

-
- Cannes Lions Live 2021
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LIONS Shorts Briefing



LIONS Shorts



- You have been invited to create a LIONS Short. What happens now...

OVERVIEW

LIONS Shorts are a series of short films (max 5 minutes) that offer a short, sharp burst of inspiration and share a clear, thought-provoking perspective on creativity. We want the viewer to walk away feeling energised that creativity is the answer and informed by a new left-field viewpoint. A microdose of powerful creative thinking. The range of perspectives will be broad and reflect the rich mix of disciplines, people, countries and organisations that make our industry what it is. The subsequent pages share more details on suggested subjects to consider.

WHAT'S INVOLVED

You will create a film for us to publish on Cannes Lions Live (June 21-25). Length - this is a short film so we recommend minimum 2 minutes, maximum 5 minutes. We'll need you to storyboard an idea, create a script and bring the film to life with animation and graphics.

DOs and DON'Ts

These are designed as well-crafted expressions of creativity, these are not pre-recorded presentations or a pre-recording of a zoom call. We recommend you focus on a simple clear idea and bring it to life with rich visuals.

So, what's the brief?

LIONS Shorts



- The Brief – Counterintuitive Creativity

Cannes Lions celebrates the power of the big idea. Ideas that spark movements. And some of the best ideas are counterintuitive. For LIONS Shorts 2021 however, we are also celebrating the power of fresh minds and divergent thinking. This is why our LIONS Shorts 2021 videos will be exclusively offered to the *under 30's*

AI, for all its vast potential, can't replace the curiosity, courage and often – complete absurdity of the human imagination. From the seminal “1984” for Apple and “Whopper Detour” for Burger King, counterintuitive thinking is behind some of the best creative work we've seen.

Likewise, some of the most highly-rated talks at Cannes Lions have celebrated counterintuitive ideas: “Simple is Hard” by Apple, “The Wonder of What the F*ck” by Adam&EveDDB, [“Ugly Sells” by RPA](#) and [“Mi Pandemia” by GREY](#), amongst others.

So, for the LIONS Shorts this year, we want to see your most illogical, contradictory and capricious brilliance at a time when we need it the most.

Don't be limited by your own imagination.

LIONS Shorts



- [Click through each picture](#) to see previous examples of LIONS Shorts

Like a Lion



The Vulnerable Creator



The Chords that Bind



LIONS Shorts



- Production
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Film delivery

- Resolution 4K/1080p minimum
- 16:9 landscape format 24/25fps
- Export settings - H.264 High bitrate/medium bitrate
- File format - MP4
- Audio encoding - AAC. 48k Hz
- Please ensure you don't include any interlaced footage. Please deinterlace any footage before editing

Language

As this is a film, **you can add translation subtitles to your video.** This means that you can cast speakers who may prefer to present in their own language. We are looking for the best speakers to tell the best story, so if this means they would be better presenting in their own language, we want to hear from them! Let us know if you would like to consider this as an option.

LIONS Shorts



- Next steps

If you want to be part of LIONS Shorts here's what to do:

1. In 200 words tell us what your idea is AND how you will bring it to life on film
2. Email this to stevelatham@canneslions.com
3. If selected you will be invited to create your film to appear on www.canneslions.com

LIONS Shorts



- What we need from you to start...

Your film will live on the On Demand section of Cannes Lions Live from 21 June 2021 for 30 days. We require the following information:

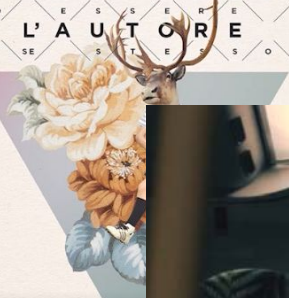
- **AGENCY LOGO** (JPEG or PNG) - [FRIDAY 7 MAY](#)
- **BIO** (max 150 words) - [FRIDAY 7 MAY](#)
- **TITLE** (max 10 words) & **SYNOPSIS** (max 120 words) - see more tips on how to create a killer description for your film in our [Title/Description Guidelines](#). - [FRIDAY 7 MAY](#)
- **THUMBNAIL** (a picture to represent your film on the LIONS Live platform) - see examples at lionslive.canneslions.com and link to our [Thumbnail Guidelines](#) - [FRIDAY MAY](#)
- **TRAILER** - (a 30-60 second preview of your session) [FRIDAY 21 MAY](#)
- **DRAFT FILM** - [FRIDAY 21 MAY](#)
- **FINAL FILM** - [WEDNESDAY 2 JUNE](#)



* CARATTERE.
CORAGGIO.
GENEROSITÀ.
TUTTO IL RESTO
SONO
CHIACCHIERE.



PIACCIONO
CHISSA
DI CHI PROVA
L'AUTORE



But for 13 million colorblind Americans,
this is all they see.

