

# New Young Lions PR competition launched

To round out its efforts to provide rising stars with unique learning opportunities, Youth Cannes Lions has launched the Young Lions PR competition to complement its existing contest offerings and give budding PR professionals a unique experience and a global platform that will help their career prospects.



## Showcase young talent

The International Communications Consultancy Organisation (ICCO) supports the competition. David Gallagher, president ICCO says, "The organisation is focused on the future of the global PR industry and we see the Cannes Lions festival as a one-of-a-kind world stage to showcase the potential and creativity of our young talent. We are delighted to help debut the Young PR Lions competition and eager to show our stuff among the best and brightest in Cannes this summer."

Following a pre-selection process in their own country, set up the by local Cannes Lions representatives, teams of two people - PR professionals aged 28 years or younger working as assistant account executives, account executives, senior account executives or account managers for PR agencies and consultancies, will compete at Cannes.

## Aim of the competition

The competing teams will be set a brief by a charity or non-profit organisation that will act as the 'client'. The aim of the 24 hour competition is to show how PR is effectively used to engage audiences with an organisation or a specific topic that the 'client' is dealing with. The competition will allow some elements of creative to be produced by the contestants that can be used when they present their strategy to a selected jury.

Gold, Silver and Bronze medals will be presented to the winners with the Gold winners being honoured during the Creative Effectiveness, Promo & Activation, PR and Direct Lions Awards on Monday, 16 June.

Steve Latham, Cannes Lions' director of talent and training, comments, "As we continue to strengthen and amplify Cannes Lions', we are delighted to count on the support of the ICCO for this competition."

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