

OFFICIAL COMPETITION RULES 2024

Competition organizer. The Pakistan Young Lions Competition is organized by Pakistan Advertisers Society in association with Jang Media Group and Cannes Lions.

2. Competition registration deadline. The competition registration begins on 3rd January 2024 and ends on 6th February 2024.

3. Competition eligibility. To be eligible to enter the competition entrants must:

(a) be a Pakistani citizen; at a department of a company that engages the services of a creative communications, advertising, or digital agency (the “**client company**”):

(b) not older than thirty (30) years of age prior to 21st June 1993

(c) have a good understanding of spoken and written English;

(d) hold a valid passport at least 1 year from expiry without any restrictions on travel and comply with all visa and other requirements on travel to France; and

(e) be willing, able, and available to

(i) attend at the offices of the competition organizer to participate in the live presentation

(ii) travel to France as early as June 16, 2024, and stay in France until at least June 22, 2024;

(iii) attend the 2024 Cannes Lions International Festival of Creativity in Cannes, France on June 17, 2024 - June 21, 2024 (the “**festival**”); and

(iv) represent themselves, or the client company (as applicable) and Pakistan, and participate in the global young lions competition at the festival.

If all of the eligibility requirements to enter the competition are met as set out above, such an entrant is referred to herein as an “**eligible entrant**”.

Eligibility is not transferrable, entrants are not eligible to enter the competition if they are:

(1) a full-time student;

(2) employed by or working freelance for an in-house media department of a company that engages the services of a media agency as a client;

(3) not an employee of a client company (i.e. freelance professionals are not eligible)

(4) a person that was or is a director, officer or employee of the competition organizer, its affiliates (including parent, sister and subsidiary companies), or other party in any way involved in the development or administration of this competition, including but not limited to advertising and promotional agencies, public relations agencies, suppliers of materials or services or prizes related to the competition, or a member of the immediate family (spouse, parents, siblings and children, regardless of where they reside) or household member of any such employee; or

(5) a winner of a contest or competition organized by the competition organizer within the six (6) months preceding the start of this competition (including persons designated by such winners to take ownership of prize) and persons domiciled with such winner.

4. Competition registration. Each eligible entrant must register for the competition by completing the competition registration form located at www.pas.org.pk (“**competition website**”) and paying a non - refundable registration fee in the amount of (PKR 95,000 + tax) per eligible entrant/team (“**registration fee**”) prior to the competition registration deadline.

Important note:

For certainty, eligible entrants may only be a member of one (1) team. The membership of the team cannot be changed after the registration form is submitted on the competition website. The registration fee will not be refunded to the eligible entrant under any circumstances, including but not limited to the team not submitting a competition entry.

5. Identity of eligible entrants and team. Upon request by the competition organizer, each entrant must provide the competition organizer with proof of their identity, qualification as an eligible entrant, and/or team. Competition organizer may disqualify any competition entry where such proof is not provided upon request.

6. Competition brief. Each eligible entrant that has complied with the registration requirements of these official competition rules will be called for competition briefing on **13th February 2024**

7. Competition entry. To enter the competition, each team must submit their competition entry to the competition organizer via the submission instruction guidelines on the competition website prior to the following **category submission deadlines: 5:00 p.m. on February 14, 2024.**

For its competition entry, each team must create a maximum two (2) page creative brief for the charity (the "Marketers category") within twenty-four (24) hours of the competition start time that meets the requirements of these official competition rules and the competition brief. For certainty, each team must submit its original competition entry. No external assistance or influence of any kind from any person outside the team is permitted.

Limit of one (1) competition entry per team.

8. Proof of receipt. The sole determinant of time for the purposes of receipt of a valid registration form and competition entry will be the computer servers of PAS/Sponsors. Proof of mailing or transmission (screenshots or captures, etc.) Does not constitute proof of receipt by the competition organizer.

9. Judges, judging criteria, and selection of finalists and winners. Each competition entry will be evaluated by a panel of qualified judges (the "judges") as selected by the PAS/ Sponsors. In order to select the shortlist entries that will go through the presentation phase, the judges will review and evaluate the competition entries based on the following criteria:

- (a) the concept board will be evaluated on the quality of
 - (1) insight articulation
 - (2) idea articulation and name
 - (3) concept visualization to bring your idea to life and (b) the creative brief will be evaluated on the quality of
 - (a) business objective, brand character, and deliverables
 - (b) role of communication
 - (c) target audience description and
 - (d) product, service or proposition benefit and reasons why. The decisions of the judges shall be final and binding, without the right of appeal.

