
THEMES AND WORK FROM CANNES LIONS 2018

[READ MORE FROM CANNES](#)

MINDSHARE

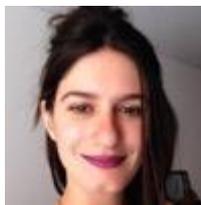


#TeamMindshare Young Lions 2018

13 Young Lions from
the network were our
reporters in Cannes.

They created 30 POVs

[Meet our Young Lions](#)



ANA TANGO



AZRA HIRJI



HELEN
STENTON



IREM LIMNILI



JOY WANG



KENON MAK



LAUREN
BRAY



MARIAN
BUNTE



OLLIE
HOLMAN



PATRICK LYLO



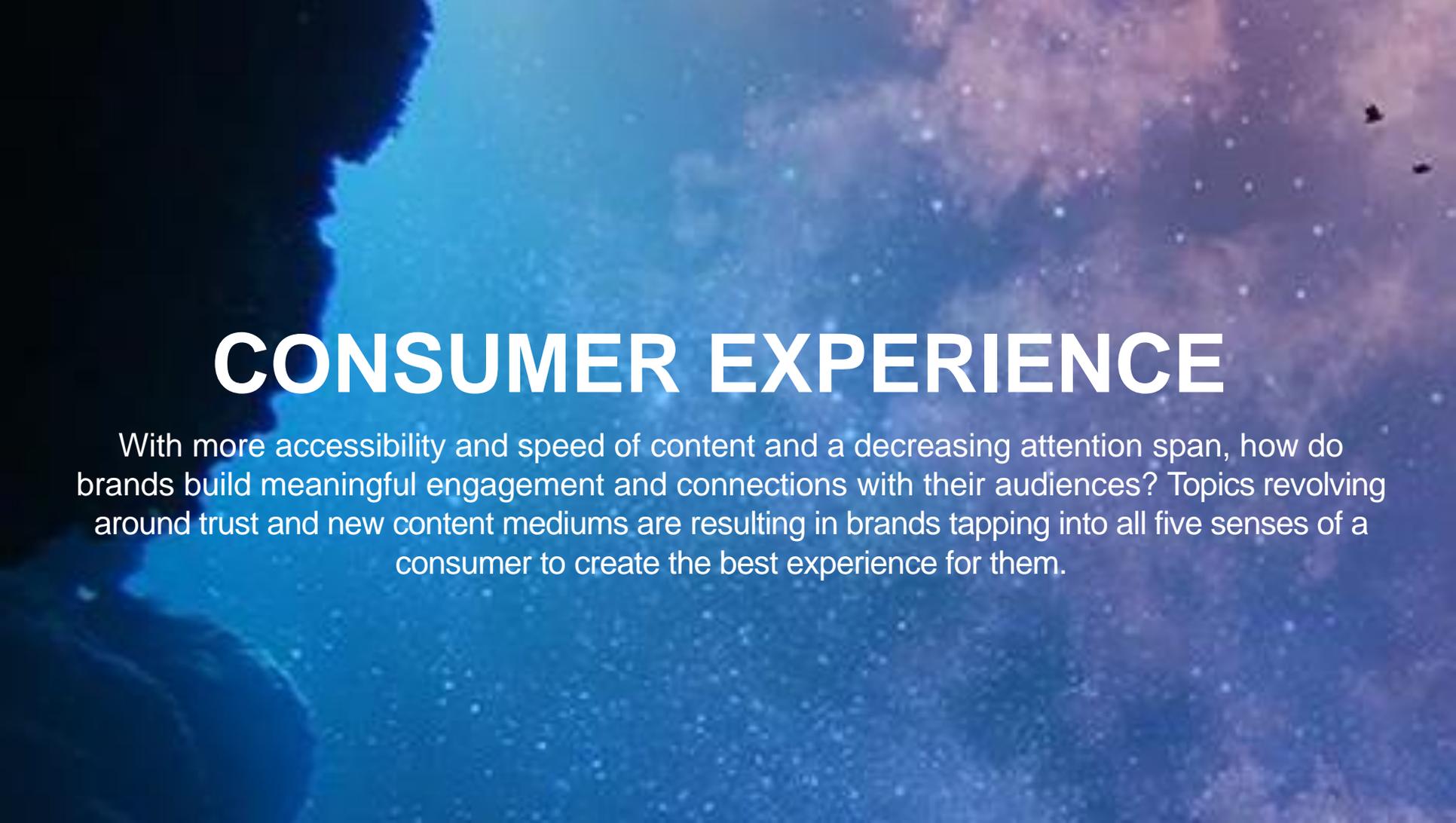
PAUL LINLEY



SHALENDRA
MENDIS



TANJA
HENKELMANN



CONSUMER EXPERIENCE

With more accessibility and speed of content and a decreasing attention span, how do brands build meaningful engagement and connections with their audiences? Topics revolving around trust and new content mediums are resulting in brands tapping into all five senses of a consumer to create the best experience for them.

