**Cannes Lions Codebook - 2006 - 2017**

Updated: 4/11/2022 - RP

**Asset Metadata**

A Coder Name

*Leave blank where not available*

B Year

*Leave blank where not available*

C Category

*Leave blank where not available*

D Catalogue Number

*Leave blank where not available*

E Title

*Leave blank where not available*

F Advertiser

*Leave blank where not available*

G Product

*Leave blank where not available*

H Company

*Leave blank where not available*

I Country

*Leave blank where not available*

J Prize Description

*Leave blank where not available*

K Prize Code

*Leave blank where not available*

M Video Name

*Leave blank where not available*

N Link to Asset

*Leave blank where not available*

O ID

*Leave blank where not available*

**Prominence**

P Character ID (Char\_ID)

*Leave blank where not available*

**Background Characteristics**

​​Q Age

1.Child (1-12)

2.Tween (13-14)

3.Teen (15-19)

4. 20s (20-29)

5. 30s (30-39)

6. 40s (40-49)

7. 50s (50-59)

8. 60 and older

9. Can’t tell

10. Not Applicable

R Character Gender

1. Female

2. Male

3. FTM (transgender man)

4. MTF (transgender woman)

9. Can’t Tell

10. Not Applicable

*Characters coded as MTF should be recoded as men (“1”) and as trans (“1”) for the next question. FTM characters should be recoded as woman (“2”) and as trans (“1”) for the next question.*

S Race

1. White

2. Hispanic/Latino

3. Black

4. Native American/Hawaiian/Alaskan/Pacific Islander

5. Asian/Asian American

6. Middle Eastern

7. Southeast Asian/Indian (not Native American)

8. Mixed Race

9. Can’t tell

10. Not Applicable

**Activity, Technology Use, & Setting**

T Is this character shown doing the following activities? (**VARIABLE NAME:** Activity)

*Copy over exactly as is. GDIGM will post-code.*

U Is this character shown using technology? (**VARIABLE NAME:** Tech)

*Copy over exactly as is. GDIGM will post-code.*

V Is this character shown in the following settings? (**VARIABLE NAME:** Setting)

*Copy over exactly as is. GDIGM will post-code.*

W Is this character shown in a vehicle? (**VARIABLE NAME:** Vehicle)

*Copy over exactly as is. GDIGM will post-code.*

X Is this character shown in the following locations? (**VARIABLE NAME:** Location)

*Copy over exactly as is. GDIGM will post-code.*

**Sexualization**

Y Sexually Revealing Clothing - Does this character wear sexually revealing clothing?

0. No

1. Yes

9. Can’t Tell

10. Not Applicable

Z State of Nudity - Is this character shown in some state of nudity?

0. No

1. Yes, some nudity

2. Yes, full nudity

9. Can’t Tell

10. Not Applicable

AA Shown as Body Part - Does the camera sexually objectify the character?

0. No

1. Yes

9. Can’t Tell

10. Not Applicable

AB Verbally Sexual Objectification - Is this character verbally sexually objectified?

0. No

1. Yes

9. Can’t Tell

10. Not Applicable

**Traits**

AC Intelligence - Is this character intelligent?

0. Intelligence Level Not Integral to Character

1. Stupid

2. Smart

3. Mixed

9. Can’t Tell

10. Not Applicable

AD Funny - Is this character funny?

0. Funniness Not Integral to Character

1. Yes, audience asked to laugh at the way they look (e.g., having buck teeth)

2. Yes, audience asked to laugh at physical comedy (e.g., falling down)

3. Yes, audience asked to laugh at verbal comedy (e.g., sarcasm)

9. Can’t Tell

10. Not Applicable

**Work and Leadership**

AE Is the character shown as having an occupation?

0. No

1. Yes, one occupation

2. Yes, multiple occupations

AF Occupation - What is the character’s occupation?

*Copy over exactly as is. GDIGM will post-code.*

AZ Is the character shown as a leader?

0. No

1. Yes

**All Other Variables**

Copy over all other variables as is. GDIGM will post-code as needed.