

# YOUNG LIONS COMPETITIONS REPORT



YOUNG LIONS  
COMPETITIONS

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# Young Lions Competitions 2024 in numbers

YOUNG LIONS  
COMPETITORS

448

COUNTRIES  
REPRESENTED

68

WINNERS

42

## Competition partners 2024

Design Competition:



Digital Competition:



Marketers Competition:



Film, Media and Print Competitions:



PR Competitions:



## Competition sponsors 2024

Competitions:



Design Competition:



Marketers Competition:





# The Competitions Overview

Each year, the Young Lions Competitions shine a spotlight on emerging talent in the global creative and communications industry. At their core, the competitions serve as a learning experience and encourage innovative thinking and brave ideas in an ever-changing landscape.

Relive the excitement of the Young Lions Competitions 2024 in this report as we highlight the extraordinary and diverse range of talent and campaigns that resonated throughout the event. Use it to browse the winners, competitors, competition briefs and an all-time competition winners leaderboard.

Thank you to our partners for supporting the Competitions. Adobe returned as the official sponsor of the Young Lions Competitions and tools provider. Pantone injected colour as the Marketers Competition sponsor. And Monotype brought creativity as the Design Competition sponsor. Finally, The News Movement created incredible content for the competitions as the official media partner – some of which you can view [here](#).

And of course, a huge congratulations to all our Young Lions Winners 2024.

## The Global Creative Competition for Young Talent

Often referred to as the Olympics of Advertising, the Young Lions Competitions see the most talented and creative professionals go head to head and compete to be crowned the global Young Lions champions. As each team has won a local competition, it's the best of the best competing against the clock.

There can only be one winning team per competition, and Gold winners receive a Festival pass and accommodation for next year's event. Winning Gold at the Young Lions Competitions is truly a life-changing moment for young creatives – and the first step into an award-winning career.

Are you up for  
the challenge?

7 COMPETITIONS

24 HOURS

68 COUNTRIES

448 COMPETITORS



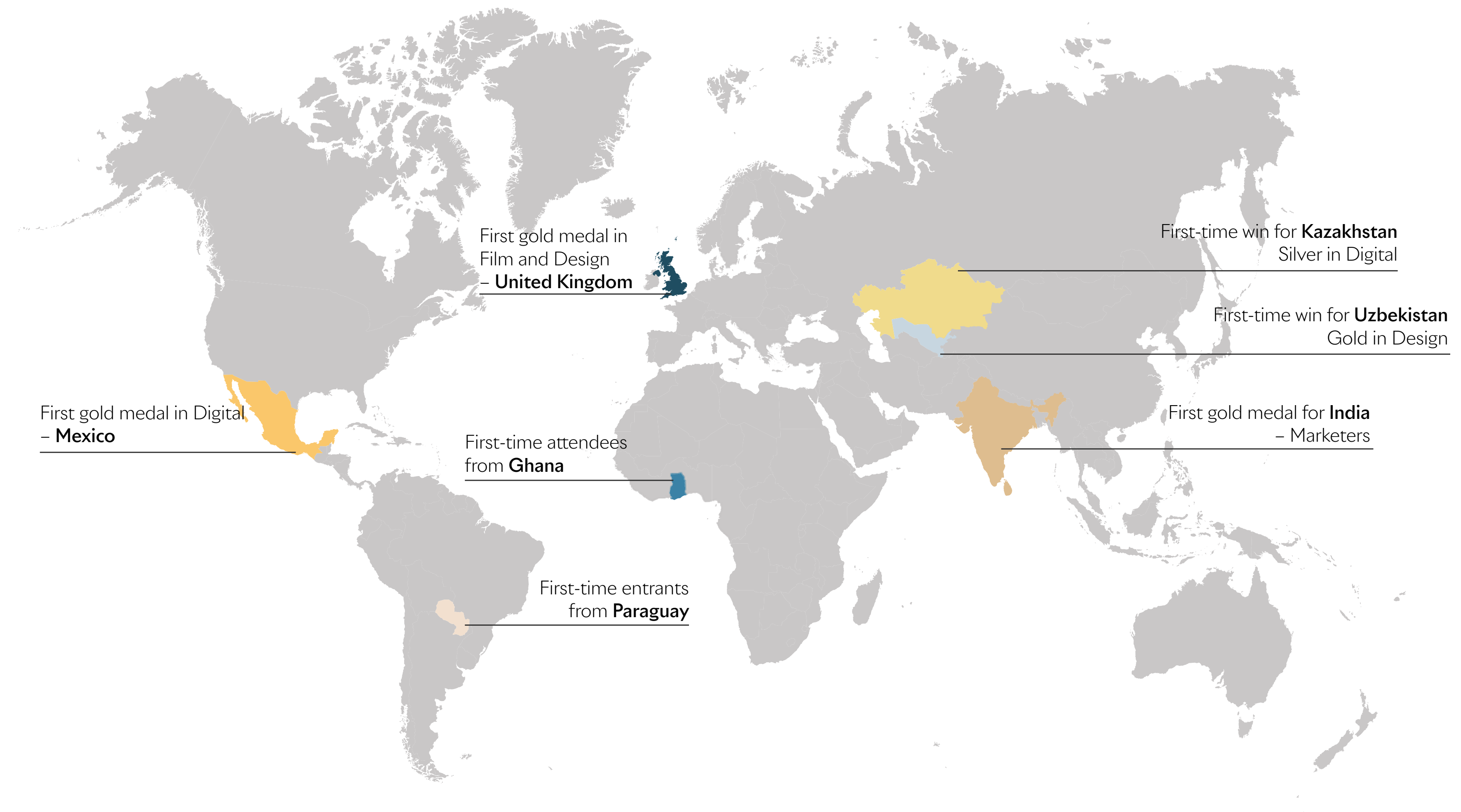
# First-timers in focus

This year, we welcomed the first Paraguayan and Ghanaian Young Lions teams to Cannes. Kazakhstan and Uzbekistan were awarded for the first time in history with medals in Digital and Design.

In addition, we introduced Jury Chairs to each of our competitions. As well as judging, these Chairs ensured a fair process and led their Juries as they awarded the winning pieces of work.

On the Young Lions experience, Ewurakua Otabil, who represented Ghana in the Media competition, stated: “The Cannes Lions experience is a bucket list must-have, a thrilling adventure that immerses you in a world of innovative thinking, creative genius and inspiration!”

Following their Gold Print medal win for Ecuador, María Paula Mera Velez shared that Young Lions “proves that all mental barriers can be broken, and [we can] achieve dreams we never thought were possible – even winning gold”.





# The Design Competition

Design Competition:

## **Monotype.**

### The Design Competition

The Young Lions Design Competition gives graphic designers and other specialist designers the space to showcase their talent and test their skills against the rest of the industry.

Teams of two are required to deliver a design system, a description of how the design fits the brief and an explanation of how the design would help the brand evolve. The work should be innovative, exciting and energetic, taking into consideration the limitations of the competition partner setting the brief as well as the global scale the work needs to reach.

The competition partner presents the brief to the teams, and creatives have 24 hours to create their work.

### Eligibility

To be eligible to compete in the Design Competition, the team must be made up of two professionals aged 30 or under, working in creative communications or advertising or for a digital agency.

Freelancers are welcome to compete in this competition. In-house creative teams from client companies are also accepted.

### The winners

The Gold winners each receive a Festival pass and free accommodation for next year's event. Medals and certificates are presented to the Gold, Silver and Bronze winners.

DESIGN

# Design Competition Brief 2024

Competition partner:



**Jury Chair:**  
**Roxana Nita**

**Challenge: Develop a design concept that has stopping power for MIS for the new authorial master exhibition about the filmmaker Billy Wilder.**

MIS – Museu da Imagem e do Som (Museum of Image and Sound) is a Brazilian museum in São Paulo devoted to all kinds of image and sound themes, such as cinema, music, photography, games, new media, etc. The museum has an archive composed of over 200,000 items, including oral and video testimonial records, equipment, photographs, films, rolls, documents, movie posters, and pictures, among many others.

For over five decades, MIS has been at the forefront of showcasing thematic exhibitions in the realms of image and sound. The latest exhibition will showcase a variety of movies directed by Billy Wilder, a filmmaker and screenwriter who is regarded as one of the most versatile filmmakers of Classic Hollywood cinema. His work includes *Some Like It Hot* and *Sunset Boulevard*. The exhibition design follows the atmosphere of each highlighted film, reproducing its main scenario and moments.

The main challenge is to develop a visual ID that creates an immediate connection between the audience and the exhibition and, at the same time, introduces the name 'Billy Wilder'. The visual ID must be versatile and introduce a not-so-well-known name who has been behind an extremely popular and famous production.

## Target audience

- spontaneous audiences aged 18 and over (members of the public that go to the museum without an official, prescheduled guided tour with the educative department)
- people interested in cinema in general
- people interested in Hollywood and 1930s–1970s stories
- cinema students and researchers
- school groups; young audiences who don't know Billy Wilder
- people interested in pop icons and historical moments
- families and seniors groups looking for an educational and entertaining cultural moment/activity.

## Key message

This is the place to learn, have fun, connect with memories and discover new worlds.

## Specific campaign deliverables

Each team will be submitting an A3 format design entry that showcases their creative design concept. This must include:

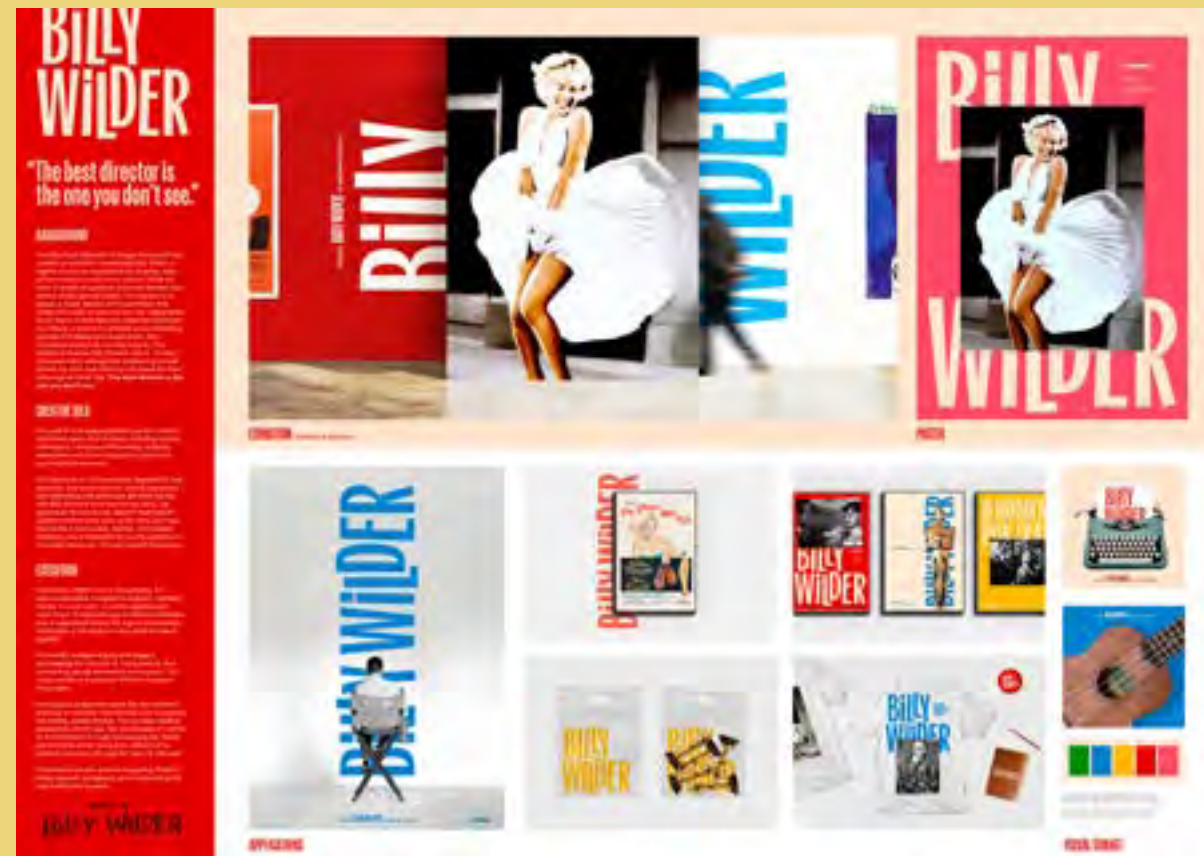
1. a digital presentation image – a visual overview of your work concisely summarising the brief
2. no more than three digital images that may help support the entry in the Jury room (optional)
3. a three-part written submission to give more context about your work:
  - background – overview of the brief and its objectives (150 words)
  - creative idea and insight – including brand relevance and target audience (150 words)
  - execution – design elements, design touchpoints, design development processes, etc (150 words).

[Read the full brief here.](#)



# Design Competition Winners 2024

## GOLD



Inspired by Wilder's iconic film posters, the logo incorporates characterful ligatures, between double 'L's and 'L&D'. A subtle clapperboard motif in the 'R' pays homage to Wilder's directorial role. In executions where the logo is purposefully obstructed, a full version is also used to ensure legibility.