CONSUMER EXPERIENCE ARTICLES

- Brands and advertising are well versed on Return on Investment, however, they often forget about their 'Return on Experience'. Technological development is increasingly providing a catalyst for brands to interact and connect with people in new and personal ways. Brands must understand how to create amazing experiences which blend the physical and technical. [Read more how brands can get return on experience here.](#)
- Brands are increasingly tapping into the 5 senses of a consumer in efforts to create a meaningful experience. However, few have gone beyond that to make sound an actual part of the brand and many brands and marketers fail to realise that music is a powerful memory trigger. [Read more about how brands can trigger memories and connections through sound here.](#)
- In addressing the myth that retail is dying, Angela Ahrendts, SVP of Retail with Apple acknowledged that digital ecommerce is going to grow 3x the rate versus their brick and mortar counter parts but over next 5 years 75% of shopping on online will be research with 75% still being in physical locations. Consumers want purity and online is so cluttered. [Read more about how Apple redefined the retail experience here.](#)

[READ MORE ABOUT CONSUMER EXPERIENCE](#)

CONSUMER EXPERIENCE TALKS



[YouTube – What Matters Next](#)

YouTube's CEO Susan Wojcicki will talk about brand building, engaged audiences and accountability in the digital age. Susan will be joined by Lubomira Rochet, Chief Digital Officer of L'Oreal, and Lyor Cohen, YouTube's Global Head of Music, who will share his vision for a new golden age of music.



[LDH JAPAN - Love, Dreams, Happiness : The Japanese Model Changing Global Brands](#)

Chief Creative Officer HIRO and an international panel will share the back-story of the Japanese creative artist management group and its evolution into one of the world's largest entertainment content powerhouses. LDH played live to over a million people — putting them among the world's top ten touring acts. This session will also examine how leading consumer brands like BEATS partner with LDH to crack huge markets.

CONSUMER EXPERIENCE ON SOCIAL

Ateneo CoSA @CoSAateneo · Jun 21
"Remember, the universal language is not texted, emailed or spoken. It is felt."
- Angela Ahrendts, Senior Vice President of Retail at Apple Inc.
#CannesLions

Jennifer Risi @JenRisi · Jun 19
"In the future, there will be no female leaders. There will just be leaders." -
@sherylsandberg
#OgilvyCannes #CannesLions

Keith Weed @keithweed · Jun 20
There's an opportunity to make marketing more agentic to serve consumers & build trust collectively. Let's make marketing address real social challenges.
#CannesLions

"A company alone has power. Together we have impact."
- HELLER ZALIN

WPP @WPP · Jun 21
#CannesLions: @ReadMark asks how the industry can build consumers' trust in the future @meredith_jaylen @nytimes @MattEviton @Google and @speichert @GSK @CannesLions #WPPCannes #CannesLions



Rahul Wadia @rahulwadia · Jun 20
Keith Weed @keithweed · Jun 20
The Economist D&G debate definitely lived up to its name! Great discussion w/ @Zanyambon, @Ceverson, @evgenymirzitor and Katha Cacy on whether or not the big tech platforms are doing enough to regain consumer trust #CannesLions



Cannes Lions @CannesLions · Jun 21
"There's no process to creating goosebumps"
A powerful insight from the #CannesLions stage from @nicklaw1



There's no process to goosebumps
Don't miss the best moments from Cannes Lions 2018 with the new Digital Pass.

IBM iX @IBM_iX · Jun 19
Think of **return on experience** as **return on** the human outcome. If you do this well, this will lead to quantifiable business outcomes. @TimKobe #CannesLions #ReinventMarketing

GSK @GSK · Jun 22
Consumers need to **trust** not love our brands. Read more from Carlton, our Head of Global Categories for Consumer Healthcare following his presentation at @CannesLions this week: gsk.io/2XtcD5w #CannesLions



"We have fantastic brands, backed by science. Our job is to earn the trust of our consumers so we can meet their everyday healthcare needs, each and every day."

