

# Registrations open for Cannes Young Lions

Registrations for this year's Young Lions Film competition have opened. The competition forms part of the annual Cannes Lions International Festival of Creativity - take your best shot at winning some serious glory!



Ster-Kinekor, as the official local representative for the Cannes Lions International Festival of Creativity, is sponsoring the Film category of the Young Lions competition again this year.

The search is on for teams comprising two young professionals (such as an art director and a copywriter) both aged 31 years old or younger, born on or after 24 June 1990 and who are currently working in a creative, advertising, production or digital agencies.

## How it works

Teams must register for the South African competition between 25 March and 31 March 2022. A brief will be published on 1 April 2022 from 12pm on the Ster-Kinekor [website](#).

Once the brief goes live, your team will have just 48 hours to film, edit and deliver a 30/45/60-second commercial on the topic provided. All creative must be submitted by 4 March before 12pm – after that, it's all up to the panel of judges...



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The lucky and no doubt super-talented winners will be announced mid-April 2022. If your team is the one that makes the cut, the two of you will go on to represent South Africa at the Cannes Lions Festival of Creativity. There, you will compete against other winning teams from around the world for the ultimate prestige of being crowned this year's Film Young Lions.

Send your registrations to [younglions@sterkinekor.com](mailto:younglions@sterkinekor.com).

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