BILLY NHIWATIWA  
ETHAN BROWN  
UNITED KINGDOM

## SILVER



Capturing Wilder's remarkable way of thinking and perspective, the identity revolves around a graphic symbol inspired by Wilder's iconic glasses and the viewfinder of a camera. The lens device is subtly integrated into the wordmark, symbolising Wilder's preference for letting his work take centre stage.

AMBER REDMOND  
PADDY COLLINS  
IRELAND

## BRONZE



The concept revolves around Billy Wilder, who remains a silhouette behind his iconic movies, scenes and quotes that most have encountered. As he said, "The best director is the one you don't see", and this is true for him. The silhouette, though less visible than people's faces or images, illustrates power, style and a profound statement: this is the best director.

FARRUKH MURODOV  
MALIKABONU MURODOVA  
UZBEKISTAN

[View all the work here](#)





# The Digital Competition

## The Digital Competition

The Young Lions Digital Competition challenges teams to create a digitally led campaign in 24 hours.

The competitors are expected to show how the power of technology can answer the competition partner's brief by providing a creative solution aligned with the ever-moving technological evolution of digital communications.

Each team will be expected to include relevant campaign mock-ups, images, etc. Teams will then present live to the Young Lions Digital Jury.

## Eligibility

To be eligible to compete in the Digital Competition, the team must be made up of two professionals aged 30 or under, working in creative communications or advertising or for a digital agency.

Freelancers are welcome to compete in this competition. In-house creative teams from client companies are also accepted.

## The winners

The Gold winners each receive a Festival pass and free accommodation for next year's event. Medals and certificates are presented to the Gold, Silver and Bronze winners.

DIGITAL



# Digital Competition Brief 2024

Competition partner:



**Jury Chair:**  
Lucas Heck

**Challenge:** Use the power of digital to build a dynamic community of global Dandelions; together, we can build a climate-safe world for all.

Project Dandelion is a campaign on a mission to bring more people into the movement for climate justice. Led by women, uniting the voices of frontline workers, Indigenous communities and all who support climate action to pressure our leaders to follow through on their commitments and amplify solutions leading change for a climate-safe world.

Today, no global mass advocacy campaign exists that unites people around the world, amplifies local solutions and pressures our leaders to do more to fight the climate crisis. Overall, Project Dandelion's goal is to shift from the vocal minority: individual activists willing to go to extreme lengths to have their voices heard to the mobile majority: giving ordinary people a united voice and platform to push their leaders to deliver a climate-safe world for all.

## Target audience

### Primary

Digital noisemakers. They're young, alarmed and know how to make noise cut through the noise. They use social media platforms to connect and organise, educate, mobilise, address systemic issues and challenge prejudice. They understand the intersectional nature of climate justice. They want frontline defenders to know they've 'got their backs'.

### Secondary

Frontline defenders. The climate crisis directly affects their livelihoods and the future of their families and communities. As a result, they're responding to the climate shocks that are happening every day. They have stepped up and are leading themselves rather than waiting for government officials. They're smallholder farmers in Ethiopia, garment workers in Bangladesh, trash pickers in India, forest protectors in Panama, people living with rising sea levels and hurricanes in the Gulf South of the USA and Indigenous communities in Northern Canada. They are digitally connected and mobile-first.

## Strategy

The strategy is simple: show the world you're a Dandelion, via digital. The goal is to spend the next year uniting 10 million people around the world to be ready to mobilise for COP 30 in November 2025. Think of Project Dandelion as Batman's Bat-Signal, to be able to create a call and response with Project Dandelion. To have people self-identify/ badge digitally that they are Dandelions and be ready to mobilise around specific asks down the road.

Uniting individuals across generations, geographies and more. By becoming a Dandelion, you are self-identifying as sharing our values and solutions for a climate-safe world that is liveable for all. We want to spread the Dandelion symbol across digital platforms for people to see and want to learn more about it – ultimately joining the Dandelion movement with others.

## Key message

Become a Dandelion. Together, we can build a climate-safe future for all.

## Specific campaign deliverables

Each team will be asked to submit an A3 format entry that showcases their digital campaign. This must include:

1. a digital presentation image – a visual overview of your work concisely summarising the brief
2. up to three supporting images that may help support the entry in the Jury room (optional)
3. a four-part written submission:
  - background – overview of the brief, objectives, etc. (150 words)
  - creative idea and insight – including brand relevance and target audience (150 words)
  - strategy – including data gathering and approach (150 words)
  - execution – explaining the implementation, timeline, placement and scale (150 words).

[Read the full brief here.](#)



# Design Competition Winners 2024

## GOLD



The idea is simple: use weather as a ‘first move’ in dating apps – incorporating the climate crisis into people’s conversation. By partnering with Bumble and support from activists and environmentalists during Climate Week, every opening question will be modified into weather related topics. Going from “What’s your favourite movie?” into “Is the heat wave as bad in your town as mine?”

ROBERTO CONCHA RODRIGUEZ  
ALEJANDRA MARGAIN  
MÉXICO

## SILVER



This platform will highlight all the broken promises, made by politicians, related to the climate crisis and invite everyone to join the global Dandelion community. Dandelions will share these broken promises thrown into the wind digitally and invite politicians to act on them before COP 30 in November 2025.

YERMAKOVA ADELYA  
ZHARKYNBEK MURAD  
KAZAKHSTAN

## BRONZE



Eighty per cent of carbon emissions come from 57 companies, making climate action supporters despair about the activism they can do at individual levels. To tackle this, using AI interpreting algorithms, ‘Pass your Guilt’ compares individuals’ impact on the environment with one of the 57 companies and allows individuals to pass their guilt onto said companies through a pre-written email where they pledge to be a Dandelion and manifest their disapproval.

JOÃO CHICAU  
TOMÁS ALMEIDA  
PORTUGAL

[View all the work here](#)

# DIGITAL



# The Film Competition

## The Film Competition

### How does it work?

The Film Competition challenges young creatives to shoot and edit a 60-second ad in only 48 hours.

The competition partner presents a brief to the teams highlighting the challenges and expected KPIs. The competitors then have 48 hours to film original footage and create an ad that responds to the brief in a creative way.

The competition is judged by the Young Lions Film Jury that selects a Bronze-, Silver- and Gold-winning film.

## Eligibility

To be eligible to compete in the Film Competition, the team must be made up of two professionals aged 30 or under, working in creative communications or advertising or for a digital agency.

Freelancers are welcome to compete in this competition. In-house creative teams from client companies are also accepted.

## The winners

The Gold winners each receive a Festival pass and free accommodation for next year's event. Medals and certificates are presented to the Gold, Silver and Bronze winners.



# Film Competition Brief 2024

Competition partner:



**Jury Chair:**  
**Corinna Martínez**

## **Challenge: Muscles, money, misogyny. Let's rewrite how young men are seen.**

The Unstereotype Alliance is a thought and action platform that seeks to collectively use the advertising industry as a force for good to drive positive change all over the world. Convened by UN Women, the United Nations entity for gender equality, the Alliance contributes to empowering people in all their diversity (gender, race, class, age, ability, ethnicity, religion, sexual orientation, language, education, etc.) and addressing harmful stereotypes in advertising to help create a more equal world. The Alliance works for gender equality across the gender spectrum, including the LGBTQ+ community and healthy portrayals of masculinity.

The challenge is to address the disconnect between how men perceive success and how it is portrayed in the media. Research shows that 66% of millennial men feel that advertising negatively impacts their sense of success. The challenge is to create a compelling film that redefines what it means to be a successful man today. This campaign should inspire young men, presenting success as multifaceted and individualised, and resonate deeply within the digital spaces where Gen Z spends their time.

### **Target audience**

Gen Z men (aged 18–27) who spend their downtime in digital spaces and on social media (watching content on YouTube, reading/participating in conversations on Reddit, gaming and chatting online).

Gen Zers are known for their social responsibility, dedication to social and political issues and demand for authenticity when it comes to brands and advertising.

This means that branded content needs to grab their attention immediately or risk being passed over for something else.

### **Strategy**

To create a bold and impactful film that connects with young men desperately seeking role models, presenting them with new, empowering narratives of masculinity. Key points include:

- Evolve masculine depictions.
- Inspire positive change.
- Counter harmful influences.
- Support mental health.

### **Key message**

Every man has his version of success. Let's show him that many versions are possible.

### **Specific campaign deliverables**

Each team will be submitting one final film ad. This must include:

1. one 60-second film – the original film advertisement or content, exactly as it would be aired. Work that is not in English should be subtitled so that it can be understood in English.
2. a three-part written submission:
  - summary of the film – what happens in the advertisement. Don't comment on the brief, its challenges or the success of the film (150 words)
  - background – the brief, the objectives of the challenge, etc (150 words)
  - strategy and insight – including the target audience and how your film answers the brief (250 words).

[Read the full brief here.](#)



# Film Competition Winners 2024

## GOLD



Man In The Mirror challenges this disconnect between the advertised and lived experiences of success for me by offering a more authentic perspective. Using humour to connect with the Gen Z audience, the film's protagonist explores more emotional and personal definitions of success.

MATT NICHOLAS  
GRAHAM ROBERTS  
UNITED KINGDOM

## SILVER



Successful Generation aims to free Gen Z men from the unhealthy 'success' stereotypes imposed by the media that block them from achieving the success they desire. Harnessing the power of AI, the film presents the way Generative Fill in Photoshop imagines successful men by generating diverse variations to highlight the many versions of success.

INNA TABACHENKO  
LISA GLONTI  
GERMANY

## BRONZE



Can you define success? Is there a universal definition? No, because success is a highly subjective concept that varies based on individual values, goals and cultural contexts. World Record highlights that success is defined by each person, meaning that any version of success for men is possible.

MARITA KAVELASHVILI  
ANA TEDIASHVILI  
GEORGIA

[View all the work here](#)

# FILM



# The Marketers Competition

Design Competition:

**PANTONE®**

## The Marketers Competition

### How does it work?

The Marketers Competition champions the world's best young client marketers. Over an intense 24-hour period, teams of two work to come up with a concise, direct and effective campaign. It's the ultimate test of teamwork and ability to think under pressure. It's also a great opportunity to raise your profile among industry leaders and prove yourself on a global stage.

The competition partner will present the brief to the teams, highlighting the challenges they face. Each team is expected to create a product/service that would be based on the knowledge and understanding of the brands they work for.

Teams will be asked to present their idea in front of the Jury, followed by a five-minute Q&A session. Teams will be judged on the creativity, clarity and feasibility of their work.

## Eligibility

To be eligible to compete in the Marketers Competition, the team must be made up of two professionals aged 30 or under, working in-house for a single brand in advertising or communications (e.g. Intel, Coca-Cola).

We do not accept creatives working for advertising agencies to compete in the Marketers Competition. Freelancers are not eligible to compete either.

## The winners

The Gold winners each receive a Festival pass and free accommodation for next year's event. Medals and certificates are presented to the Gold, Silver and Bronze winners.

MARKETERS

# Marketers Competition Brief 2024

Competition partner:



**Jury Chair:**  
Shannon Womack



**Challenge: How can we explain the World Bank’s International Development Association (IDA) to the public and help them realise it’s the best investment in the future?**

The International Development Association (IDA) is one of the largest sources of assistance for the world’s 75 low-income countries and is the single largest source of donor funds for basic social services in these countries. IDA’s grants and low-interest loans help countries invest in their futures, improve lives and create safer, more prosperous communities around the world. Donors meet every three years to replenish IDA resources and review its policy framework.

We would like to create a prevailing positive sentiment of “we can do big things together”, with the goal of motivating donors to continue (and increase) their contributions to IDA. The campaign will thus contribute to sustaining a ‘swarm moment’ for IDA as part of the broader IDA campaign toward the IDA21 replenishment in December 2024.

The World Bank Group’s approach to the IDA replenishment campaigns has traditionally focused on policymakers in donor and recipient countries. Among these audiences, IDA has good brand recognition; however, on a larger scale, IDA’s purpose and impact are lesser-known. For IDA21, we would like to create a youth-focused, public-facing campaign that reaches beyond the usual suspects to engage and rally global audiences around the brand IDA. The aim is to recruit young people, entrepreneurs, influencers and civil society groups to champion and advocate for IDA.

## Target audience

Young people who have the power to influence global business leaders and civil society leaders and who can serve as a conduit to reach the decision-makers in one or more IDA countries.

- Traditional donor focus suggestions: US, UK, Japan, Germany, Norway, France
- Emerging donor focus suggestions: UAE, Saudi Arabia, Korea
- Client country focus suggestions: Bangladesh, Ethiopia, Kenya, Pakistan, Nigeria

## Strategy

To create a global youth-focused campaign to build public awareness and trust in the IDA brand, so audiences in both donor and recipient countries better understand IDA’s value and impact for everyone, everywhere – and can become better advocates for IDA.

Drive a digital engagement campaign that unifies the voices of youth who can cut through to policymakers, the private sector, CSOs, celebrities, etc. behind one strong message: “IDA is the best investment in the future.”

## Key message

IDA is the best investment in the future.