The judges will select the top shortlist entries and the teams with such competition entries will be required to make a live presentation of a maximum of five (5) minutes in length to the judges on **February 16, 2024**, at the competition arena. The presentation shall be presented using a maximum of five (5) PowerPoint slides (title slide optional as it will be included in the maximum five (5) slide total). After the presentations, the judges will have a maximum of five (5) minutes to ask the team questions.

Selection of finalists. PAS, acting reasonably, will attempt to contact each eligible entrant of each selected team by telephone and/or e-mail. To be eligible to become a finalist, the eligible entrants of each selected team must:

- (a) respond to the telephone and/or e-mail notification within two (2) days of being contacted by the competition organizer;
- (b) have complied with these official competition rules; and
- (c) sign and return within the time frame specified by the competition organizer a release and indemnity and any other documents required by PAS/Sponsors (the **"finalist statement"**), which will include, among other things, that the eligible entrant has complied with this official competition selected teams may be ineligible to become finalists, as determined in the sole discretion of the competition organizer, for reasons including but not limited to failure to comply with the official competition rules, failure to be contacted or respond to contact attempts by the competition organizer, or an eligible entrant of such team's failure to review, sign and return the finalist statement.

In the event an eligible entrant of a selected team is determined ineligible to become a finalist, the competition organizer reserves the right, in its sole discretion, to select a team with a competition entry with the next highest score to be eligible to become a finalist.

All finalists hereby consent to the profiling and publication of their name, company and competition entries in accordance with these official competition rules and will use reasonable efforts to cooperate with the competition organizer in the preparation of such profiles and publicity by the competition organizer.

10. Confirmation of winners. At the Pakistan Young Lions Competition on **February 16, 2024**, as determined by PAS/Sponsors, at their sole discretion, the competition organizer will announce one

(1) finalist as the **"winning team"**. To be eligible to receive the prize, each eligible entrant from each winning team must:

- (a) have complied with these official competition rules;
- (b) sign and return within the time frame specified by the competition organizer a release and indemnity and any other documents required by the competition organizer (the **"winner statement"**), which will include, among other things, that:
 - (i) the eligible entrant has complied with this official competition rules;
 - (ii) the eligible entrant's competition entry and acceptance of the prize (as defined below) is not a violation of client company's policies (as applicable); and
 - (iii) acceptance of the prize as awarded; and (c) confirm that he/she is willing, able and available to attend and participate in the 2024 global young lions competition at the festival.

The winning team may be ineligible to receive the prize, as determined in the sole discretion of the competition organizer, for reasons including but not limited to failure to

comply with the official competition rules, failure to be contacted or respond to contact attempts by the competition organizer, an eligible entrant of such team's failure to review, sign and return the winner statement, or failure of the winning team to confirm attendance and participation in the global creative competition for young talent at the festival. In the event an eligible entrant of a winning team is determined ineligible to receive the prize, the competition organizer reserves the right, in its sole discretion, to select a finalist with a competition entry with the next highest score to be eligible to become a winning team.

11. **Prize.** Subject to fulfilling these official competition rules, the winning team is eligible to receive one

(1) prize (the "prize"): (a) round-trip economy airfare for the two

(2) eligible entrants of the winning team from the major airport closest to each such eligible entrant's residence to Nice, France, including return airport transfers; (b) at least five (5) nights' accommodation in a shared double-occupancy standard room, in Cannes, France during the festival, selected and booked at the sole discretion of the competition organizer (any additional nights beyond the five (5) nights will be in the sole discretion of the competition organizer); and (a) registration and participation in the 2024 global young competition to represent Pakistan at the festival.

Odds of winning the prize depend on:

- (i) the number of teams registered;
- (ii) the number and quality of competition entries.

The competition organizer will select, book and arrange travel for the winning teams, including all flights, airline(s), hotel accommodations (including, without limitation, room size and occupancy), and airport transfers, at its sole and absolute discretion. The prize is subject to availability, including but not limited to the cancellation of the festival, and any other restrictions that may apply at the time of its award.

All travel arrangements relating to the prize will be made by the competition organizer on behalf of the winning team.

The competition organizer will not extend or vary the length of travel, substitute, or change any travel services, accommodations or transportation for the prize, after the time of booking.