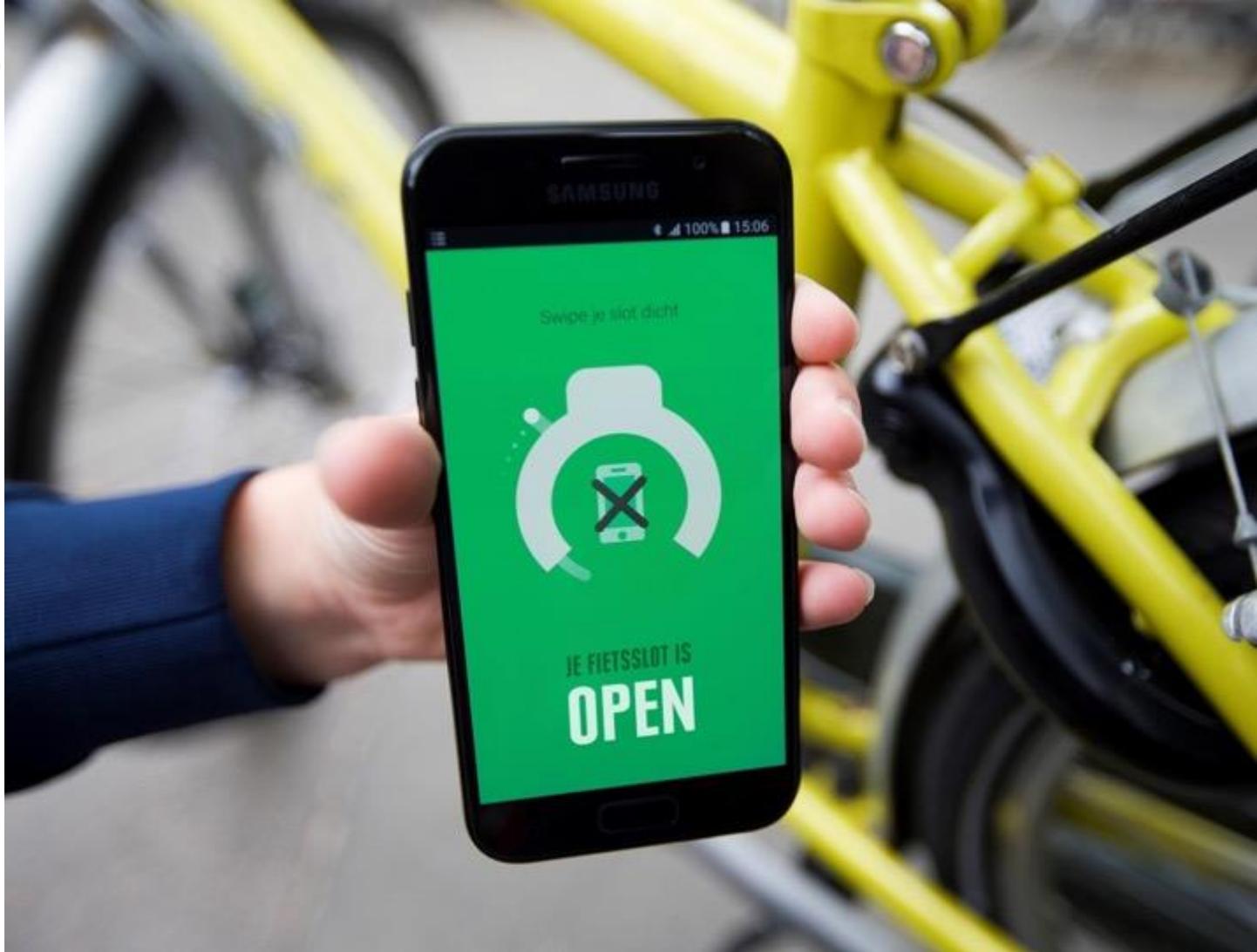
Carlton Lawson
Head of Global Categories
GSK Consumer Healthcare

**CONSUMER
EXPERIENCE
WORK**

KPN SAFE LOCK

**BRONZE
MOBILE LIONS
PR LIONS**

[SEE THE WORK](#)