## Specific campaign deliverables

Each team will be submitting a presentation showcasing their product/service. This must include:

1. a 10-slide presentation – no more than 10 slides describing your creative campaign
2. a digital presentation image – a visual overview of your work concisely summarising the brief
3. a four-part written submission:
  - background – overview of the brief, objectives, etc. (150 words)
  - interpretation – explaining clearly how you came to understand the briefing partners’ challenge/objective (150 words)
  - insight/breakthrough thinking – explaining the creative use of research, data or resources that led to an original and compelling strategy (150 words)
  - creative idea – detailing how the creative strategy directly influenced the creative execution (150 words).

[Read the full brief here.](#)





# Marketers Competition Winners 2024

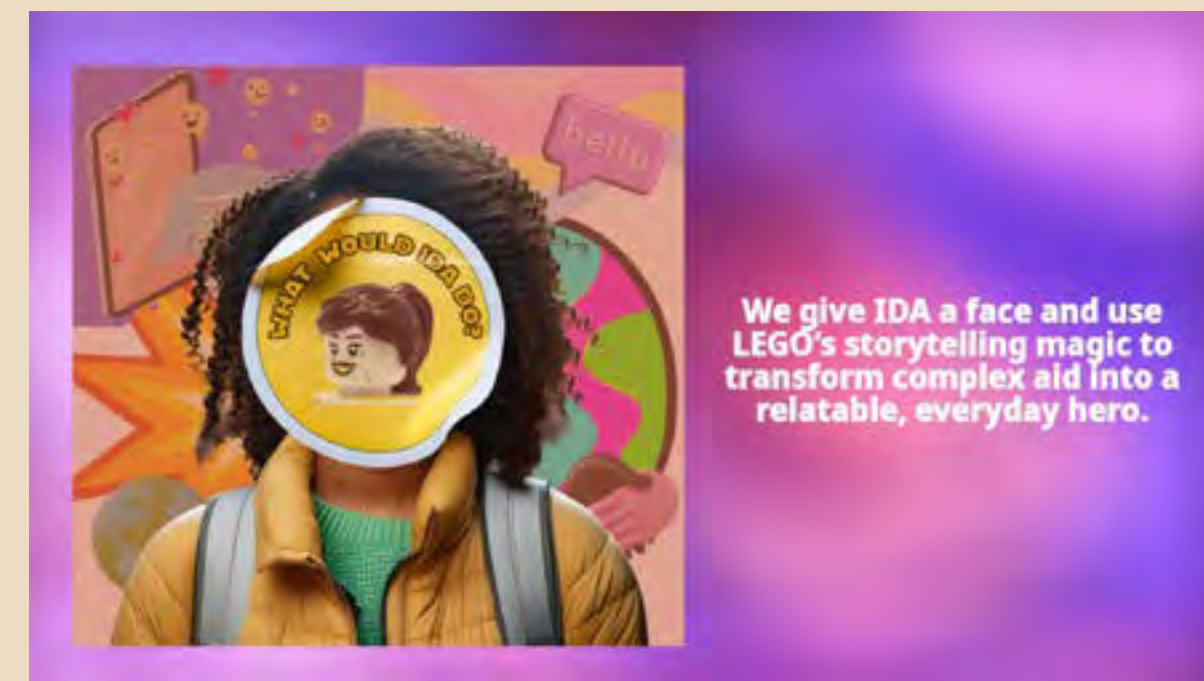
## GOLD



If you give young people a platform to convert their social currency to real global change, they will use the platform to be on the right side of history because they are not apathetic and do give a f\*\*\*. The platform aims to reach audiences across all relevant touchpoints (apps, social media, etc.) to echo the fact that young people will take action when given the opportunity to drive real-world change.

PRAPTEE SHARMA  
ROSHNI GOVIND IYENGAR  
INDIA

## SILVER



IDA is unknown and faceless. They are distributors of money – meanwhile, the real difference is made by the many people on the ground. This campaign personifies IDA by showing how the organisation is made up of many individuals making the change and giving young people an accessible way to follow progress and be close to impact.

GEMMA ALBIN  
CHARLOTTE RUBESA  
UNITED KINGDOM

## BRONZE



'Taste Today, Change Tomorrow' highlights the power of Yatekomo, an ultra-convenient Oriental-Ready-Meal brand inspiring youth, as the perfect ally for IDA21 challenges. The campaign combines the innovative solutions of Yatekomo while supporting positive change for IDA21 programmes, such as special edition flavours that represent lowest-GDP countries.

MARIA DEL MAR VENTURA MARI  
SÓNIA BELLÉS FERNÁNDEZ  
SPAIN

[View all the work here](#)



# The Media Competition

## The Media Competition

### How does it work?

The Media Competition challenges the brightest professional minds working in media agencies to showcase their strategic thinking and innovative approach.

Teams of two will be asked to deliver a presentation in response to the competition partner's brief. The teams must demonstrate how they intend to use selected media channels, how they will encourage engagement, how they will make use of emerging media and how they will unearth consumer insights to drive the most compelling communication strategy.

On presentation day, each team will present their idea in front of the Young Lions Media Jury.

### Eligibility

To be eligible to compete in the Media Competition, the team must be made up of two professionals aged 30 or under, working for media agencies or specific in-house media departments in agencies.

Freelancers are welcome to compete in this competition. In-house creative teams from client companies are also accepted.

### The winners

The Gold winners each receive a Festival pass and free accommodation for next year's event. Medals and certificates are presented to the Gold, Silver and Bronze winners.



# Media Competition Brief 2024

Competition partner:



**Jury Chair:  
Sindhuja Rai**

## **Challenge: Muscles, money, misogyny. Let's rewrite how young men are seen.**

There is a huge mismatch between what men think makes them successful and how advertising portrays it. Research shows that 51.3% of men think that media is likely or very likely to negatively affect how successful they feel (BBD Perfect Storm New Macho, 'The price of success 2023'). Young men are particularly affected by this. Contributing factors include a rise in regressive attitudes towards gender equality among young men, a growth in 'manfluencers' who promote regressive and violent gender ideologies and a rapid decline in the mental health of young men and boys. We need a powerful media strategy that reaches young men and presents a more diverse, contemporary understanding of success for them.

## **Target audience**

Primary – Gen Z men (aged 18–27) who spend their downtime in digital spaces and on social media (watching content on YouTube, reading/participating in conversations on Reddit, gaming and chatting online).

Roughly 94% of Gen Z will stream video in 2023, as per an EMARKETER forecast, with YouTube and Netflix as the top free and paid platforms, respectively.

Podcasts are also gaining popularity among Gen Zers, with podcast listening projected to rise significantly by 2027.

Gen Z is all about gaming, showing higher engagement rates than previous generations. This generation's media habits reflect a clear shift towards digital experiences and interactive content.

## **Strategy**

The Unstereotype Alliance is calling for a reimagined vision of success – one that's defined by who you are, not what you have.

Think about where these unrealistic images and messages about men's masculinity are in the media today. What approach can be used that can be executed on the media channels that resonate the most with the target audience to achieve maximum impact?

We want this campaign to reach as many young people in the most effective way so they take a moment to listen to us.

## **Key message**

Every man has his version of success. Let's show him that many versions are possible.

## **Specific campaign deliverables**

Each team will be submitting a presentation showcasing their idea. This must include:

1. a 10-slide presentation – no more than 10 slides, describing the creative campaign
2. a digital presentation image – a visual overview of the work concisely summarising the brief
3. a four-part written submission:
  - background – overview of the brief, objectives, etc. (150 words)
  - creative idea and insight – including market research and data gathering (150 words)
  - strategy – target audience, media planning and approach (150 words)
  - execution – implementation, media channels, integration, timeline and scale (150 words).

[Read the full brief here.](#)



# Media Competition Winners 2024

## GOLD



Image verification alone cannot fully authenticate all images of successful men. This campaign targets the audience by utilising the human-machine interaction verification process (such as Captcha) to embed in mainstream media different images of 'successful men'. Therefore, users will unconsciously refresh their stereotypes of successful men and stimulate new thinking.

JIAYU CAO  
LINGHUI DAI  
CHINA

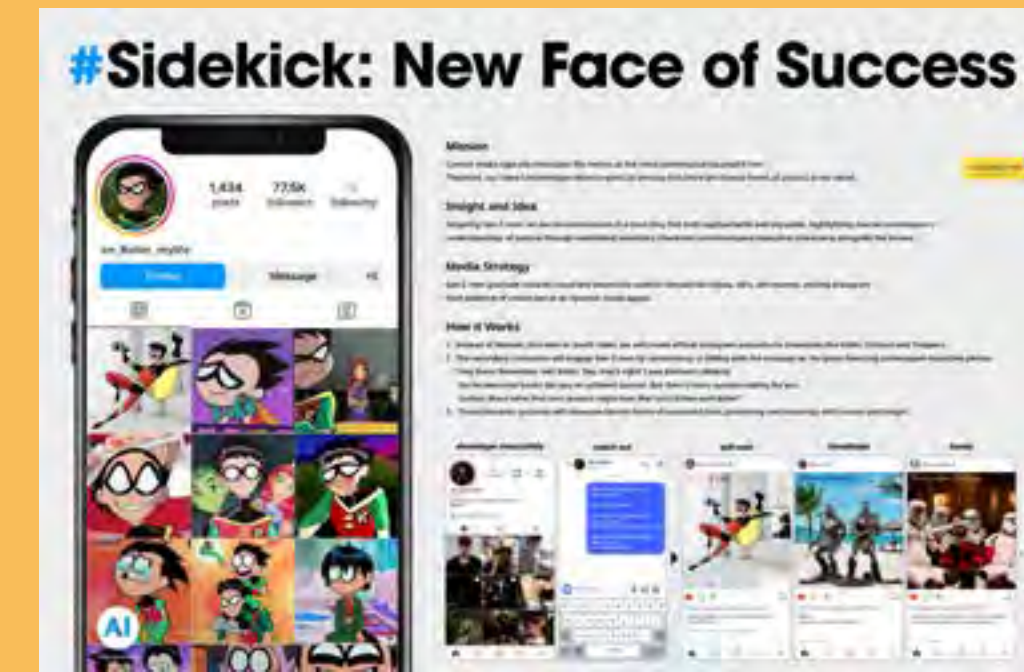
## SILVER



Men tend to guard their images to sustain manhood in society due to the single image of success. The lover is the sole witness to a man's authentic moments. Leveraging Gen Z's #boyfriend content trend, we aim to reshape how men are portrayed in the media. The campaign #SpreadSpoiledGuys involves lovers revealing their guys' most relaxed moments to create the most authentic ads ever.

SERI MORIKAWA  
HINAKO KAWAI  
JAPAN

## BRONZE



Gen Z men prefer visual and interactive content on platforms like Instagram. The #Sidekick campaign involves leveraging Instagram's visual appeal to engage Gen Z men with content that challenges stereotypes in a thought-provoking and entertaining way.

SUJIN LIM  
TAE-YUL KO  
SOUTH KOREA

[View all the work here](#)



# The PR Competition

## The PR Competition

### How does it work?

The Young Lions PR Competition offers the opportunity to young professionals working in PR agencies to test their skills and showcase their talent.

Teams of two have 24 hours to answer a brief given by the competition partner. Teams should demonstrate how PR is effectively used to engage audiences in a brave and bold way.

The PR campaign should:

- connect with the NGO's brand value and have an impact (i.e. increase in donations or other applicable parameters)
- increase awareness/create engagement with the publics

- identify and build relations with relevant stakeholders (journalists, interest groups, opinion leaders, industry representatives, internal audiences, etc.)
- create PR supporting material applicable in relevant media channels (press releases, infographics, statistics, online content, etc.).

Each team will need to prepare a 10-slide presentation, and they will be asked to present their idea in front of the Young Lions PR Jury.

### Eligibility

To be eligible to compete in the PR Competition, the team must be made up of two professionals aged 30 or under, working for PR agencies or specific in-house PR departments in agencies.

Freelancers are welcome to compete in this competition. In-house creative teams from client companies are also accepted.

## The winners

The Gold winners each receive a Festival pass and free accommodation for next year's event. Medals and certificates are presented to the Gold, Silver and Bronze winners.



# PR Competition Brief 2024

Competition partner:



**Jury Chair:**  
**Jo-Ann Roberston**

**Challenge: Launch JOOD Kitchen: Delicious meals for businesses, jobs for the homeless. Empowering social responsibility in Morocco.**

JOOD's DNA is to help homeless people get fairness, respect and dignity back by securing their social and economic reintegration and their professional reintegration through access to housing, hygiene and employment. JOOD often struggles with several challenges that make fundraising complicated, such as competition for limited funds, donor fatigue, economic conditions, trust issues, limited resources, changing donor preferences, geographical constraints and fundraising costs.

JOOD requires a strong PR idea that will grab attention, stand out and clearly explain several of the benefits JOOD Kitchen offers so it can become more independent and financially self-sufficient in the long term and the team can concentrate its efforts on finding solutions to help homeless people instead of fighting and struggling to raise funds.

### Target audience

1. Corporate companies and businesses in Morocco. Focusing on industries, geographical location and decision-makers.
2. Event planners and coordinators. Those who organise corporate events, conferences, etc. who seek reliable, high-quality catering services that offer a meaningful social impact.