The costs of anything not specifically stated above as included in the prize are the sole responsibility of each winning team, including, without limitation: transportation for each winning team to and from the airport closest to each eligible entrant's residence; transportation for each winning team to and from their accommodation in Cannes, France to the festival; charges, fees or expenses for airline tickets in the event of a missed flight or missed connecting flight; charges fees or expenses for a change(s) in the travel arrangements or accommodations booked by the competition organizer that is requested by an eligible entrant of the winning team; in-flight meals and beverages; additional meals and beverages; any charges, fees or expenses for an overnight layover that is not booked by the competition organizer, including accommodation for such overnight layover; additional ground or other transportation not expressly included above; personal and miscellaneous expenses for each winning team of any kind; medical, health, hospital, travel and trip cancellation insurance; excess or lost baggage fees; import charges; taxes; gratuities; merchandise; telephone calls; communication charges; costs associated with guests amenities and services at the winning team's accommodation; sightseeing; and

any costs or expenses related to the obtaining of travel documents, passports, visas; and vaccinations, inoculations and any medical expenses.

Note: each eligible entrant of the winning team may be required to present a valid major credit card in each eligible entrant's name at the time of hotel check-in to cover any incidental expenses.

It is the sole responsibility of each eligible entrant of the winning team to obtain all necessary travel documentation, including passports and visas (as applicable), and to comply with any customs and immigration requirements.

The competition organizer is not responsible if an eligible entrant of the winning team is late or otherwise misses any mode of transportation or other components of the prize. Each winning team must travel when required or the prize is forfeited, without substitution or compensation of any kind to the winning team. The prize cannot be extended under any circumstances and no changes will be permitted to travel dates or passenger names after the competition organizer has confirmed the booking.

The prize must be accepted as awarded and is provided "as is" without further representations, conditions, or warranties of any kind, and is not transferable, assignable, and/or convertible to cash (except as may be specifically permitted by competition organizer in its sole and absolute discretion. In no event will more than the stated number of prizes be awarded.

Each eligible entrant warrants that his/her competition entry does not infringe or violate any intellectual property rights including copyrights and trademarks, proprietary rights, privacy or publicity rights, or any other rights of any kind whatsoever including any federal, provincial or municipal laws.

The competition entry has not been created using any pirated or unlicensed content, or other materials that include copyrighted or trademarked material that the competition organizer would not be entitled to use without further payment to the intellectual property owner.

Upon the request of the competition organizer, each eligible entrant agrees to obtain in writing any intellectual property licenses, assignments, waivers, consents, and releases as required.

Each eligible entrant hereby grants the competition organizer a perpetual, irrevocable worldwide, exclusive license to publish, display, retain, archive, use, store, produce, reproduce, perform in public, broadcast, and communicate to the public by telecommunication, the competition entry, in any material form, in whole or in part, on any platform, including but not limited to its print newspaper, digital platforms, in syndication, videos, and social media platforms such as blogs, twitter feeds, Facebook posts, in connection with any product (whether in print, digital or any other form) created, owned or published by either competition organizer or any of its affiliates, now and in perpetuity, and to sub-license such rights to any licensee of the competition organizer.

Each eligible entrant hereby waives all moral rights in and to the competition entry in favor of the competition organizer. Each eligible entrant hereby acknowledges and understands that the competition organizer may edit, modify or alter the competition entry at its discretion and place the competition entry in its products and on any platform without his/her further consent or compensation of any kind.

13. **Conduct.** By participating in the competition, entrants acknowledge that they have read and understood these official competition rules and agree to abide and be bound by them and all decisions of the competition organizer, which shall be final and binding, without right of appeal, in all matters relating to this competition and the awarding of prizes. The competition organizer reserves the right, in their sole and absolute discretion, to disqualify any entrant that it finds to be:

- (a) violating these official competition rules;
- (b) tampering or attempting to tamper with the entry process or the Operation of the competition;
- (c) acting in an unsportsmanlike or disruptive manner; or
- (d) attempting to undermine the legitimate operation of the competition.

Caution: *any attempt by an entrant or any other individual to deliberately damage the competition website or any website associated with this competition or to undermine the legitimate operation of this competition may be a violation of criminal and/or civil laws. Should any such attempt be made, the competition organizer reserves the right to seek remedies and damages to the fullest extent permitted by Law, and to ban or disqualify an entrant from this and any future contests or competitions.*

14. **Privacy and communications.** By entering the competition, entrants will disclose certain personal information to the competition organizer ("**personal information**"). If an entrant discloses his or her personal information, the entrant expressly consents to the collection, use, storage, and disclosure of personal information by the competition organizer for the purposes of administering the competition.