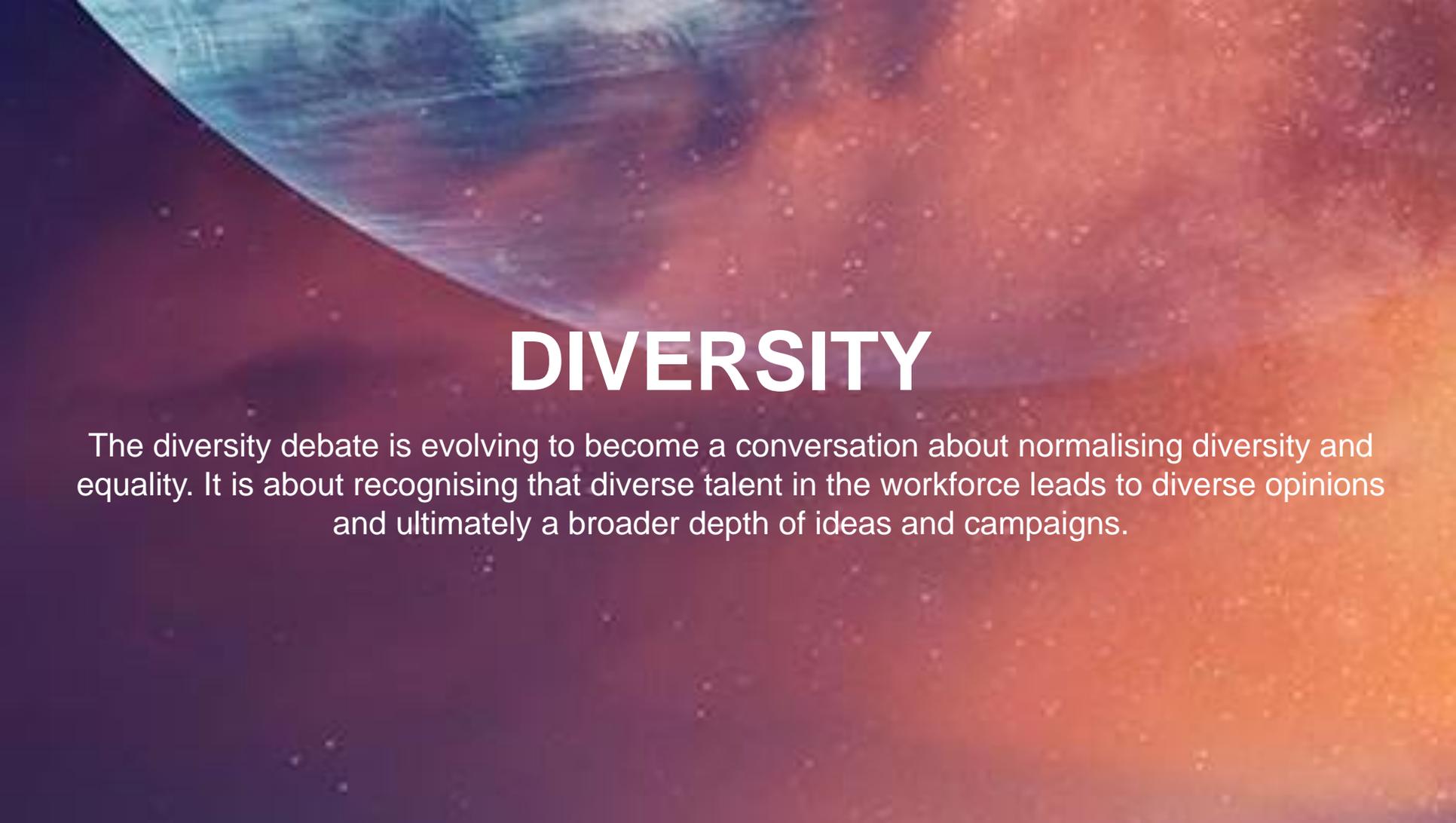
CONSUMER EXPERIENCE WORK

APPLE –
TODAY AT APPLE

GRAND PRIX
BRAND EXPERIENCE
& ACTIVATION LIONS

[SEE THE WORK](#)





DIVERSITY

The diversity debate is evolving to become a conversation about normalising diversity and equality. It is about recognising that diverse talent in the workforce leads to diverse opinions and ultimately a broader depth of ideas and campaigns.