### Strategy

We are looking for a multi-faceted PR strategy so that JOOD Kitchen can effectively launch its concept, build strong relationships with corporate partners and sustain momentum to achieve its social mission.

Our communication strategy is:  
messaging

- focus on creating the story of bringing something new and good to Morocco
- highlight the dual impact of supporting JOOD Kitchen: providing high-quality meals and contributing to a meaningful social cause
- emphasise the reliability, quality and professionalism of JOOD Kitchen's services
- showcase success stories and testimonials from other businesses benefiting from the initiative
- testimonial of showing people who work at JOOD Kitchen (empowering personal stories).

### Key message

Empower your business and community with JOOD Kitchen. Provide delicious meals for your employees and events while supporting homeless individuals in Morocco. Together, we create a brighter future through shared meals and social responsibility.

### Specific campaign deliverables

Each team will be submitting the following to showcase their idea:

1. a 10-slide presentation – no more than 10 slides describing your creative campaign
2. a digital presentation image – a visual overview of your work, including images and text, that consciously summarises the brief, execution and results
3. a four-part written submission:
  - background – overview of the brief, objectives, etc. (150 words)
  - creative idea – including how the campaign captures the target audience (150 words)
  - PR strategy – explaining the insight, key message, target audience and creation and distribution of assets (150 words)
  - PR execution – describing the implementation of the PR campaign, such as timeline and scale (150 words).

[Read the full brief here.](#)



# PR Competition Winners 2024

## GOLD



Lunch (Tax) Break, is a provocative hijack on tax relief benefits, transforming an employee's typical lunch purchase into a tax-deductible donation – showing Moroccans that they don't always have to give extra to contribute more: they can do so by simply choosing better.

GINOLA TAN  
TAN YUAN LING  
SINGAPORE

## SILVER



To engage the audience and reach new business partners, the campaign sets up 45 pop-up tables across Morocco with food served by the 45 JOOD service users or 'kitchen chefs'. These chefs sit with the diners and share their stories and the JOOD cause. Such a twist showcases the opportunity of JOOD kitchen while reducing prejudice against the homeless.

DIAGO BRANDAO  
TIMO ZWIESIG  
GERMANY

## BRONZE



Instead of merely asking for donations to businesses, 'One Plate Society' offers a unique membership experience, authorised by the King, making it prestigious and desirable. By joining, businesses can actively participate in empowering homeless people while benefiting from exclusive networking opportunities. The result is a powerful alliance that drives meaningful change in society.

LANA BACHALIAHVILI  
NINO TOTLADZE  
GEORGIA

[View all the work here](#)



# The Print Competition

## The Print Competition

### How does it work?

The Young Lions Print Competition challenges talented young professionals to create a print ad in response to the competition partner's brief.

Teams of two have 24 hours to come up with an eye-catching design and compelling copy that reflects the competition partner's brand identity and values. This is a high-pressure competition that puts the competitors' creative skills to the test.

The Young Lions Print Jury then reviews all the work and selects a Gold-, Silver- and Bronze-winning team.

## Eligibility

To be eligible to compete in the Print Competition, the team must be made up of two professionals aged 30 or under, working in creative communications or advertising or for a digital agency.

Freelancers are welcome to compete in this competition. In-house creative teams from client companies are also accepted.

## The winners

The Gold winners each receive a Festival pass and free accommodation for next year's event. Medals and certificates are presented to the Gold, Silver and Bronze winners.

PRINT





# Print Competition Brief 2024

Competition partner:



**Jury Chair:**  
**Eduardo Marques**

## Challenge: Muscles, money, misogyny. Let's rewrite how young men are seen.

Research indicates that 66% of millennial men feel that advertising negatively affects their sense of success, highlighting a significant disparity between men's perception of success and its portrayal in the media. The challenge is to redefine these entrenched narratives and present a more diverse, contemporary understanding of success for men. We seek your creativity to develop a print idea that not only raises awareness but also commands attention with stopping power.

### Target audience

Primary – Gen Z men (aged 18–27) who spend their downtime in digital spaces and on social media (watching content on YouTube, reading/participating in conversations on Reddit, gaming and chatting online).

Gen Zers are known for their social responsibility, dedication to social and political issues and demand for authenticity when it comes to brands and advertising.

This means that branded content needs to grab their attention immediately or risk being passed over for something else.

### Strategy

To create a bold and impactful print idea to connect with impressionable young men, presenting them with new, empowering narratives of masculinity.

Key points include:

- Evolve masculine depictions.
- Inspire positive change.
- Counter harmful influences.
- Support mental health.

### Key message

Every man has his version of success. Let's show him that many versions are possible.

### Specific creative deliverables

Each team will be submitting a single entry which includes:

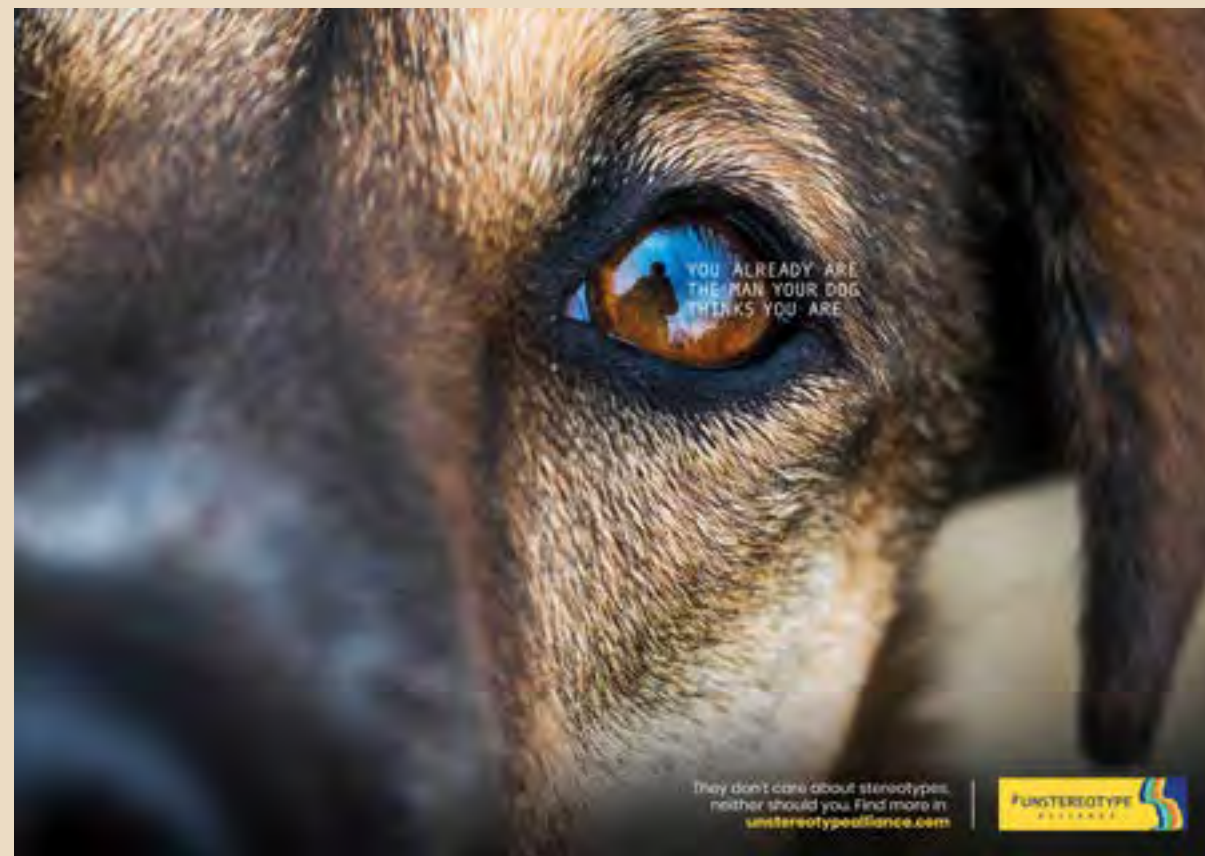
1. a digital proof – the digital version of the original advertisement or execution, exactly as it would run
2. digital supporting images – up to three digital images that may support your entry (optional)
3. a three-part written submission:
  - background – overview of the brief, objectives, etc. (150 words)
  - creative idea – covering the demonstration of how the idea was designed to earn the attention of the target audience (150 words)
  - strategy and insight – explaining the insight and strategy behind the work, including the target audience and how your print ad answers the brief (250 words).

[Read the full brief here.](#)



# Print Competition Winners 2024

## GOLD



Men experience many forms of success every day but don't recognise it. However, there is someone who celebrates their achievements everyday, someone that doesn't compare them to others, and someone that understands that their value lies not in appearance, possessions or stereotypes, but in who they truly are.

'Man's Greatest Fan' reminds men that they are already successful (just as much as their dog knows they are).

ANA CORNEJO  
MARÍA PAULA MERA VÉLEZ  
ECUADOR

## SILVER



Gender symbols are so ingrained in society that even a slight modification to the masculine symbol could capture men's attention and bring about a significant shift in their mindset. 'The Direction to Success' shows the masculine symbol with the arrow pointing in many directions, emphasising that the path to success can be in many directions.

RONY SAAVEDRA  
ALEJANDRO ORJUELA  
COLOMBIA

## BRONZE



'The Toxic Feed' shows young people the real hidden evil behind the clichés of manhood success: social media algorithms. Today, algorithms on these platforms drive people through old standards and biases of man success, comforting toxic masculinity. This ad raises awareness around the fact that young men are now brainwashed by what they see and drives them to the client website to free their minds and break stigmas around men's successes.

ALEXANDRE THIEBAUT  
ROBIN SCHNEIDER  
FRANCE

[View all the work here](#)

# PRINT

# The Young Lions Jury 2024



## DESIGN

<b>Roxana Nita</b>	Executive Creative Director	DDB Romania
<b>Omobolanle Banwo Osadolo</b>	Founder, Brand Identity Consultant	Geneza Brands & Geneza School of Design
<b>Wanda Cáliz</b>	Executive Creative Director	Star5 - Ogilvy
<b>Temur Sadi</b>	Design Director	MA'NO Branding

## DIGITAL

<b>Lucas Heck</b>	WhatsApp Creative Lead	Meta
<b>Stephen Onaivi</b>	Managing Director	mediareachOMD
<b>Ricardo Avilés</b>	Chief Creative Officer	Le Pub
<b>Diana Carolina Wiest Candamil</b>	Chief Marketing Officer	Scotiabank Colpatria!
<b>Sandrine Nzedieu</b>	Digital Director	Havas Media
<b>Akanksha Goel</b>	CEO & Founder	Socialize / We Are Social
<b>Amélie Ebongué</b>	Founder	Gamma & Gemini
<b>TJ Njozela</b>	Executive Creative Director	Grey South Africa
<b>Janna Wan</b>	APAC Head of Brand Social	Google APAC
<b>Yoshiyuki Suzuki</b>	Executive Officer and Executive Producer	AOI Pro. Inc.

# The Young Lions Jury 2024



## MEDIA

<b>Sindhuja Rai</b>	APAC CEO	Wavemaker
<b>Fabrice Plazolles</b>	Chief Creative Officer	Havas Play
<b>Stacy-Ann Effs</b>	Senior Director, Strategy	Hearts & Science
<b>Kartikeya Tiwari</b>	National Creative Director and SVP	FCB Kinnect

## MARKETERS

<b>Shannon Womack</b>	APAC CEO	Delta Air Lines
<b>Melissa Chen</b>	Chief Creative Officer	Uber Eats Taiwan
<b>Andrea Quaye</b>	Senior Director, Strategy	The Coca Cola Company
<b>Gabriel Suárez Ortega</b>	National Creative Director and SVP	Edgewell Personal Care
<b>Chris Brown</b>	SVP/ Chief Customer Officer	McDonald's Australia

# The Young Lions Jury 2024



## PR

<b>Jo-Ann Roberston</b>	CEO Global Markets	Ketchum
<b>Oriane Canfrin</b>	Head of Marketing and Communications	Ecobank
<b>Levan Lepsveridze</b>	Co-founder & Creative Chairman	Leavingstone
<b>Taj Reid</b>	Global Chief Experience Officer and US Chief Creative Officer	Edelman
<b>Terry Chiang</b>	Managing Director	Golin

## PRINT

<b>Eduardo Marques</b>	Chief Creative Officer	Publicis Benelux (The Netherlands and Belgium)
<b>Angie Tijam - Tohid</b>	Executive Creative Director	Havas Ortega
<b>Kayode Olowu</b>	Executive Creative Director	ONEWILDCARD
<b>Lara Herzer</b>	Executive Creative Director	Dentsu Creative
<b>Ángel Barahona</b>	Senior Copywriter	Ogilvy

## FILM

<b>Corinna Martínez</b>	Head of Production	Mastodonte
<b>James Wells</b>	Executive Producer	Human
<b>Jessica Bermingham</b>	Head of Production	Droga5 Dublin
<b>Sibusiso Sitole</b>	Chief Creative Officer	The Odd Number
<b>Halo Cheng</b>	Group Creative Director	Publicis Groupe

