



JURY CRITERIA AND LIONS DEFINITIONS 2025

Main Criteria for being on the Jury:

- Highly creative, innovative, leaders in their field, well known and respected in their industry, a specialist in their category of interest;
- Ideally creatives should be at CCO or ECD level for creative categories;
- Ideally, should have won Lions in the past five years or won other recognised global awards. Preference will be given to Lions winners.
- We understand there are certain categories where the Lions have been won by non-specialists or that top level executives are not credited on certain pieces of work. For these reasons, it may be the case that not all the candidates have won Lions but they must be pure specialists, senior and acknowledged in their field and have won other major international awards relevant to their category;
- We are committed to gender parity on the juries so please be conscious of this, we will not accept an unequal gender split of nominations;
- Ethnic diversity on our juries is paramount - please be conscious of this when sending nominations so we can continue to build truly diverse juries;

AUDIO & RADIO

The Radio & Audio Lions celebrate creativity that is wired for sound; work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling across the airwaves and digital streams.

Preferable selection of jury candidates:

- Senior Creatives (Audio & Radio Specialists)
- Sound Designer
- Audio & radio Producers
- Copywriters
- Radio Scriptwriters
- Branded Radio Content Specialists
- Podcasts Specialists
- Audio Technicians
- Scriptwriters
- Relevant Clients
- Digital Radio Specialists
- Media Owners
- Relevant Brands

BRAND EXPERIENCE & ACTIVATION

The Brand Experience & Activation Lions celebrate creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360 customer engagement. Entries should demonstrate how the customer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success.

Preferable selection of jury candidates:

- Specialists from experiential agencies
- Senior Creatives within Brand Experience
- Activation Specialists



- Experience Design Specialists
- Immersive Specialists
- Relevant Brands
- Creative Brand Partnership Specialists

CREATIVE B2B LIONS

The Creative B2B Lions celebrate game-changing creativity and effectiveness in work for products and services that are purchased by professionals on behalf of businesses.

Preferable selection of jury candidates:

- Senior Creatives working within the B2B space
- B2B Specialists
- B2B Brands
- B2B Strategists
- Relevant managing directors
- Business analysts

CREATIVE BUSINESS TRANSFORMATION LIONS

The Creative Business Transformation Lions celebrate the creativity that drives businesses forward – creative thinking that changes how businesses organise themselves, how people work and how customers engage with them. This Lion recognises the ingenuity that leads to the creation of new products and services, and the reinvention of operations and customer experiences in companies of all sizes that drives transformative change.

Preferable selection of jury candidates:

- Transformation Specialists
- Consultancy Specialists
- Digital Transformation Specialists
- Chief Innovation Officers
- Chief Strategy Officers
- Chief Digital Officers
- Chief Experience Officers
- Chief Technology Officers
- Strategy & Operations Specialists
- Relevant Managing Directors
- In-house Brand Transformation Specialists
- Relevant Brands

CREATIVE DATA

The Creative Data Lions celebrate the interplay of ideas and information. Entries will need to demonstrate how the work was enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea and the results / impact must be clear and robust.

Preferable selection of jury candidates:

- Relevant Senior Creatives
- Data Specialists



- Data Analysts
- Data Engineers
- Data Architects
- Futurists
- Coders
- Developers
- Chief Data Officers
- Media person with solid data experience
- Data Scientists
- Researchers
- Marketing/Brand Managers
- Client Marketers
- UX Specialists
- Relevant Brands
- Statisticians
- Business Analysts
- Consultants
- PR Data Specialists

CREATIVE COMMERCE

The Creative Commerce Lions celebrate the innovative and creative approach to online and offline commerce, payment solutions and transactional journeys.

Entries will need to demonstrate how innovation and optimisation at any point of the end to end customer journey led to increased consumer engagement and commercial success.

Preferable selection of jury candidates:

- Commerce specialists
- Relevant Senior Creatives
- Relevant Brands
- Customer Journey Specialists
- UX Specialists
- Payment Specialists
- Ecommerce Strategists
- Chief Sales Officers
- Commerce Directors
- Digital Commerce Directors

CREATIVE EFFECTIVENESS

The Creative Effectiveness Lions celebrate the measurable impact of creative work.

Entries into this Lion will need to demonstrate how an effective strategy rooted in creativity has met its chosen business objectives, how it generated positive customer outcomes and drove sustainable business impact over time.