The competition organizer may use the entrant's personal information to communicate with the entrant, eligible entrants, and team to announce the winning team of the competition and to inform the entrants of any upcoming initiatives or events in connection with the festival.

Any personal information disclosed by an entrant to the competition organizer will be treated in accordance with the competition. **Release of liability / consent to publicity.**

By registering and/or entering the competition, each entrant is deemed to:

- (i) confirm compliance with these official competition rules;
- (ii) consent to the use of your name, city, comments, photographs, video, sobriquet, and/or other likenesses and all other indicia of personality, for publicity, general news, entertainment, advertising and informational purposes by the competition organizer and its parent, affiliated subsidiary and related companies, without further notice or compensation; and
- (iii) release the competition organizer, its affiliates (including, without limitation, any parent, sister and subsidiary companies), suppliers of materials or services related to the competition and other parties in any way involved in the development or administration of this competition (including advertising and promotional agencies, public relations agencies), the charity, and all of their respective employees, directors, officers, shareholders, agents, partners, licensees, successors and assigns (collectively the "**releasees**") from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims, liabilities, demand or damages (including legal fees and expenses), including without limitation:

- (i) any injury, including but not limited to personal injury, bodily injury, disability or death;
- (ii) property damage; and
- (iii) loss or damage of any other kind; arising in whole or in part, directly or indirectly, from registration in the competition, entry in the competition, participation or attempted participation in the competition, selection of finalists, declaration of winning teams, awarding acceptance, use or misuse of the prize, administration of the competition or any competition-related activity, or the competition organizer's collection, storage, use and disclosure of the personal information, or any combination of the foregoing.

Each eligible entrant of each winning team will indemnify and hold harmless the releasees, from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims, liabilities, demands, or damages (including legal fees and expenses), including without limitation:

- (i) any injury, including but not limited to personal injury, bodily injury, disability or death;
- (ii) property damage; and
- (iii) loss or damage of any other kind; arising in whole or in part, directly or indirectly, from registration in the competition, the entry in the competition, participation or attempted participation in the competition, selection of finalists, confirmation of winning teams, awarding acceptance, use or misuse of the prize, administration of the competition or any competition-related activity, or the competition organizer's collection, storage, use and disclosure of the personal information, or any combination of the foregoing.

15. Limitation of liability. Releasees do not assume any responsibility and each entrant releases from any and all claims, actions, damages, loss, injury, costs, demands, and liabilities of whatever nature or kind arising in connection with the competition and/or prizes including, without limitation, the administration of the competition, the selection of finalists, confirmation of winning teams, and the awarding and use of the prize. Without limiting the generality of the foregoing, releasees are not responsible for:

- (i) the incorrect or inaccurate capture of entry information;
- (ii) late, lost, stolen, illegible, damaged, misdirected, mutilated, garbled or incomplete competition entries or competition entries that are altered or otherwise irregular, mechanically reproduced, submitted using robotic, automated, programmed, or through illicit means, included in a bulk-drop off, or contain false information, or do not conform with or satisfy any or all of the conditions of the official competition rules, as determined by the competition organizer, in its sole and absolute discretion;
- (iii) any failure of, errors, or problems with competition website or any other website associated with the competition or any other technology used to administer the competition, including any website feature or the sending of any hyperlinks, howsoever caused;
- (iv) any failure or malfunction of any telephone or cable line or other means of transmission, or any computer or other equipment or software;
- (v) failure of any e-mail or competition entry submission to be received by the competition organizer on account of technical problems or traffic congestion on the internet or at any website;
- (vi) traffic congestion on the internet and any postal delays, strikes or failures;

- (vii) injury or damage to an entrant's or any other person's computer related to or resulting from participating in the competition;
- (viii) any website functionality lost due to not having cookies enabled;
- (ix) any errors, omissions, incorrect or inaccurate information in any competition-related materials howsoever caused;
- (x) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third party computer "hackers" or otherwise;
- (xi) any condition caused by events beyond the control of the competition organizer that may cause damage to an entrant's or any other person's computer, including downloading any material from the competition website; or
- (xii) any combination of the foregoing.

16. Competition organizer, in its sole and absolute discretion, reserves the right to modify or terminate the competition and amend these official competition rules at any time, without individual notice, and for any reason.