# Young Lions Competitors Design Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
GOLD	Billy Nhiwatiwa	JONES KNOWLES RITCHIE	UK
GOLD	Ethan Brown	STUDIO SUTHERL&	UK
SILVER	Amber Redmond	Slater Design	Ireland
SILVER	Paddy Collins	Slater Design	Ireland
BRONZE	Farrukh Murodov	Paradigma Studio	Uzbekistan
BRONZE	Malikabonu Murodova	Paradigma Studio	Uzbekistan
SHORTLIST	Francisco Roque do Vale	VML Lisbon	Portugal
SHORTLIST	David Canaes	FUEL Lisbon	Portugal
SHORTLIST	Lukas Andersson	Current Occupation™	Sweden
SHORTLIST	William Wirhed	Current Occupation™	Sweden
SHORTLIST	Jonas Hjort	Kontrapunkt	Denmark
SHORTLIST	Laurits Hanak	Kontrapunkt	Denmark
SHORTLIST	Yui Makino	HAKUHODO INC	Japan
SHORTLIST	Saki Yajima	HAKUHODO INC	Japan
	Mike Dziambor	LOVED GMBH	Germany
	Louis Ziemke	LOVED GMBH	Germany
	Sumin Kim	STUDIOK110	South Korea
	Minwoo Song	STUDIOK110	South Korea
	Anna Forsyth	CHEP NETWORK	Australia
	Kat Van Berkel	CHEP NETWORK	Australia
	Konstantina Elia	ACTION GLOBAL COMMUNICA-TIONS	Cyprus
	Elias Pyrgou	HF MARKETS (EUROPE) LTD	Cyprus
	Anja Trbojevic	MANIA	Bosnia and Herzegovina
	Stefan Bobrek	MANIA	Bosnia and Herzegovina
	Meruyert Islam	BBDO CA	Kazakhstan
	Alfira Abdalimova	BBDO CA	Kazakhstan
	Luka Ivanidze	JWT METRO	Georgia

# Young Lions Competitors Design Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
	Luka Mosiashvili	JWT METRO	Georgia
	Václav Kudělka	Freelancer	Slovakia
	Iveta Valentová	Freelancer	Slovakia
	Teodora Ana Maria Bonea	THE ALTERNATIVE SCHOOL FOR CREATIVE THINKING / BITTER ALMONDS	Romania
	Andrei Popa	X3M Ideas	Romania
	Julia Błaszczak-Łopatyńska	BRAND NEW GALAXY	Poland
	Barbara Krajewska	BRAND NEW GALAXY	Poland
	Eline Dewulf	BRIGHTFISH	Belgium
	Jasper De Lange	BRIGHTFISH	Belgium
	Fola Oriowo	MEDIAFUSE DENTSU	Nigeria
	Adebimisola Sotade	DENTSU CREATIVE	Nigeria
	Farid Rahimli	AĞILLI NAĞILLAR	Azerbaijan
	Leyla Mammadova	ENDORPHIN	Azerbaijan
	Kata Karpati	MITO CREATIVE ZRT.	Hungary
	Júlia Mészáros	MITO	Hungary
	Emma Rinneheimo	MYY AGENCY	Finland
	Veera Paukku	LOIVA	Finland
	Natalia Paola Cabrera Espinosa	LOLA MULLENLOWE	Spain
	Natalia Chona Rodríguez	LOLA MULLENLOWE	Spain
	Antonio Gonzalez	MCCANN-ERICKSON DOMINICANA	Dominican Republic
	Yelena Salazar	MCCANN-ERICKSON DOMINICANA	Dominican Republic
	Qihan Liu	TBWA\CHINA	China
	Zhe Yuan Chin	TBWA\CHINA	China
	Marloes Hartsuiker	JONGEHONDEN	Netherlands
	Jamal Ata	JONGEHONDEN	Netherlands
	Sultan Al Hubish	XELEMEN	Saudi Arabia
	Saja Al-halabi	XELEMEN	Saudi Arabia

# Young Lions Competitors Digital Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
GOLD	Roberto Concha Rodriguez	GUT Mexico City	Mexico
GOLD	Alejandra Margain	GUT Mexico City	Mexico
SILVER	Zharkynbek Murad	SEED	Kazakhstan
SILVER	Yermakova Adelya	Freedom Bank	Kazakhstan
BRONZE	João Chicau	VML	Portugal
BRONZE	Tomás Almeida	Akt Creative	Portugal
SHORTLIST	Lorna Tutty	Droga5	Ireland
SHORTLIST	Georgia Murphy	Droga5	Ireland
SHORTLIST	Santiago Cancela	Dentsu Creative Italy	Italy
SHORTLIST	María Meola	Dentsu Creative Italy	Italy
SHORTLIST	Ivona Repše	DROM Agency d.o.o.	Slovakia
SHORTLIST	Lučka Fabijan	DROM Agency d.o.o.	Slovakia
SHORTLIST	Nayan Ganegoda	Almost Impossible Agency Dubai	UAE
SHORTLIST	Braeden Bihag	Almost Impossible Agency Dubai	UAE
	Coco Dowling	FCB AUCKLAND	New Zealand
	Hannah Watts	FCB AUCKLAND	New Zealand
	Giovanna Marques Guisard Restivo	VML	Brazil
	Lucas Bertolacini Fusco Pessoa	VML	Brazil
	Jessica Nugent	TBWA\CHIAT\DAY	US
	Rachel Findlay	TBWA\CHIAT\DAY	US
	Yuto Nakajima	HAKUHODO INC	Japan
	Yukie Takasu	HAKUHODO INC	Japan
	Emma Lorenzi	COURAGE INC.	Canada
	Sammy Lo	COURAGE INC.	Canada
	Fabrice Studer	TBWA\ SWITZERLAND	Switzerland
	Manuel José Silva Fuentes	TBWA\ SWITZERLAND	Switzerland
	Lennart Tewes	ACCENTURE SONG BRAND GERMANY GMBH	Germany
	Antonia Backert	HEADRAFT GMBH	Germany
	Mahira Hussain	PAKISTAN ADVERTISERS SOCIETY	Pakistan



# Young Lions Competitors Digital Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
	Sameer Ali	PAKISTAN ADVERTISERS SOCIETY	Pakistan
	Aikaterini Sofia Sachinoglou	OGILVYONE WORLDWIDE ATHENS	Greece
	Sofia Malkogianni	OGILVYONE WORLDWIDE ATHENS	Greece
	Seongmin Lee	DminusOne	South Korea
	Janghan Kim	DminusOne	South Korea
	Tilbe Celik	GETIR	Turkey
	Merve Ciner	GETIR	Turkey
	Francisca Belen Del Basto	CASANOVA//MCCANN	US Hispanic
	Daniela Quiriat Hernandez Gonzalez	CASANOVA//MCCANN	US Hispanic
	Matithorn Prachuabmoh Chaimoungkalo	BRAINS & BRAWN CO., LTD.	Thailand
	Kanokporn Khaebamrung	BRAINS & BRAWN CO., LTD.	Thailand
	Daniel Borghesi	M&C SAATCHI	Australia
	Jake Rowland	M&C SAATCHI	Australia
	Stella Stoyanova	HUMAN	Bulgaria
	Petar Evtimov	HUMAN	Bulgaria
	Maria Kosma	INNOVATION ADVERTISING LTD	Cyprus
	Nina Tsilidou	INNOVATION ADVERTISING LTD	Cyprus
	Karimar V Colón Márquez	DE LA CRUZ / OGILVY	Puerto Rico
	Ylimé K. Valedón Viera	DE LA CRUZ / OGILVY	Puerto Rico
	Ignas Klemensas Vėželis	AND STUDIO	Lithuania
	Mantas Lukoševičius	FREELANCE	Lithuania
	Mathias Sandvik	TRY REKLAMEBYRÅ	Norway
	Hallvard Vaaland	TRY REKLAMEBYRÅ	Norway
	Malik Eriksson	BUTTER AGENCY	Denmark
	Adam Prip Ziaee	BUTTER AGENCY	Denmark
	Vojtěch Vaník	DDB PRAGUE	Czech Republic
	Danila Shlenov	DDB PRAGUE	Czech Republic
	Renato Olcese Cuya	OGILVY PERÚ	Peru
	Johrdy Valle Grandez	OGILVY PERÚ	Peru

# Young Lions Competitors Digital Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
	Pai-an Huang	LEO BURNETT TAIWAN	Taiwan
	Li-hsin Kuo	LEO BURNETT TAIWAN	Taiwan
	Nino Nadaraia	BANK OF GEORGIA	Georgia
	Giorgi Zhuzhiashvili	BANK OF GEORGIA	Georgia
	Michaela Martonová	TRIAD ADVERTISING	Slovakia
	Andrea Vargová	TRIAD ADVERTISING	Slovakia
	Joanna Wojtach	180HEARTBEATS + JUNG VON MATT	Poland
	Joanna Bauer	180HEARTBEATS + JUNG VON MATT	Poland
	Elisa Bernard	BETC	France
	Chloe Thivel	BETC	France
	Mara Lacatus	THE ALTERNATIVE SCHOOL FOR CREA- TIVE THINKING / BITTER ALMONDS	Romania
	Monica Chirila	THE ALTERNATIVE SCHOOL FOR CREA- TIVE THINKING / BITTER ALMONDS	Romania
	Eve Nadin	VML	UK
	Anna Belka	VML	UK
	Maxime Vanormelingen	BRIGHTFISH	Belgium
	Mathias Renaux	BRIGHTFISH	Belgium
	Miriangeles Núñez	COMUNIDAD	Costa Rica
	Sofía Rojas	COMUNIDAD	Costa Rica
	Lilla Csenkey	WAVEMAKER HUNGARY KFT.	Hungary
	Milan Gelencser	MITO	Hungary
	Jimi Hyvärinen	REAKTOR	Finland
	Veeti Ossi	Freelancer	Finland
	Francisco Pascual Cruz	Senior Manager (Sr. Marketing Manager, Sr. Creative role, Head of department)	Spain
	Kiki Lianne Holshuijsen	OFFICER & GENTLEMAN	Spain
	Xiao Han Wang	DENTSU CREATIVE	China
	Xin Xu	DENTSU CREATIVE	China
	Justine Rodriguez	PARTNERS OGILVY & MATHER	Dominican Republic

# Young Lions Competitors Digital Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
	Julio Rodriguez	PARTNERS OGILVY & MATHER	Dominican Republic
	Martha Elisse Teves	LEO BURNETT GROUP MANILA	Philippines
	Mawie Borja	LEO BURNETT GROUP MANILA	Philippines
	David Herrera	NAME	Colombia
	Juan Pablo Ospina	NAME	Colombia
	Abril Simonini	MCCANN BUENOS AIRES	Argentina
	Micaela Requejo	MCCANN BUENOS AIRES	Argentina
	Ka Kit Ricky Chung	OGILVY PR HONG KONG	Hong Kong
	Hiu Lam Yip	OGILVY PR HONG KONG	Hong Kong
	Daga Simonsson	FORSMAN & BODENFORS	Sweden
	Julia Holtback Yeter	FORSMAN & BODENFORS GOTHEN- BURG	Sweden
	Sebastian Ulloa	VML CHILE	Chile
	Natalia Rodriguez	VML CHILE	Chile
	Raphael De Jong	RAW	Netherlands
	Jeroen Icks	JOE PUBLIC AMSTERDAM / RAW	Netherlands
	Ghea Irwan	DENTSU INDONESIA	Indonesia
	Chelsea Chinita	DENTSU INDONESIA	Indonesia

# Young Lions Competitors Film Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
GOLD	Matt Nicholas	Freelance	UK
GOLD	Graham Roberts	Freelance	UK
SILVER	Inna Tabachenko	BBDO BERLIN GMBH	Germany
SILVER	Lisa Glonti	BBDO BERLIN GMBH	Germany
BRONZE	Marita Kavelashvili	BOBA PRODUCTION	Georgia
BRONZE	Ana Tediashvili	BOBA PRODUCTION	Georgia
SHORTLIST	Emil Maeder	Marty–Trezza	Switzerland
SHORTLIST	Francesca Kleinstück	Marty–Trezza	Switzerland
SHORTLIST	Francisco Machado	Judas	Portugal
SHORTLIST	Daniel Gordon	Trix	Portugal
	Lucy Mortell	PUBLICIS DUBLIN	Ireland
	Hannah Mcglynn	PUBLICIS DUBLIN	Ireland
	Emma Lemay	WEBER SHANDWICK	US
	John Chavez	WEBER SHANDWICK	US
	Kosei Hirata	DENTSU INC.	Japan
	Lan He	DENTSU CREATIVE X	Japan
	Charles Côté	RETHINK	Canada
	Charles-antoine Thériault	RETHINK	Canada
	Ingrid Mullis	TRY RÅD	Norway
	Jantra Hollum	TRY RÅD	Norway
	Sila Karadeniz	PUBLICIS GROUPE TURKIYE	Turkey
	Dogucan Gozuacik	PUBLICIS GROUPE TURKIYE	Turkey
	Raquel Marie Chisholm	ALMA DDB	US
	Erika Andreina Peitersen	ALMA DDB	US
	Nutchaya Seetai	OGILVY BANGKOK	Thailand
	Pajaree Phoosakolcharoensakdi	OGILVY BANGKOK	Thailand
	Jordan Ellis	VML	Australia
	Madelene Mcguinness	VML	Australia
	Andreas Gregoras	FREELANCER / NOT APPLICABLE	Cyprus