DIVERSITY ARTICLES

- David Lang, Chief Content Officer, Mindshare NA was joined by Ariel Wengroff, Publisher, Broadly and Ibtihaj Muhammaed, the first hijabi Olympian Medalist. They discussed Activism & Athletes and the Intersection of Media as part of Mindshare NA's ProjectYouDoYou initiative to inspire and empower the next generation of women.
- “If we’re still talking about Diversity as a trend/topic at Cannes in 4 years, then we’ve f***ed up,” Matt Castellanos on diversity in filmmaking. [Read more about how brands and advertisers need to normalise diversity in the creative and media industries here.](#)
- How do we as marketers ensure we educate ourselves, our peers, and use our power of advertising to change societal views, dispel misconceptions, and elevate each other to the best of society? from Ukonwa Ojo: “This is the audience that determines what the culture cares about. If we want to change gender equality, this is the audience that will tell that story.” [Read more about the power of education and advocating within media here.](#)

[READ MORE ABOUT DIVERSITY](#)

DIVERSITY TALKS



[Y&R – Redefining Miss America in the Age of #MeToo](#)

Journalist and author Gretchen Carlson sparked a movement when she stood up against sexual harassment at Fox News, empowering thousands of women to raise their voices and demand change. In January, Gretchen was elected to take the reins of Miss America, and she's transforming the organisation to align with its original purpose: empowering smart, passionate, badass women. Hint: no more swimsuits? The panelists will discuss brands' role in the global #MeToo movement – and how they're upending a 97-year-old brand as an empowering platform in the midst of a cultural tipping point.



[Covergirl and Droga5 – Can We Redefine Femininity with Creativity?](#)

In a conversation hosted by COVERGIRL and creative agency Droga5, this session will discuss ways creators can challenge conventional assumptions about the expression of femininity, and push the boundaries of creativity by giving women the power to define it.

DIVERSITY ON SOCIAL



**DIVERSITY
WORK**

FORD – HANDICAB

**BRONZE
MEDIA LIONS**

[SEE THE WORK](#)



