

Cannes Young Lions: Call for entries

Cinemark has announced that it will be sponsoring the Film category of the Young Lions competition, which forms part of the Cannes Lions International Festival of Creativity, for South Africa again this year.



Screengrab from [Young Lions Competition introduction video](#).

The search is on for teams comprising two young professionals (such as an art director and a copywriter) and who are currently working in creative communication, advertising or digital agencies. Registrations are now open on the Cinemark [website](#) to enter the 2018 version of the competition. You will have just 48 hours to show us what you are made of.

The creative brief, which will have a CSR (Corporate Social Responsibility) angle, will be posted on the Cinemark [website](#) at **12:00 noon on Saturday, 7 April 2018, and all completed entries need to be uploaded onto the same website by no later than 12:00 noon on Monday, 9 April 2018**. No late entries will be accepted.

Global competition

You will have just 48 hours from the time that the brief is made public to film, edit and deliver a 60-second commercial. The team of two young creatives (aged 30 and younger, born on or after 22 June 1987), who win the national competition in their home country, will go on to compete at the Cannes Festival for the prestigious honour of being crowned the Young Lions of Cannes 2018. And, your local winning advert will be shown on our big screens at Ster-Kinekor cinemas across the country.

The Cannes Lions International Festival of Creativity and the Young Lions competition take place in Cannes, France, from 18 – 22 June 2018.

Register today to enter your winning team combination on the Cinemark website, and get ready for the most intense 48 hours of your life!

For more, visit: <https://www.bizcommunity.com>