# Young Lions Competitors Film Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
	Antonios Kotsonias	PARTNERS CONNECTED COMMUNICATIONS	Cyprus
	Paola A Acuña Sánchez	SAJO//MCCANN	Puerto Rico
	Lester Ortiz	SAJO//MCCANN	Puerto Rico
	Simon Lenz	REKLAMELINJEN	Denmark
	Christian Skjøtt	PONG	Denmark
	Aisulu Yensegenova	BBDO CA	Kazakhstan
	Ersultan Karanov	BBDO CA	Kazakhstan
	Varvara Pantazopoulou	THE NEWTONS LABORATORY	Greece
	Faye Theodorou	THE NEWTONS LABORATORY	Greece
	Juyoung Park	STUDIOK110	South Korea
	Hyun Jun Choi	STUDIOK110	South Korea
	Laura Karina Alvarado Gutierrez	MCCANN LIMA	Peru
	Javier Francisco Bernilla Pusma	MCCANN LIMA	Peru
	Adam Kubala	Freelancer	Slovakia
	Martin Sirotný	Freelancer	Slovakia
	Patricia Lopez	PUBLICIS LUXE BASTILLE	France
	Guillaume Gaud	PUBLICIS LUXE BASTILLE	France
	Sara Consalvo	FREELANCE	Italy
	Francesca Borgonovo	LEAGAS DELANEY ITALIA S.R.L.	Italy
	Ella Van Cappellen	BRIGHTFISH	Belgium
	Sophie Oome	BRIGHTFISH	Belgium
	Esther Usoro	MEDIAFUSE DENTSU	Nigeria
	Adaora Muoh	MEDIAFUSE DENTSU	Nigeria
	Elisa Gabriela Ajosal Flores	EL TAIER DDB - AGENCIA DE PUBLICIDAD Y MARKETING DIGITAL	Guatemala
	Luis Enrique Ovando Morales	EL TAIER DDB - AGENCIA DE PUBLICIDAD Y MARKETING DIGITAL	Guatemala
	Elvin Asgarov	GARAGE STUDIO	Azerbaijan
	Khansuvar Jafarli	GARAGE STUDIO	Azerbaijan

# Young Lions Competitors Film Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
	Maria Kirjonen	Freelancer	Finland
	Elisa Willman	THE WALT DISNEY COMPANY	Finland
	Tuyen Tran	KI SAIGON	Vietnam
	Quang Ho	PURPOSE.ANT	Vietnam
	Xinyao Yan	TBWA\CHINA	China
	Ruishuo Chang	TBWA\CHINA	China
	Alfonso Pacheco	PROXIMTY	Colombia
	Andrés Mateo Alvarez	PROXIMITY	Colombia
	Trinidad Colombo	GREY ARGENTINA	Argentina
	Matias Cony	GREY ARGENTINA	Argentina
	Katarina Chuda	WORKSHOP	Sweden
	Suzanne Ronckova	WORKSHOP THE CONSUMER EXPERIENCE AGENCY	Sweden
	Ivan Colil	1984 LAT	Chile
	Sebastian Elfenbein	1984 LAT	Chile

# Young Lions Competitors Film Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
GOLD	Praptee Sharma	Jio Platforms Limited	India
GOLD	Roshni Govind Iyengar	Jio Platforms Limited	India
SILVER	Gemma Albin	The LEGO Group	UK
SILVER	Charlotte Rubesa	The LEGO Group	UK
BRONZE	Maria del Mar Ventura Marí	GBFoods	Spain
BRONZE	Sònia Bellés Fernandez	GBFoods	Spain
SHORTLIST	Lauren McKay	DIAGEO IRELAND	Ireland
SHORTLIST	Emmet Mahony	DIAGEO IRELAND	Ireland
SHORTLIST	Nick Carson	Brizi Inc.	Canada
SHORTLIST	Jenn Bailey	McDonald's	Canada
	Megan Muravez	ORKLA CONFECTIONERY & SNACKS NORWAY	Norway
	Karoline Foss	ORKLA	Norway
	Francisco Vaz Santos	NOVA SBE EXECUTIVE EDUCATION	Portugal
	Mariana Coimbra	ERA IMOBILIÁRIA	Portugal
	Jaehwan Yi	KT	South Korea
	Jeehyun Ahn	KT	South Korea
	Krishma Sood	THE ARNOTT'S GROUP	Australia
	Arianne Riley	THE ARNOTT'S GROUP	Australia
	Justyna Potoczna	MASPEX	Poland
	Magdalena Ziemaska	MASPEX	Poland
	Chiara Guillemi	CERVECERÍA Y MALTERÍA QUILMES S.A.I.C.A. Y G.	Argentina
	Tomas Fernandez	CERVECERÍA Y MALTERÍA QUILMES S.A.I.C.A. Y G.	Argentina
	Ana Natsvlshvili	TBC	Georgia

# Young Lions Competitors Film Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
	Tekle Gamtsemlidze	TBC BANK	Georgia
	Jari Tuyaerts	BRIGHTFISH	Belgium
	Lod'c Maritte	BRIGHTFISH	Belgium
	Paola Zamora	COMUNIDAD	Costa Rica
	Daniela Rojas	COMUNIDAD	Costa Rica
	Vilja Turunen	S GROUP	Finland
	Nelli Pajuharju	SOK	Finland
	My Nguyen	UNILEVER VIETNAM	Vietnam
	Minh Dang	CÔNG TY TNHH L'ORÉAL VIETNAM	Vietnam
	Lena Collante	CERVECERIA NACIONAL DOMINICANA (PUERTA 5)	Dominican Republic
	Maria Carretero	CERVECERIA NACIONAL DOMINICANA (PUERTA 5)	Dominican Republic
	Meixuan Li	XIAOMI	China
	Chuang Long	XIAOMI	China
	Vicente Von Loebenstein	BANCO BICE	Chile
	Francisco Carrion	BANCO BICE	Chile



# Young Lions Competitors Media Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
GOLD	Jiayu Cao	Havas Creative China	China
GOLD	Linghui Dai	Havas Creative China	China
SILVER	Seri Morikawa	Copywriter	Japan
SILVER	Hinako Kawai	Hakuhodo	Japan
BRONZE	Sujin Lim	Cheil Worldwide	South Korea
BRONZE	Tae-yul Ko	Cheil Worldwide	South Korea
SHORTLIST	Franca Boeglin	JUNG VON MATT LIMMAT	Switzerland
SHORTLIST	Ana Gabriela Oetliker	JUNG VON MATT IMPACT AG	Switzerland
SHORTLIST	Iago Pedro Santos Medeiros De Moura	ALMAPBBDO	Brazil
SHORTLIST	Julia De Castilho Albero	ALMAPBBDO	Brazil
SHORTLIST	Ngozi Uwafili	MEDIAREACH OMD	WECA
SHORTLIST	Quadri Abolaji	MEDIAREACH OMD	WECA
	Riley Birtwistle	OMD NEW ZEALAND	New Zealand
	Joshua Linton	OMD NEW ZEALAND	New Zealand
	Tyla Nofal	PHD MEDIA	Ireland
	Alexandra Jakljusina	PHD MEDIA	Ireland
	João Santos	ARENA MEDIA	Portugal
	Débora Jaime	ARENA MEDIA	Portugal
	Christian Savino	INITIATIVE	US
	Cara Miller	INITIATIVE	US
	Sebastian Martinez	Senior Manager (Sr. Marketing Manager, Sr. Creative role, Head of department)	Colombia
	Diego Gutierrez	Senior Manager (Sr. Marketing Manager, Sr. Creative role, Head of department)	Colombia
	Alphée Lamothe	COSSETTE COMMUNICATION	Canada

# Young Lions Competitors Media Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
	Lena Handel	MEDIAPLUS GROUP   HOUSE OF COMMUNICATION MUNICH	Germany
	Alice Tarantin	MEDIAPLUS GROUP   HOUSE OF COMMUNICATION MUNICH	Germany
	Jodie Allen	MATCH & WOOD	Australia
	Ryan Hancock	MATCH & WOOD	Australia
	Anna Karoline Gamme	STARCOM NORWAY AS	Norway
	Andrea Hopen	STARCOM NORWAY AS	Norway
	Fátima Alejandra Quiroz Alderete	MULLENLOWE SSP3 MEXICO	Mexico
	Ana Sofia Valdez Blanco	MULLENLOWE SSP3 MEXICO	Mexico
	David Červený	ZARAGUZA CZ	Czech Republic
	Judita Ružičková	ZARAGUZA CZ	Czech Republic
	Jakub Svetlák	ISTROPOLITANA OGILVY	Slovakia
	Monika Farkašová	TRIAD ADVERTISING	Slovakia
	Chia-hsuan Lin	HAKUHODO_UNISURF	Taiwan
	Shao-yun Chang	Freelancer	Taiwan
	Georgia Styles	INITIATIVE	UK
	Ewan Killeen	INITIATIVE	UK
	Nikita Ketan Mehta	GROUPM	India
	Ronak Bharat Thakkar	GROUPM	India
	Noa Luiten	BRIGHTFISH	Belgium

# Young Lions Competitors Media Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
	Joseph Uwandu	MEDIAFUSE DENTSU	Nigeria
	Stephanie Ume	MEDIAFUSE DENTSU	Nigeria
	Bernard Kwarteng	MEDIAREACH OMD INTERNATIONAL	Ghana
	Ewurakua Otabil	MEDIAREACH OMD INTERNATIONAL	Ghana
	Zsófia Balázs	KINESSO CEE KFT.	Hungary
	Dóra Schiszler	UNIVERSAL MCCANN KFT.	Hungary
	Emma Koukonen	Freelancer	Finland
	Jenny Kettunen	HAVAS HELSINKI	Finland
	Patrycja Maria Ozóg	ESSENCEMEDIACOM POLAND	Poland
	Krystian Klimczak	ESSENCEMEDIACOM POLAND	Poland
	Miguel Tejada	PARTNERS OGILVY & MATHER	Dominican Republic
	Sarah Rojas	PARTNERS OGILVY & MATHER	Dominican Republic
	Sze Ham Ho	OMD HONG KONG	Hong Kong
	Hui Ling Lee	STARCOM HONG KONG	Hong Kong
	Mimmi Onsum	BURSON COHN & WOLFE STOCKHOLM AB	Sweden
	Anna Skär	BURSON COHN & WOLFE STOCKHOLM AB	Sweden

# Young Lions Competitors PR Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
GOLD	Ginola Tan	THE ASSOCIATION OF ADVERTISING & MARKETING SINGAPORE	Singapore
GOLD	Yuan Ling Tan	THE ASSOCIATION OF ADVERTISING & MARKETING SINGAPORE	Singapore
SILVER	Diogo Brandao	HEIMATTBWA\ BERLIN	Germany
SILVER	Timo Zwiesigk	HEIMATTBWA\ BERLIN	Germany
BRONZE	Nino Totladze	LEAVINGSTONE	Georgia
BRONZE	Lana Bachaliashvili	LEAVINGSTONE	Georgia
SHORTLIST	Sara Al Dehni	GAMBIT COMMUNICATIONS	MENA
SHORTLIST	Alexandra Richards	GAMBIT COMMUNICATIONS	MENA
SHORTLIST	Lucia Krajčiová	SAATCHI & SAATCHI	Czech Republic
SHORTLIST	Ondřej Šveda	MSL	Czech Republic
	Meabh O'mahony	EDELMAN	Ireland
	Kelly Oglesby	EDELMAN	Ireland
	Beatriz Raposo	LLORENTE & CUENCA PORTUGAL	Portugal
	Rita Paulo	LLORENTE & CUENCA PORTUGAL	Portugal
	Morgan Biles	WEBER SHANDWICK	US
	Lena Church	WEBER SHANDWICK	US
	Maya Atsuki	DENTSU INC.	Japan
	Kanako Azuma	DENTSU INC.	Japan
	Lara Burazin	404 AGENCY	Croatia
	Jelena Cekovi	404 AGENCY	Croatia
	Scarlet Pughe	THE ROMANS	UK
	Jack Moriarty	THE ROMANS	UK
	Ming Xue Bernice Tay	THE HOFFMAN AGENCY	APAC PRCA
	Jia Yi Lim	THE HOFFMAN AGENCY	APAC PRCA

