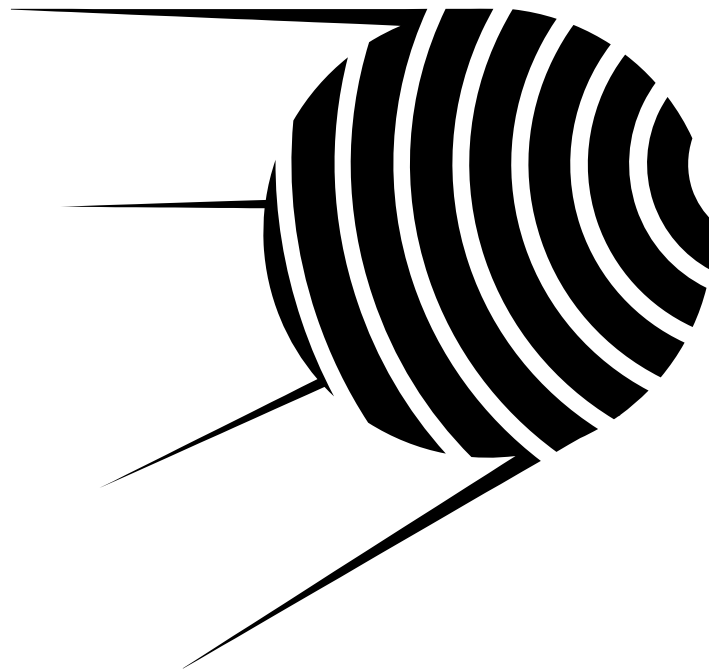


Kito Siqueira

**S A T E L I T E**



# Music Entertainment

Cannes Lions 2018

# Possibilidades e histórico da categoria Music Entertainment

# Composição do Juri

Composição do Juri

Processo de avaliação

Composição do Juri

Processo de avaliação

Debate sobre as peças

**A01 MUSIC CONTENT: EXCELLENCE IN MUSIC VIDEO**

A02 MUSIC CONTENT: EXCELLENCE IN INTERACTIVE MUSIC VIDEO

A03 BRAND OR PRODUCT INTEGRATION INTO MUSIC CONTENT

B01 COMMUNITY: MUSIC LIVE EXPERIENCE

B02 FAN ENGAGEMENT / COMMUNITY BUILDING

C01 INNOVATION IN MUSIC: USE OF MUSIC STREAMING PLATFORM OR VIDEO HOSTING SERVICE

C02 USE OF MUSIC TECHNOLOGY OR INNOVATION

D01 EXCELLENCE IN MUSIC: USE OF ORIGINAL COMPOSITION

D02 USE OF LICENSED / ADAPTED MUSIC

D03 EXCELLENCE IN MUSIC: ARTIST AS A BRAND OR CAUSE AMBASSADOR

D04 ARTIST ASSOCIATED EVENT OR STUNT IN PARTNERSHIP WITH A BRAND OR A CAUSE

D05 EXCELLENCE IN MUSIC: PRODUCTION OF EXCLUSIVE ARTIST CONTENT IN PARTNERSHIP WITH A BRAND OR A CAUSE

D06 EXCELLENCE IN MUSIC / BRAND PARTNERSHIP

D07 EXCELLENCE IN MUSIC: BRAND ENDORSEMENT / PARTNERSHIP FOR ARTIST BREAKTHROUGH

# Principais vencedores

**Jay - Z “SMILE”** Feat. Gloria Carter

Roc Nation / Smuggler / Miles Jay

**Apple - Home Pod - “Welcome Home”**

Spike Jonze / Anderson Paak / FKA Twigs



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