Internet, without further permission, compensation or remuneration of any kind.

**XII. Affidavit & Release.** As a condition of being awarded any prize, each Participant on a Winning Team may (in Sponsor's sole discretion) be required to execute and deliver to Sponsor within five (5) business days of attempted notification a signed affidavit of eligibility and acceptance of these Official Rules and release of liability, and any other legal, regulatory, tax-

related, or other document(s) required by Sponsor in its sole discretion. Failure to do so may disqualify the Winning Team and Sponsor may select an alternate Winning Team.

**XIII. Winner List; Rules Request.** For a list of winners (available after April 10, 2025) or a copy of these Official Rules (as applicable), visit [ncm.com/younglions](http://ncm.com/younglions). If you have any questions regarding this Competition, send an email to [CannesYoungLions@ncm.com](mailto:CannesYoungLions@ncm.com).

**XIV. Privacy.** NCM has the right to contact Participants about the Competition and share their information among and with the Sponsor Group in any way necessary to complete the Competition. In addition, data and information collected in the course of entering the Competition may be shared among and with the Sponsor Group, the Lions Festivals Ltd., Festival sponsors (both current and future) and their respective business partners. For a complete description of how this information may be used, including information on how to “opt out” of the disclosure of personal information, please visit the Sponsor’s Privacy Policy at [www.noovie.com/privacy](http://www.noovie.com/privacy). If you “opt out” prior to the Festival, you may not receive important announcements and e-mails that may relate to the Competition.

**XV. Miscellaneous.** These Official Rules will be governed, construed and interpreted under the laws of the state of New York, U.S.A. without regard to the conflicts of laws principles of any jurisdiction. Any disputes, claims, and causes of action arising out of or connected in any way with the Competition or the award of prizes shall be resolved individually, without resort to any form of class action, and brought exclusively in a federal or state court situated in the City of New York, New York. To the maximum extent permitted by law, each Participant agrees and irrevocably consents to personal jurisdiction, subject matter jurisdiction, and venue in such courts. Sponsor reserves the right to suspend or cancel the Competition at any time without notice upon the occurrence of a Force Majeure Event. Notwithstanding anything to the contrary contained herein, the Released Parties shall not be liable for any suspension or cancellation of the Competition resulting from a Force Majeure Event. A “**Force Majeure Event**” includes, but is not limited to: an act of God; flood, fire, earthquake or explosion; war, invasion, hostility (whether war is declared or not), a terrorist threat or act, riot or other civil unrest; government order or law; national or regional emergency; strike, labor stoppage or slowdown or other industrial disturbance; epidemic or pandemic; or other similar event beyond the reasonable control of the Released Parties.