# Young Lions Competitors PR Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
	Seo Yul Song	DAEHONG COMMUNICATIONS	South Korea
	Su Min Lee	DAEHONG COMMUNICATIONS	South Korea
	Anastasia Kremmastou	ACTION GLOBAL COMMUNICATIONS	Cyprus
	Panayiota Karaphilli	ACTION GLOBAL COMMUNICATIONS	Cyprus
	Caroline Hording	PR-operatørene	Norway
	Viktoria Bystøl Baug	PR-operatørene	Norway
	Sandra Verónica Urbina Vargas	VMLY&R	Mexico
	Elisa Sarahí Martínez Sánchez	VMLY&R	Mexico
	Ka Chak Wong	DENTSU TAIWAN	Taiwan
	Chuan Heng Cheng	1 PLUS	Taiwan
	Agata Nowotnik	SEC NEWGATE CEE	Poland
	Szymon Dziewięcki	SEC NEWGATE CEE	Poland
	Veronika Rybárová	MADE BY VACULIK	Slovakia
	Nikoleta Némethová	MADE BY VACULIK	Slovakia
	Luca Bevilacqua	PUBLICIS CONSULTANTS PARIS	France
	Bastien Cador	PUBLICIS CONSULTANTS	France
	Isah Waes	BRIGHTFISH	Belgium
	Lisa Decré	BRIGHTFISH	Belgium
	Adél Czebe	MITO	Hungary
	Viktória Rebeka Speier	MITO	Hungary
	Johanna Vierimaa	UNITED IMAGINATIONS	Finland
	Katariina Ollari	BOB THE ROBOT	Finland
	Andrea Ales Aceituno	EDELMAN SPAIN S.A.	Spain

# Young Lions Competitors PR Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
	Clara Barrios Faz	EDELMAN SPAIN S.A.	Spain
	Chung Ue Cheng	OGILVY HONG KONG	Hong Kong
	Nistha Mitra	OGILVY HONG KONG	Hong Kong
	Kai Wang	BLUEFOCUS	China
	Yuxin Zhang	BLUEFOCUS	China
	Sebastian Suarez	MULLEN LOWE	Colombia
	Daniel Navarrete	SANCHO BBDO	Colombia
	Willemijn Besteman	ROORDA RECLAMEBUREAU / RAW	Netherlands
	Eva Koffeman	ROORDA RECLAMEBUREAU / RAW	Netherlands

# Young Lions Competitors PRINT Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
<b>GOLD</b>	Ana Cornejo	Graphic Designer	Ecuador
<b>GOLD</b>	Maria Paula Mera Vélez	Strategic Planning Leader	Ecuador
<b>SILVER</b>	Rony Saavedra	Art Director	Colombia
<b>SILVER</b>	Alejandro Orjuela	Copywriter	Colombia
<b>BRONZE</b>	Alexandre Thiebaut	Creative Copywriter	France
<b>BRONZE</b>	Robin Schneider	Art Director	France
SHORTLIST	Chloe Bayhack	Senior Copywriter	US
SHORTLIST	Victoria Rocha	Senior Art Director	US
SHORTLIST	Michael Yousaf	Concept Creative	Germany
SHORTLIST	Martin Keipert	Art Director	Germany
SHORTLIST	Kirsty Brewis	Copywriter	UK
SHORTLIST	Darryl Ng	Art Director	UK
	Jens Østrem	NORD DDB OSLO AS	Norway
	Henriette Johansen	NORD DDB OSLO AS	Norway
	Jessica Newman	DROGA5 DUBLIN	Ireland
	Jessica Murphy	DROGA5 DUBLIN	Ireland
	Maria Branco	JUDAS ROCKS	Portugal
	Catarina Araújo	VMLY&R	Portugal
	Kentaro Tsuji	DENTSU INC.	Japan
	Haruka Sekiguchi	DENTSU INC.	Japan
	Benjamin Nusca	JOHN ST.	Canada
	Jordan Bloom	JOHN ST.	Canada
	Lazar Rajkovic	MCCANN BELGRADE	Serbia
	Teodora Dancevic	MCCANN ADRIATIC	Serbia

# Young Lions Competitors PRINT Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
	Sandro Luca Schmocker	JUNG VON MATT LIMMAT	Switzerland
	Luisa Janine Jentsch	JUNG VON MATT LIMMAT	Switzerland
	Arina Shakirova	FCB ARTGROUP ALMATY	Kazakhstan
	Danil Li	FCB ARTGROUP ALMATY	Kazakhstan
	Sieun Lee	INNOCEAN	South Korea
	Woojin Lee	INNOCEAN	South Korea
	Onur Subasi	RAFINERI	Turkey
	Kubra Yuksel	RAFINERI	Turkey
	Monica E Escribano Ramos	DE LA CRUZ / OGILVY	Puerto Rico
	Leina G. Rosado Belvis	DE LA CRUZ / OGILVY	Puerto Rico
	Josephine Michaëlis	MARKETSQUARE	Denmark
	William Andresen	MARKETSQUARE	Denmark
	Emmanuel Rocha Rangel	MOJO SUPERMARKET	Mexico
	José Miguel García Lucero	FELIPA CREATIVE STUDIO	Mexico
	Martin Božík	LEO BURNETT PRAHA	Czech Republic
	Yousef Yagmour	LEO BURNETT PRAHA	Czech Republic
	Dionysia Lampadariou	THE NEWTONS LABORATORY	Greece
	Maria Eleni Manousou	OGILVY GREECE	Greece
	Daviti Bikashvili	REDBERRY	Georgia
	Mariami Berodze	REDBERRY	Georgia
	Mirell Šmidt	NEWAY	Estonia
	Kättrin Sibul	BITWEB OÜ	Estonia
	Soňa Časárová	APPLEPIE	Slovakia
	Marcel Kulha	APPLEPIE	Slovakia



# Young Lions Competitors PRINT Competition 2024



PRIZE	NAME	COMPANY	COUNTRY
	Teresa Sebastian	TALENTED WEBCO	India
	Aarushi Periwal	TALENTED WEBCO	India
	Lukas Vos	BRIGHTFISH	Belgium
	Glenn Van Den Herrewegen	BRIGHTFISH	Belgium
	Ravid Rustamov	FCB ARTGROUP BAKU	Azerbaijan
	Musa Alshirazov	FCB ARTGROUP BAKU	Azerbaijan
	Péter András Maróth	ARTIFICIAL GROUP	Hungary
	Nóra Cser	ARTIFICIAL GROUP	Hungary
	Emilia Nordgren	SEK PART OF GREY	Finland
	Eevi Kolinen	SEK PART OF GREY	Finland
	Daria Wojnar	PLEJ SP. Z O.O.	Poland
	Danuta Zalewska	PLEJ SP. Z O.O.	Poland
	Xiaoci Han	GUANGDONG ADVERTISING GROUP CO.	China
	Zhongshuai Huang	GUANGDONG ADVERTISING GROUP CO., LTD	China
	Kei Ying Chiu	DDB HONG KONG	Hong Kong
	Meng Yi Zhuo	DDB HONG KONG	Hong Kong
	Pedro David Moral Geraldo	KOKÜ	Paraguay
	Enrique Leitmann	KOKU	Paraguay
	Fraser Nelson	JONGEHONDEN	Netherlands
	Paula Essig Oliveria	JONGEHONDEN	Netherlands

# History of Clients 1995-2024



## 2024

CLIENT	COMPETITION
Unstereotype Alliance - UN Women	Media, Film, Print
International Development Association (IDA) - World Bank Group	Marketers
MIS – Museu da Imagem e do Som (Museum of Image and Sound)	Design
Project Dandelion	Digital
JOOD	PR

## 2023

CLIENT	COMPETITION
Eco Tree	PR, Print
New Zero World	Marketers, Media
Rocket Learning	Digital, Design & Film

## 2022

CLIENT	COMPETITION
UNESCO	PR, Print
WWF	Design
The Unstereotype Alliance	Digital
Movember	Marketers
Gua Africa	Media
Global Citizen	Film

## 2021

CLIENT	COMPETITION
One Young World	Design, Digital, Film, Marketers, Media PR, Print

## 2019

CLIENT	COMPETITION
WWF	Print, Digital, Film, Design, PR
Lotus Flower	Media
Room To Read	Marketers

## 2018

CLIENT	COMPETITION
Creative Spirit	Print
Mozilla	Media
Share the Meal	Digital
Global Citizen	Film
Movember	Marketers
The Big Little Caravan of Joy	Design
Amnesty International	PR

# History of Clients 1995-2024



## 2017

CLIENT	COMPETITION
Global Citizen	Print
The Red cross	PR
Amnesty International	Media
International Rescue Committee	Marketers
The Recording Academy	Film
(RED)	Cyber
UN Women	Design

## 2016

CLIENT	COMPETITION
United nations – global goals	
Gender Equality	Cyber
Health	Design
Migration & Refugees	Film
Climate Change	Marketers
Education	Media
Food and Nutrition	PR
Water and Sanitation	Print

## 2015

CLIENT	COMPETITION
WWF	Film
Malaria No More	Media
Greenpeace	PR
Wateraid	Marketers
City of Cannes	Design
UN Office on Drugs and Crime	Print
A World at School	Cyber

## 2014

CLIENT	COMPETITION
The Fred Hollows Foundation	Cyber
WWF	Print
International Child Art Foundation	Design
Sense International	Media
World Food Programme	Marketers
Barnardo's	Film
United Nations Office on Drugs and Crime	PR

# History of Clients 1995-2024



## 2013

CLIENT	COMPETITION
World Anti-Doping Agency	Cyber
Médecins Sans Frontières	Media
Bill & Melinda Gates Foundation	Design
HelpAge International	Film
Macmillan Cancer Support	Print
Room to Read	Marketers

## 2012

CLIENT	COMPETITION
Room to Read	Marketers
Opportunity Knocks	Design
Gates Foundation	Cyber
The Big Issue	Media
Oxfam	Print
Movemeber	Film

## 2011

CLIENT	COMPETITION
PumpAid	Print
Room to Read	Marketers
The Planet Earth Institute	Cyber
TIE Iracambi	Media
Global Angels	Film

## 2010

CLIENT	COMPETITION
Plan	Print
Competitors select own cause	Marketers
Channel 16	Cyber
Peace One Day	Media
WSPA	Film

# History of Clients 1995-2024



## 2009

CLIENT	COMPETITION
Global Humanitarian Forum	Cyber
International Fund for Animal Welfare Press	Print
World Food Programme	Media
Film Aid	Film

## 2008

CLIENT	COMPETITION
Amnesty International	Press
UNICEF Tap Project	Cyber
War Child	Media
MTV Switch	Film

## 2007

CLIENT	COMPETITION
Right to Play	Print & Digital
MTV	Film

## 2006

CLIENT	COMPETITION
International Committee of the Red Cross	Print & Digital
City of Cannes	Film

## 2005

CLIENT	COMPETITION
UNESCO	Print & Digital

## 2004

CLIENT	COMPETITION
Global Business Coalition on HIV/AIDS	Print & Digital

## 2003

CLIENT	COMPETITION
Olympic Games	Print & Digital

# History of Clients 1995-2024



## 2002

CLIENT	COMPETITION
The International Secretariat for Water	Print & Digital

## 1998

CLIENT	COMPETITION
Variety Clubs International	Press

## 2001

CLIENT	COMPETITION
Leuka	Print & Digital

## 1997

CLIENT	COMPETITION
Save the Children Fund	Press

## 2000

CLIENT	COMPETITION
Médecins Sans Frontières	Print & Digital

## 1996

CLIENT	COMPETITION
WWF	Press

## 1999

CLIENT	COMPETITION
American Foundation for AIDS Research	Print & Digital

## 1995

CLIENT	COMPETITION
Plant-It 2000	Press

# History of Winners 1995-2024



## 2024

Unstereotype Alliance - UN Women	Print	Gold: Ecuador Silver: Colombia Bronze: France
JOOD	PR	Gold: Singapore Silver: Germany Bronze: Georgia
Unstereotype Alliance - UN Women	Media	Gold: China Silver: Japan Bronze: South Korea
International Development Association (IDA) - World Bank Group	Marketers	Gold: India Silver: United Kingdom Bronze: Spain
Unstereotype Alliance - UN Women	Film	Gold: United Kingdom Silver: Germany Bronze: Georgia
Project Dandelion	Digital	Gold: Mexico Silver: Kazakhstan Bronze: Portugal
MIS – Museu da Imagem e do Som (Museum of Image and Sound)	Design	Gold: United Kingdom Silver: Ireland Bronze: Uzbekistan

## 2023

EcoTree	Print	Gold: United Kingdom Silver: Germany Bronze: Portugal
EcoTree	PR	Gold: MENA Silver: Australia Bronze: Germany
New Zero World	Media	Gold: South Korea Silver: Colombia Bronze: Switzerland
New Zero World	Marketers	Gold: Canada Silver: Norway Bronze: South Korea
Rocket Learning	Film	Gold: South Africa Silver: Canada Bronze: USA
Rocket Learning	Digital	Gold: Australia Silver: Pakistan Bronze: Spain
Rocket Learning	Design	Gold: Dominican Republic Silver: Colombia Bronze: Ireland

# History of Winners 1995-2024



## 2022

UNESCO	Print	Gold: Germany Silver: Turkey Bronze: Peru
UNESCO	PR	Gold: Indonesia Silver: Colombia Bronze: Germany
Gua Africa	Media	Gold: Slovakia Silver: Colombia Bronze: Czech Republic
Movember	Marketers	Gold: The Netherlands Silver: Australia Bronze: Dominican
Global Citizen	Film	Gold: Sweden Silver: Germany Bronze: South Africa
The Unstereotype Alliance	Digital	Gold: Australia Silver: Norway Bronze: The Netherlands
WWF	Design	Gold: Denmark Silver: Dominican Bronze: United Kingdom

