

Pakistan Young Lions Competition 2026

Terms and Conditions

1. 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 14th January 2026 and ends on 30th January 2026.

3. Competition Eligibility

To be eligible to enter the competition, entrants must:

- Be a Pakistani citizen and employed at a department of a company that engages the services of a creative communications, advertising, or digital agency (the “client company”).
- Not be older than thirty (30) years of age prior to 30th June 1996.
- Have a good understanding of spoken and written English.
- Hold a valid passport with at least one (1) year validity remaining without travel restrictions.

Entrants must also be willing and available to attend presentations, travel to France, and participate in the Cannes Lions International Festival of Creativity.

4. Competition Registration

Each eligible entrant must register via the PAS website and pay a non-refundable registration fee per team before the registration deadline. Under the applicable fee structure, the registration fee is PKR 125,000 + tax for PAS members and PKR 140,000 + tax for non-members.

5. Identity Verification

Upon request, entrants must provide proof of identity and eligibility. Failure to do so may result in disqualification.

6. Competition Brief

All registered entrants must attend the competition briefing scheduled for 2nd February 2026.

7. Competition Entry

Each team must submit one original competition entry in accordance with the competition guidelines by 3:00 p.m. on 3rd February 2026. External assistance is strictly prohibited.

8. Judging and Selection

Entries will be evaluated by a panel of judges based on insight, idea articulation, visualization, and strategic clarity. Shortlisted teams will present live on 12th February 2026.



9. Confirmation of Winners

Winning teams will be announced at the Pakistan Young Lions Competition event. Winners must comply with all documentation and participation requirements.

10. Prize

The winning team will receive round-trip airfare, accommodation, and registration to represent Pakistan at the Cannes Lions International Festival of Creativity.

11. Conduct

Entrants must adhere to all competition rules. Any misconduct or attempt to undermine the competition may result in disqualification.

12. Privacy and Publicity

By entering the competition, entrants consent to the use of their personal information for competition administration and publicity purposes.

13. Limitation of Liability

The competition organizer is not responsible for technical failures, lost entries, or circumstances beyond its control.

14. Amendment of Rules

The competition organizer reserves the right to modify or terminate the competition or amend these rules at any time.