Ford

HANDICAB

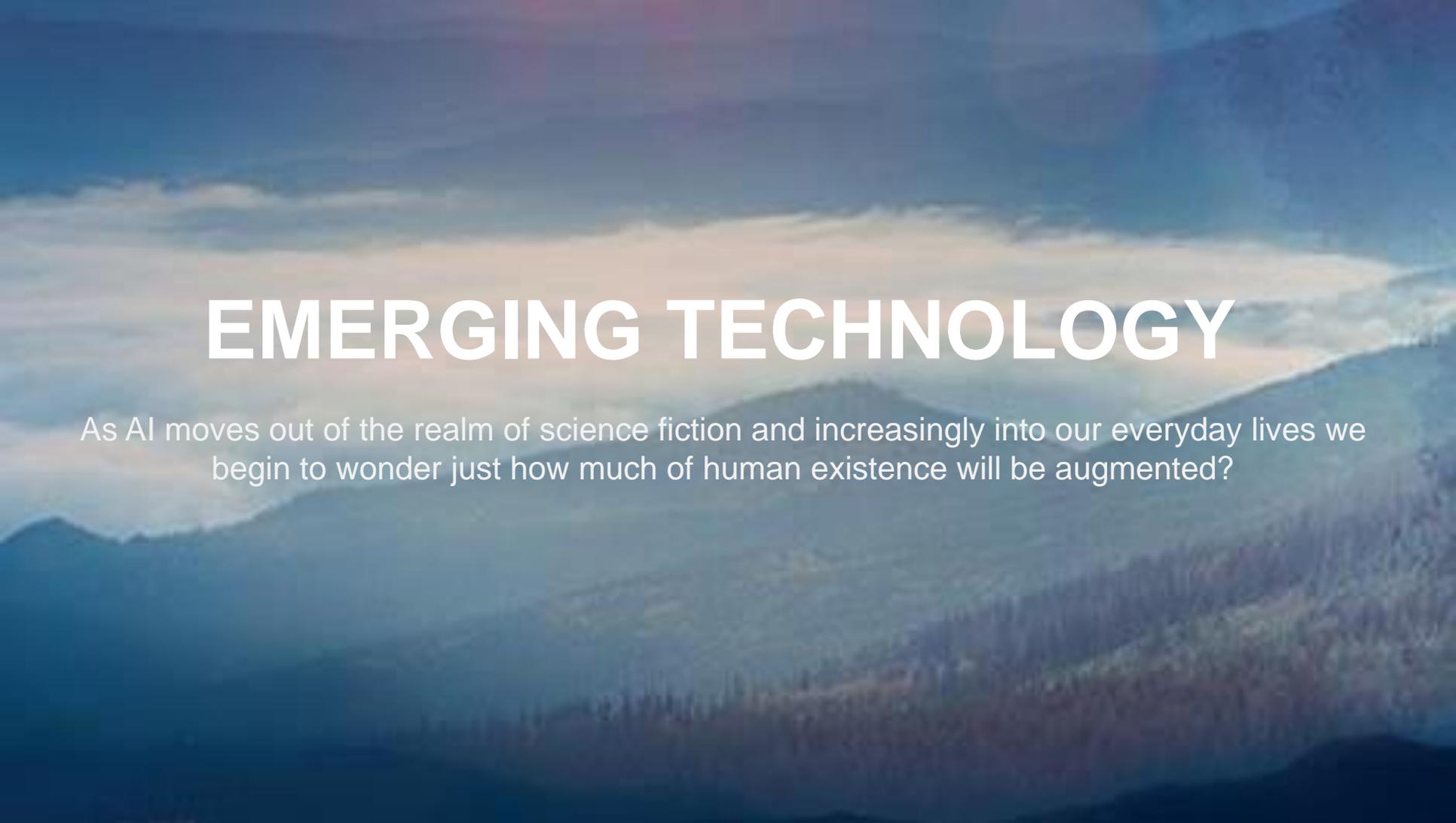
**DIVERSITY
WORK**

**ALS – PROJECT
REVOICE**

**GRAND PRIX FOR
GOOD**

[SEE THE WORK](#)





EMERGING TECHNOLOGY

As AI moves out of the realm of science fiction and increasingly into our everyday lives we begin to wonder just how much of human existence will be augmented?

EMERGING TECH ARTICLES

- It's clear that everyone is looking towards 2020. Why? Analysts believe we are at a tipping point in which emerging technologies will reach a point of significant impact on the workplace. One speaker referred to 2020 as the beginning of the “era of AI.” [Read about what we need to do to adapt and keep up with AI here.](#)
- As AI moves out of the realm of science fiction and increasingly into our everyday lives we begin to wonder just how much of human existence will be augmented. [Read more about what AI teaches us about creativity and the Universe here.](#)
- In a discussion between L'Oréal and the CEO of Modiface – an AR company focused on bringing AR into the world of beauty to bring consumers utility through the ability to see products on their face before purchasing (and the first tech acquisition by L'Oréal in their 110 year history) - the focus was on the role of technology in the digital transformation of L'Oréal. The key takeaway? Utility is everything. [Read about how technology is transforming the beauty industry here.](#)

[READ MORE ABOUT EMERGING TECHNOLOGY](#)

EMERGING TECH TALKS



[Adobe – Accelerating Creativity in the Age of AI](#)

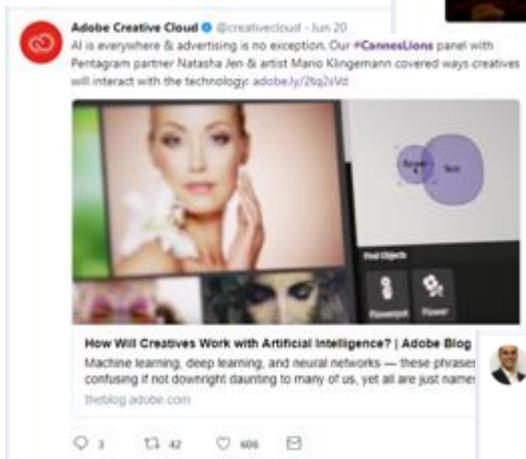
AI is already driving huge breakthroughs today in productivity and efficiency. And some of the greatest impacts are just around the corner in the areas of amplifying and accelerating human creativity. Join this lively discussion and demonstration among creative luminaries living on the cutting edge of creativity in the age of AI. And see practical examples of how AI and machine learning will accelerate and boost human creativity in inspiring and jaw dropping ways.



[The Economist – The Power of Big Tech Platforms](#)

Do tech giants support open societies or are they a threat to them? The promise of the technology platforms was to unite communities and to create positive connections across all four corners of the world. But fast forward to 2018, and they are now being accused of spreading disunity and creating monopolies of thought and innovation. How much of the tech lash is misguided? Is the power in the hands of the few? Do the major tech platforms smother or enhance creativity?