## 2021

One Young World	Print	Gold: Ecuador Silver: Chile Bronze: Canada
One Young World	PR	Gold: United Kingdom Silver: Ireland Bronze: Taiwan
One Young World	Media	Gold: Australia Silver: Japan Bronze: Portugal
One Young World	Marketers	Gold: Norway Silver: Turkey Bronze: Canada
One Young World	Film	Gold: Colombia Silver: Greece Bronze: United Kingdom
One Young World	Digital	Gold: Slovenia Silver: Germany Bronze: Taiwan
One Young World	Design	Gold: Ukraine Silver: Brazil Bronze: United Kingdom



# History of Winners 1995-2024



## 2019

WWF	Print	Gold: Russian Federation Silver: Ukraine Bronze: Lebanon
WWF	PR	Gold: Japan Silver: Finland Bronze: Hong Kong
Lotus Flower	Media	Gold: Colombia Silver: South Korea Bronze: Canada
Room to Read	Marketers	Gold: Belgium Silver: Puerto Rico Bronze: South Korea
WWF	Film	Gold: Ukraine Silver: Italy Bronze: Canada
WWF	Digital	Gold: Denmark Silver: Norway Bronze: Philippines
WWF	Design	Gold: Russian Federation Silver: Ukraine Bronze: Brazil

## 2018

Creative Spirit	Print	Gold: Germany Silver: Canada Bronze: Netherlands
Amnesty International	PR	Gold: China Silver: France Bronze: N/A
Mozilla	Media	Gold: Netherlands Silver: Mexico Bronze: Belarus
Movember	Marketers	Gold: Portugal Silver: India Bronze: Australia
Global Citizen	Film	Gold: Denmark Silver: Norway Bronze: Russia
Share the Meal	Digital	Gold: Costa Rica Silver: France Bronze: Mexico
The Big Little Caravan of Joy	Design	Gold: Colombia Silver: Portugal Bronze: Russian Federation

# History of Winners 1995-2024



## 2017

Global Citizen	Print	Gold: Italy Silver: Austria Bronze: Ecuador
The Red Cross	PR	Gold: Hungary Silver: United Kingdom Bronze: Costa Rica
Amnesty International	Media	Gold: United Kingdom Silver: Australia Bronze: USA
International Rescue Committee	Marketers	Gold: Spain Silver: India Bronze: Portugal
The Recording Academy	Film	Gold: Brazil Silver: France Bronze: Slovakia
(RED)	Cyber	Gold: The Netherlands Silver: Denmark Bronze: Argentina
UN Women	Design	Gold: Ireland Silver: Austria Bronze: Portugal

## 2016 United Nations – Global Goals

Gender Equality	Cyber	Gold: Singapore Silver: United Kingdom Bronze: Brazil
Health	Design	Gold: Brazil Silver: Norway Bronze: Portugal
Migration & Refugees	Film	Gold: France Silver: Mexico Bronze: Finland
Climate Change	Marketers	Gold: Georgia Silver: Turkey Bronze: Canada
Education	Media	Gold: China Silver: Spain Bronze: Chile
Food and Nutrition	PR	Gold: USA Silver: Norway Bronze: United Kingdom
Water and Sanitation	Print	Gold: Uruguay Silver: China Bronze: Austria

# History of Winners 1995-2024



## 2015

WWF	Film	Gold: Germany Silver: Australia Bronze: Russia
Malaria No More	Media	Gold: Australia Silver: Canada Bronze: Belarus
Greenpeace	PR	Gold: Sweden Silver: Colombia Bronze: China
Wateraid	Marketers	Gold: United Kingdom Silver: Dominican Republic Bronze: Turkey
City of Cannes	Design	Gold: Norway Silver: Sweden Bronze: Brazil
UN Office on Drugs and Crime	Print	Gold: Mexico Silver: Argentina Bronze: Peru
A World at School	Cyber	Gold: Switzerland Silver: Lithuania Bronze: Brazil

## 2014

The Fred Hollows Foundation	Cyber	Gold: Romania Silver: Spain Bronze: Russia
WWF	Print	Gold: Japan Silver: Germany Bronze: Denmark
International Child Art Foundation	Design	Gold: Germany Silver: Sweden Bronze: Dominican Republic
Sense International	Media	Gold: China Silver: Sweden Bronze: Norway
World Food Programme	Marketers	Gold: Argentina Silver: India Bronze: Finland
Barnardo's	Film	Gold: Bulgaria Silver: Australia Bronze: Norway
United Nations Office on Drugs and Crime	PR	Gold: Japan Silver: United Kingdom Bronze: Austria

# History of Winners 1995-2024



## 2013

Room to Read	Marketers	Gold: Sri Lanka Silver: Dominican Republic Bronze: Canada
Bill & Melinda Gates Foundation	Design	Gold: Romania Silver: Belarus Bronze: Japan
WADA	Cyber	Gold: Russia Silver: Australia Bronze: Hungary
Doctors Without Borders	Media	Gold: United Kingdom Silver: Australia Bronze: Argentina
Macmillan Cancer Support	Print	Gold: Mexico Silver: France Bronze: The Netherlands
Helpage international	Film	Gold: Spain Silver: Canada Bronze: Japan
Right to play	Cyber	Gold: Russia Silver: Australia Bronze: Hungary

## 2012

Room to Read	Marketers	Gold: Portugal Silver: Australia Bronze: Canada
Opportunity Knocks	Design	Gold: Colombia Silver: Italy Bronze: The Philippines
Gates Foundation	Cyber	Gold: Poland Silver: Finland Bronze: Italy
The Big Issue	Media	Gold: Czech Republic Silver: United Kingdom Bronze: Portugal
Oxfam	Print	Gold: Singapore Silver: UAE Bronze: Belgium
Movember	Film	Gold: Italy Silver: Poland Bronze: Chile

# History of Winners 1995-2024



## 2011

PumpAid	Print	Gold: Australia Silver: Italy Bronze: UAE
The Planet Earth Institute	Cyber	Gold: Canada Silver: Denmark Bronze: Czech Republic Bronze: Portugal
TIE Iracambi	Media	Gold: Czech Republic Silver: Germany Bronze: Brazil
Global Angels	Film	Gold: US Hispanic Silver: South Africa Bronze: USA
Room to Read	Marketers	Gold: Mexico Silver: Belarus Bronze: Brazil

## 2010

Plan	Print	Gold: Peru Silver: Colombia Bronze: Denmark
Channel 16	Cyber	Gold: Brazil Silver: Venezuela Bronze: Hungary
Peace One Day (POD)	Media	Gold: Denmark Silver: Sweden Bronze: USA
WSPA (World Society for the Protection of Animals)	Film	Gold: Korea Silver: USA Hispanic Bronze: Canada
Competitors selected their own real world cause	Marketers	Gold: Dominican Republic Silver: The Philippines Bronze: Latvia

# History of Winners 1995-2024



## 2009

International Fund for Animal Welfare Press	Print	Gold: Portugal Silver: Costa Rica Bronze: Romania
Global Humanitarian Forum	Cyber	Gold: Italy Silver: Portugal Bronze: Slovakia
WFP	Media	Gold: Australia Silver: Belarus Bronze: USA
Film Aid	Film	Gold: Mexico Silver: Canada

## 2008

Amnesty International	Press	Gold: The Netherlands Silver: Turkey Bronze: Germany
UNICEF	Cyber	Gold: Brazil Silver: Korea Bronze: Latvia
War Child Media	Media	Gold: Italy Silver: Germany Bronze: USA
MTV Switch	Film	Gold: Argentina Silver: USA Bronze: Italy

## 2007

Right to Play	Press	Gold: Chile Silver: Australia Silver: The Philippines Bronze: Brazil
	Cyber	Gold: Brazil Silver: Japan Bronze: Poland
MTV Networks International	Film	Gold: Italy

# History of Winners 1995-2024



## 2006

International Committee of the Red Cross	Press	Gold: Poland
		Silver: New Zealand
		Bronze: Argentina
		Bronze: Finland
	Cyber	Gold: Brazil
		Silver: Norway
		Bronze: Germany
City of Cannes	Film	Gold: The Netherlands

## 2005

Unesco: Literacy for Young Adults	Press	Gold: Sweden
		Silver: Spain
		Bronze: Argentina
	Cyber	Gold: Puerto Rico

## 2004

The Business Coalition for AIDS	Press	Gold: Italy
		Silver: USA Hispanic
		Bronze: Turkey
	Cyber	Gold: Portugal

## 2003

Olympic Games 2004	Press	Gold: France
		Silver: Spain
		Bronze: Brazil
	Cyber	Gold: Brazil

## 2002

The International Secretariat for Water	Press	Gold: Finland
		Silver: USA
		Bronze: Italy
	Cyber	Gold: Brazil

# History of Winners 1995-2024



## 2001

Leuka 2000	Print	Gold: Brazil
		Silver: USA
		Bronze: UAE
	Cyber	Gold: Germany

## 2000

Medecins Sans Frontieres	Print	Gold: Sweden
		Silver: Norway
		Bronze: United Kingdom

## 1999

American Foundation for AIDS Research Amnesty International	Print	Gold: Portugal
		Silver: USA
		Bronze: Turkey
	Cyber	Gold: Venezuela

## 1998

Variety Clubs International	Press	Gold: Portugal
		Silver: South Africa
		Bronze: Australia

## 1997

Save the Children Fund	Press	Gold: Argentina
		Silver: Canada
		Bronze: South Africa

## 1996

WWF	Press	Gold: Canada
		Silver: Turkey
		Bronze: Colombia & Brazil

## 1995

Plant-It 2000	Press	Gold: Norway
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# Rankings by Country

	PRINT			DIGITAL			MEDIA			FILM			DESIGN			MARKETERS			PR			TOTAL
	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	
Argentina	1	1	1			1			1	1						1						7
Australia	1	1	1	2	1		3	2		2						2	1		1			17
Austria		1	1											1						1		4
Belarus							2	1						1		1						5
Belgium			1													1						2
Brazil	1		4	6		2		1	1				1	1	2			1				20
Bulgaria									1													1
Canada	1	2	1	1			1			3	2					1		4				16
Chile	1	1							1		1											4
China		1					3												1		1	6
Colombia		2	1				1	2		1			2	1					2			12
Colombia & Brazil			1																			1
Costa Rica		1		1																1		3
Czech Republic						1	2		1													4
Denmark			2	2	1		1		1				1									8
Dominican Republic													1	1	1	1	2	1				7
Ecuador	2		1																			3
Finland	1		1	1							1						1		1			6
France	1	1	1	1					1	1									1			7
Georgia											1					1					1	3
Germany	2	2	1	1	1	1	2		1	2		1							1	2		17
Greece										1												1
Hong Kong																				1		1

# Rankings by Country



	PRINT			DIGITAL			MEDIA			FILM			DESIGN			MARKETERS			PR			TOTAL
	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	
Hungary						2													1			3
India																1	3					4
Indonesia																			1			1
Ireland													1	1	1					1		4
Italy	2	1	1	1		1	1		1	2	1	1		1								13
Japan	1				1			2			1			1					2			8
Kazakhstan					1																	1
Korea					1					1												2
Latvia						1												1				2
Lebanon			1																			1
Lithuania					1																	1
Mexico	2			1		1		1	1	1												7
MENA (PRCA)																			1			1
New Zealand		1																				1
Norway	1	1			3			1	1	1	1	1	1	1	1	1	1		1			13
Pakistan					1																	1
Peru	1		2																			3
Poland	1			1		1				1												4
Portugal	3		1	1	1	2		2					2	1	2		1					16
Puerto Rico				1												1						2
Romania			1	1									1									3
Russia	1			1		1					2	1		1								7
Singapore	1			1															1			3
Slovakia					1		1				1											3



# Rankings by Country

Cyber Young Lions added in 1999  
 Film Young Lions added in 2006  
 Media Young Lions added in 2008  
 Press renamed Print in 2009  
 Marketers Young Lions added in 2011  
 Design Young Lions added in 2012  
 PR Young Lions added in 2014  
 Cyber renamed Digital in 2018

	PRINT			DIGITAL			MEDIA			FILM			DESIGN			MARKETERS			PR			TOTAL
	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	
Slovenia				1																		1
South Africa		1	1							1	1	1										5
South Korea							1	1	1									2				5
Spain		2			1	1		1		1						1		1				8
Sri Lanka																1						1
Sweden	2							2		1				2					1			8
Switzerland				1					1													2
Taiwan						1														1		2
The Netherlands	1		2	1	1	1				1						1						8
The Philippines		1				1								1	1	1						5
Turkey		2	2													2	1					7
Ukraine		1								1			1	1								4
United Arab Emirates		1	2																			3
United Kingdom	1		1		1		2	1		1		1		2	1	1		1	2	1		17
United States		3						3		1	2							1				10
Uruguay	1																					1
USA Hispanic		1								1	1											3
Uzbekistan														1								1
Venezuela				1	1																	2