Preferable selection of jury candidates:

- Global CEO's
- Global CMO's
- Global Brands
- Global Senior Creatives



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- Global Chief Operating Officers
- Global Strategists
- Creative Strategists/Head of Strategy
- Heads of Insight
- Planners

CREATIVE STRATEGY

The Creative Strategy Lions celebrate the idea behind the idea, how strategic planning can redefine a brand, reinvent its business, and influence consumers or wider culture.

Entries will need to demonstrate exceptional interpretation of the business/brand challenge, breakthrough thinking and transformational problem-solving that led to compelling creative strategy.

Preferable selection of jury candidates:

- Chief Strategy Officers
- Strategists
- Creative Strategists/Head of Strategy
- Heads of Insight
- Planners
- Brands
- Econometricians
- Marketing Consultants/Transformation Specialists
- Chief Executive Officer of Media Agencies
- Chief Operating Officers

DESIGN

The Design Lions celebrate visual craftsmanship. Entries will need to demonstrate how design has been used to define a brand or communicate its key messages. That is; work in which a unique visual identity leads to consumer recognition or understanding.

Preferable selection of jury candidates:

- Designers in a Creative Agency
- Specialists in Branding and Packaging
- Candidates from Digital Design and Communication Design
- Relevant Brands

DIGITAL CRAFT

The Digital Craft Lions celebrate technological artistry. Entries will need to demonstrate exceptional form and function in a digital context; that is; work with flawless design, masterful execution and outstanding user experience created for all digital environments.

Preferable selection of jury candidates:

- Digital Designers/Illustrators
- Post-Production Experts
- Tech Specialists
- Animators



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- UX Specialists
- Sound Designers
- VR/AR/AI Specialists

DIRECT

The Direct Lions celebrate targeted and response driven creativity. Entries will need to demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups and develop customer relationships, inspiring action and producing measurable results.

Preferable selection of jury candidates:

- Senior Creatives (Direct Specialists)
- Direct Marketing Specialists
- Data Specialists
- Relevant Brands
- Strategic Planners

ENTERTAINMENT

The Entertainment Lions celebrate creativity that turns branded content into culture.

Entries will need to demonstrate ideas that are unskippable; work which captivates in order to cut-through, communicating a brand message or connecting with consumers in a new way.

Preferable selection of jury candidates:

- Relevant Senior Creatives
- Relevant Brands
- Talent Specialists
- Big Brand Content Houses – i.e. Vice, Red Bull, etc
- Production Houses
- Entertainment Companies
- Media Owners
- Artist Management Specialists
- Distributors
- Entertainment channel specialists

ENTERTAINMENT LIONS FOR GAMING

The Entertainment Lions for Gaming celebrate creative work that connects people to brands through gameplay.

Entries will need to demonstrate how brands successfully tapped into complex gaming communities and seamlessly added real value to the overall gaming experience while driving commercial success.

Preferable selection of jury candidates:

- Relevant Senior Creatives
- Relevant Brands
- Gamers (must understand the culture, the nicheness of the gaming community)
- Gaming Experts



- Gaming Influencers who understand the gaming culture
- Tech with UI experience
- Developers - deep level
- Agencies with Gaming Client
- Game developer brands
- Publishers/Studio
- Streamers
- Gaming Media (Youtube/ Twitch)
- Platform Owners
- Content Creator/Community Member

ENTERTAINMENT LIONS FOR MUSIC

The Entertainment Lions for Music celebrate creative musical collaborations and branded music content.

Entries will need to demonstrate original production, promotion or distribution of music for brands; work where a recording artist or platform is creatively leveraged to communicate with consumers.

Preferable selection of jury candidates:

- Music Labels
- Brand partnership experts
- Artists
- Management
- Talent Acquisition Specialists
- Relevant Senior Creatives
- Relevant professionals from creative agencies
- Relevant professionals from media agencies
- Relevant professionals from PR agencies
- Relevant brands

ENTERTAINMENT LIONS FOR SPORT

The Entertainment Lions for Sport celebrate creativity that taps into fan culture and leverages the power of sports and esports in connecting people to brands.

Entries will need to demonstrate excellence in breakthrough creativity within the sports and esports ecosystem through the use of effective strategic planning, sponsorship, brand management, media, entertainment and/or talent.

