

# The YouTube Cannes Young Lions 48 HOUR AD CONTEST

youtube.com/canneslions



YouTube and the Cannes Lions International Advertising Festival have partnered to give the best young creative minds a chance to attend Cannes and compete in the Young Lions Film Competition. This May we'll be running a 48-hour viral film contest – the first of its kind on YouTube – to create an ad for a charity. Contestants will then have two weeks to get as many views as they can. Two winners will be selected by a panel of industry experts and they will win an all expenses paid trip to Cannes to compete in this prestigious competition.

## MAKE AN AD

At midnight on May 15 (GMT) we'll release a brief for a 60-second ad on [youtube.com/canneslions](http://youtube.com/canneslions). Anyone born after June 1980\* can submit an ad to this channel until midnight, May 17. The more creative the better.

## SPREAD THE WORD

Making the video is just half the job. Entrants will have two weeks to drive as many people to their YouTube video as possible. Embed it, blog about it, tweet it – whatever it takes.

## GO TO CANNES

At the end of those two weeks our panel of judges (see above right) will pick two winners, based on overall creative execution of the brief and the videos' views, ratings, comments, votes and overall online footprint. The prize for the winners is an all-expenses paid trip to Cannes to take part in the Young Lions Film Competition as Team YouTube – fantastic exposure for any young creative filmmaker looking to carve a role in the advertising or film industry.

The two winners from the 48-Hour Ad Contest will be teamed up in Cannes to form Team YouTube and compete against 37 other teams from around the world in the Young Lions Film Competition. Teams are issued with a mobile phone and have just 48 hours to shoot and edit a 60-second commercial on behalf of a charity. It will prove to be a frantic week of creativity and training. The experience is intense but winning can be rewarding both personally and professionally. 2009 is the first year that entrance to the Young Lions Film Competition has been opened up to the world via YouTube.

## Contest judges



**Rory Sutherland**  
Vice Chairman,  
Ogilvy Group UK (UK)



**Alexander Gama**  
President, NeoGama BBH  
(Brazil)



**Nick Law**  
EVP/CCO, RGA (USA)



**Stéphane Xiberras**  
Creative Director, BETC  
Euro RSCG (France)



**Yuya Furukawa**  
Senior Creative Director  
Dentsu Inc (Japan)



**Ariel Abramovici**  
2008 Young Lions Film  
Winner, BBDO (Argentina)



**Bruno Acanfora**  
2008 Young Lions Film  
Winner, BBDO (Argentina)

## Cannes Lions International Advertising Festival

Since 1954, the Cannes Lions International Advertising Festival has been the world's only truly global meeting place for those interested in creativity in communications.

In June 2009, the industry will gather again to celebrate the best advertising work from the last 12 months and listen to inspirational speakers such as Eric Schmidt, Alex Bogusky, Mark Tutssel, Kofi Annan and David Plouffe, all addressing the challenges that face the advertising and marketing industry today.

[www.canneslions.com](http://www.canneslions.com)



\*subject to terms and conditions