EMERGING TECH ON SOCIAL



EMERGING TECH WORK

FOXTEL – THE
WENTWORTH RAT

BRONZE
SOCIAL &
INFLUENCER LION

[SEE THE WORK](#)

The Rat ChatBot

**Proprietary conversation
engine**



**EMERGING TECH
WORK**

**GOOGLE- DEEPMIND
ALPHAGO**

**GRAND PRIX
INNOVATION LIONS**

[SEE THE WORK](#)



WATCH THE GRAND PRIX WINNERS

BRAND EXPERIENCE AND ACTIVATION

[Apple "Today at Apple"](#)

CREATIVE DATA

[The Times / News UK & Ireland "JFK Unsilenced"](#)

CREATIVE ECOMMERCE

["Xbox Design Lab Originals: The Franchise Model"](#)

CREATIVE EFFECTIVENESS

[ITC Savlon "Savlon healthy hands chalk sticks"](#)

DESIGN & PR

[LadBible and Plastic Oceans Foundation "Trash Isles"](#)

DIGITAL CRAFT

["Aeronaut VR"](#)

DIRECT & SUSTAINABLE DEVELOPMENT GOALS & TITANIUM

["Palau pledge"](#)

ENTERTAINMENT

["Evert 45"](#)

ENTERTAINMENT FOR MUSIC

[Apple "Welcome home"](#)

FILM

[Tide "It's a Tide ad"](#)

[Procter & Gamble "The talk"](#)

FILM CRAFT

[International Committee of the Red Cross "Hope"](#)

GLASS

[Bodyform "Blood normal"](#)

GRAND PRIX FOR GOOD

[The ALS Association "Project revoice"](#)

INDUSTRY CRAFT

[Kiwi Shoe Care "Ali"](#)

INNOVATION

[Colombia Ministry of Communications & Technology "My line"](#)

MEDIA

[Tesco "Food love stories"](#)

MOBILE

[Reclame Aqui "Corruption detector"](#)

OUTDOOR

[Comedy Central The Daily Show with Trevor Noah's](#)

["Donald J Trump Presidential Twitter Library"](#)

[McDonald's "McDonald's Restaurants of Canada Limited"](#)

PRINT & PUBLISHING

[Budweiser "Tagwords"](#)

PRODUCT DESIGN

[Kingo Energy "Kingo"](#)

RADIO & AUDIO

[Carling Black Label "Soccer song for change"](#)

SOCIAL & INFLUENCER

Nike "Nothing beats a Londoner" (not available online)

WATCH THE TALKS

15 seminars from Cannes Lions main stage available on demand on YouTube until 6th July.

Watch via this link:

[LIONS LIVE](#)

	I'm Not Sure I'm Right but Who is? Cannes Lions International Festival of Creativ...
	Fire and Fury: The New Normal? Cannes Lions International Festival of Creativ...
	Accelerating Creativity in the Age of AI Cannes Lions International Festival of Creativ...
	Creativity on the Couch: What Psychoanalysis Can Tell Us Cannes Lions International Festival of Creativ...
	What Matters Next Cannes Lions International Festival of Creativ...
	Think Like a Toddler Cannes Lions International Festival of Creativ...
	Founders' Formula: Pioneering for Purposeful Growth Cannes Lions International Festival of Creativ...
	Transformation at Speed Cannes Lions International Festival of Creativ...
	The Power of Big Tech Platforms Cannes Lions International Festival of Creativ...

	Creating Exceptional Experiences for One Billion Users Cannes Lions International Festival of Creativ...
	Redefining Miss America in the Age of #MeToo Cannes Lions International Festival of Creativ...
	The Strange Power of Confidence Cannes Lions International Festival of Creativ...

Day by day Highlights from the festival.

	Highlights from Cannes Lions 2018: Day 5 Cannes Lions International Festival of Creativity
	Highlights from Cannes Lions 2018: Day 4 Cannes Lions International Festival of Creativity
	Highlights from Cannes Lions: Day 3 Cannes Lions International Festival of Creativity
	Highlights from Cannes Lions: Day 2 Cannes Lions International Festival of Creativity
	Highlights from Cannes Lions 2018: Day 1 Cannes Lions International Festival of Creativity