Preferable selection of jury candidates:

- Relevant Senior Creatives
- Relevant professionals from creative agencies
- Relevant professionals from media agencies
- Relevant professionals from PR agencies
- Relevant clients
- Sports Management Labels
- Brand partnership experts
- Talent/Athlete



- Sports Distributors
- Sports Content Producers
- eSports / Gaming experts

FILM

The Film Lions celebrate the creativity of the moving image. Entries will need to demonstrate brilliant brand storytelling intended for a screen. That is; filmed content created for TV, cinema, online and out-of-home experiences.

Preferable selection of jury candidates:

- Top Level Senior Creatives
- Film Specialists
- TV and Film Producers
- TV and Film Directors
- Agency TV Producers
- Specialists in 360° / VR Film
- Relevant brands

FILM CRAFT

The Film Craft Lions celebrate on screen artistry. Entries will need to demonstrate exceptional filmmaking. That is; work in which technical skill and prowess in production / post production elevates an idea or dramatically enhances its execution.

Preferable selection of jury candidates:

- Executive Producers or Directors from Production Companies
- Executive Producers or Heads of TV in a Creative Agency
- Specialists in VR/VFX
- Specialists in Animation
- Specialists in Music/Sound
- Some expertise in creating Music Videos and Branded Content
- Award Winning DOP/Cinematographer
- Editors
- Casting Directors
- Senior Creatives

GLASS: THE LION FOR CHANGE

The Glass Lion recognises work that implicitly or explicitly addresses issues of gender inequality or prejudice, through the conscious representation of gender in advertising.

Entries will need to demonstrate ideas intended to change the world; work which sets out to positively impact ingrained gender inequality, imbalance or injustice, and should illustrate how the work tackles, highlights or redresses issues of gender representation.



Preferable selection of jury candidates:

- Relevant Senior Creatives
- Relevant Brands
- Media Specialists
- PR Specialists
- Relevant Talent
- Diversity Ambassadors
- Activists
- Gender Equality Initiative Founders
- Relevant Celebrities

HEALTH & WELLNESS

The Health & Wellness Lions celebrate creativity for personal wellbeing. Entries will need to demonstrate an inspired approach to consumer healthcare; that is exceptionally engaging work which promotes non-prescription products and services, publically educates to allow self-diagnosis or facilitates pro-active personal care.

Preferable selection of jury candidates:

- Senior Creatives from Specialist Healthcare Companies
- Senior Creatives from the Healthcare division of Creative Agencies
- PR Specialist from a Healthcare Agency
- Digital Specialist from a Healthcare Agency
- Relevant brands

INDUSTRY CRAFT

The Industry Craft Lions celebrate the creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life. Entries should demonstrate the highest levels of expertise and vision in the application of creative techniques.

Preferable selection of jury candidates:

- Print Art Directors
- Illustrators
- Photographers
- Copywriters
- Typographers
- Graphic Designers
- Brand Communication Experts

INNOVATION

The Innovation Lions honour ground-breaking technology and problem solving. Standalone technological solutions including tools, products, models, platforms and other forms of adtech will also be recognised, as well as creative campaigns utilising new tech.

Preferable selection of jury candidates:



- Relevant Senior Creatives
- Tech experts
- Venture Capitalists
- Startup Experts
- Clients
- Consultancies
- Product Developers
- IP Specialists
- Chief Innovation Officers
- New Business Development Directors
- Innovation Catalysts
- Innovation Engineers
- Innovation Analysts
- Innovation Strategists
- Innovation Directors
- Product Designers

LUXURY & LIFESTYLE

The Luxury & Lifestyle Lions celebrate creative communications for luxury goods and experiences with work that brings an aspirational lifestyle to life. Entries will need to demonstrate branded communications and solutions that drive business performance and brand loyalty; innovation that is rooted in craftsmanship and that aims to set a new benchmark for the luxury sector, including the creative evolution of business models and broader transformation.

Preferable selection of jury candidates:

- Relevant Senior Creatives working within the luxury space
- Luxury Brands
- Talent Specialists
- Brand Communication Experts
- Production Houses
- Media Owners
- Luxury Experience Design Specialists
- Luxury Specialists
- Luxury Strategists
- Relevant managing directors
- Luxury Creators

MEDIA

The Media Lions celebrate the context of creativity. Entries will need to demonstrate an inspiring and innovative implementation of media ideas; work which is enhanced and amplified by a game-changing channel strategy that takes consumers on new journeys and unlocks new experiences.

