

Cannes launches new Creative B2B Lions

Cannes Lions 2022 will see the launch of the new Creative B2B Lions that celebrate game-changing creativity and effectiveness in work for products and services that are purchased by professionals on behalf of businesses.



Cannes Lions Grands Prix awards

This follows a rise in B2B work winning across the Lions.

The new Creative B2B Lions are supported by the B2B Institute, a LinkedIn Think Tank and strategic thought partner.

According to the B2B Effectiveness Code – developed by WARC, in partnership with Lions and the LinkedIn B2B Institute, business people are inundated with dry, functional marketing, so a little creativity can go a long, long way.

What the jurors are looking for

Entries will need to demonstrate a blend of short-term tactics and long-term brand building strategies that connect with customers, improve brand health and ultimately drive growth. *A number of criteria will be considered during judging and weighted as follows:*

- 30% creative Idea
- 20% strategy
- 30% execution
- 20% results.

There is no overall limit to how many times the same piece of work can be entered into B2B Lions as long as the categories chosen are relevant. However, the same piece of work can only enter in either section 'A. Services' or section 'B. Products'

Entries open 20 January 2022.

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