Preferable selection of jury candidates:

- Chief Executive Officers of Media Companies
- Creative Media Specialists
- Managing Directors
- Media Planners
- Strategists



- Data specialists
- Relevant Clients
- Digital Media Specialists
- Programmatic Specialists
- Integrated leaders (experience across Media and Creative)
- Practitioners within new media

OUTDOOR

The Outdoor Lions celebrate creativity experienced out of home. Entries will need to demonstrate ideas that engage in-the-field; work which leverages public spaces to communicate a message or immerse consumers in a brand experience.

Preferable selection of jury candidates:

- Senior Creatives (Outdoor Specialists)
- Art Directors
- Photographers
- Illustrators
- Copywriters
- Immersive Experience Specialists
- Experience Designers
- Activation Experts
- Relevant Clients
- Digital Outdoor Specialists

PHARMA

The Pharma Lions celebrate creative communications for pharmaceutical clients and services with work that brings science and innovation to life. All work entered into Pharma Lions must be aimed at specific practitioners and patient groups in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional. The work must be created specifically to shape understanding of medical conditions, drive their treatment and/or advocate for the development or provision of those treatments. Industry institutions include pharmaceuticals, biopharmaceuticals, biotechnology, bioinnovations, medical devices, diagnostics, life sciences research, clinics, hospitals, healthcare systems, governments and advocacy organisations for human and veterinary health.

Preferable selection of jury candidates:

- Senior Creatives from Specialist Healthcare companies Specialising in Pharma
- Senior Creatives from Healthcare Divisions of Creative Agencies specialising in Pharma
- PR Specialist from a Healthcare Agency
- Digital Specialist from a Healthcare Agency
- Relevant Brands



PR

The PR Lions celebrate the craft of strategic and creative communication.

Entries will need to demonstrate how original thinking, transformative insight and a strategy rooted in earned media has influenced opinion and driven business, societal, and/or cultural change. Work with storytelling at its core, which established, protected and enhanced the reputation and business of an organization or brand..

Preferable selection of jury candidates:

- Public Affairs and Lobbying PR specialists
- Consumer PR specialists
- Digital & Social Media PR professionals
- Influencer Marketing Experts
- Relevant Clients (Internal Comms at a Big Brand)
- Corporate Communications Specialists
- Heads of Insight
- Senior Creatives
- Chief Communication Officers

PRINT & PUBLISHING

The Print & Publishing Lions celebrate creativity in circulation. Entries will need to demonstrate ideas that leap off the page. That is, work that exhibits ingenuity and outstanding craftsmanship in published media.

Preferable selection of jury candidates:

- Senior Creatives (Print Specialists)
- Art Directors
- Publishers
- Publishing Strategists
- Content Creators
- Copywriters
- Relevant Brands

SOCIAL & INFLUENCER

The Social and Influencer Lions celebrate creative social thinking and strategic influencer marketing solutions. Entries will need to demonstrate how levels of engagement, social reach and the creative use of social networks, brand ambassadors and influencers and other social platforms led to commercial success.

Preferable selection of jury candidates:

- Relevant Senior Creatives with Social Media Experience
- Social and Digital Marketing Experts
- Digital Strategists
- Programmers/Tech Builders
- Integrated, Social Media Celebrities/Content Creators (experts in how social media content works)
- Digital Content Experts
- UX Experts
- Influence Marketers
- Relevant Clients



- Social Celebs
- Social PR Specialists
- Social Strategy Experts
- Relevant Brands

SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals Lions celebrate creative problem solving, solutions or other initiatives that harness creativity and seek to positively impact the world. Entries will need to demonstrate how they contributed to or advanced the 2030 Agenda for Sustainable Development across people, planet and prosperity.

Preferable selection of jury candidates:

- Relevant Senior Creatives
- Relevant Brands
- UN Rep
- Goal Advocates
- Relevant Talent
- Relevant Celebrities
- Chief Sustainability Officers

TITANIUM LIONS

The Dan Wieden Titanium Lions celebrate game-changers. Entries will need to break new ground in branded communications; that is, provocative, boundary-busting, envy-inspiring work that marks a new direction for the industry and moves it forward.

- Global Senior Creatives (Chief Creative Officer level) – preferably past Presidents
- Global Brands – Lion Winners
- Global Media CEO's
- Founders of Agencies
- Disruptors