

# #WMxCANNES

KEY TAKEAWAYS 2018

18-22 JUNE 2018



**WM**  
**WAVEMAKER**  
MEDIA. CONTENT. TECHNOLOGY.

# A QUIETER CANNES?

Now in its 65th year, the Cannes Lions Festival of Creativity brings the creative communications industry together for a week in the south of France to learn, network and be inspired.

The festival seemed more subdued, even introspective this year. Many sessions addressed problems and challenges our industry faces, from finding the right balance of creativity and technology in the work we do, to solving the dark spaces in digital media and marketing, from fraud and waste to privacy and data.

The award show is still a major part of the event and the Lions are the most established and coveted awards for the marketing communications industry. It is the ultimate achievement.

Read on to find Wavemaker's view on the most talked-about topics and the very best work that came out of this year's festival.



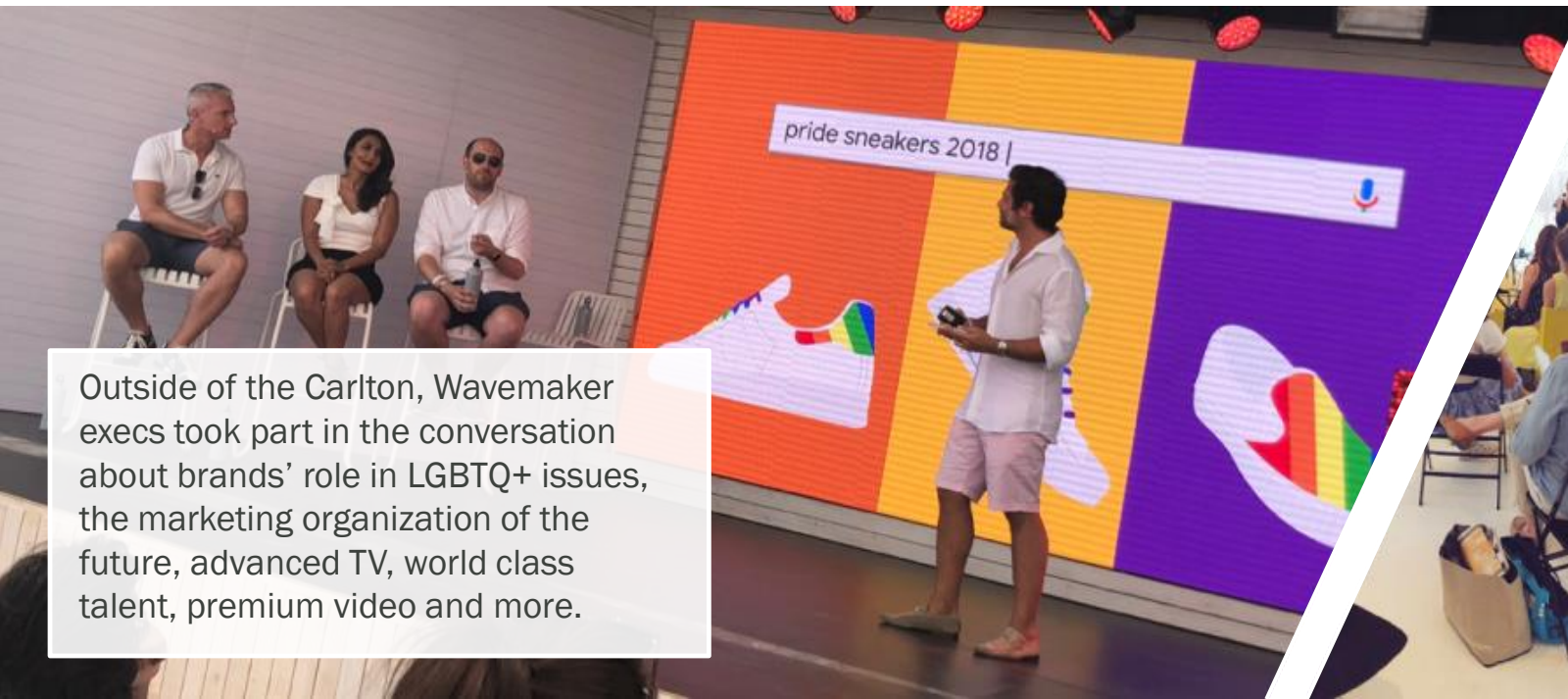


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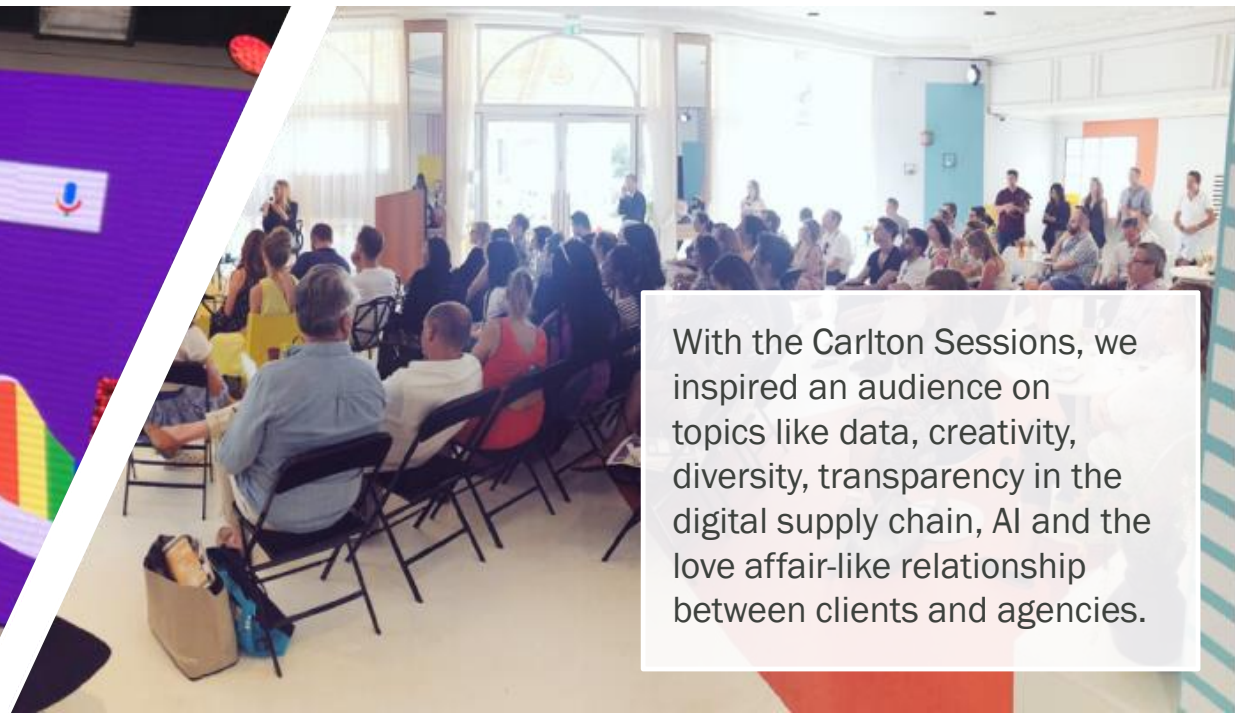
What happened at the Carlton



Wavemaker's space at the Carlton Hotel, was a meeting space for clients, partners and Wavemaker, GroupM and WPP colleagues that had come to soak up the creative inspiration of the festival.



Outside of the Carlton, Wavemaker execs took part in the conversation about brands' role in LGBTQ+ issues, the marketing organization of the future, advanced TV, world class talent, premium video and more.



With the Carlton Sessions, we inspired an audience on topics like data, creativity, diversity, transparency in the digital supply chain, AI and the love affair-like relationship between clients and agencies.

# 4

## TRENDS

Why they matter to you

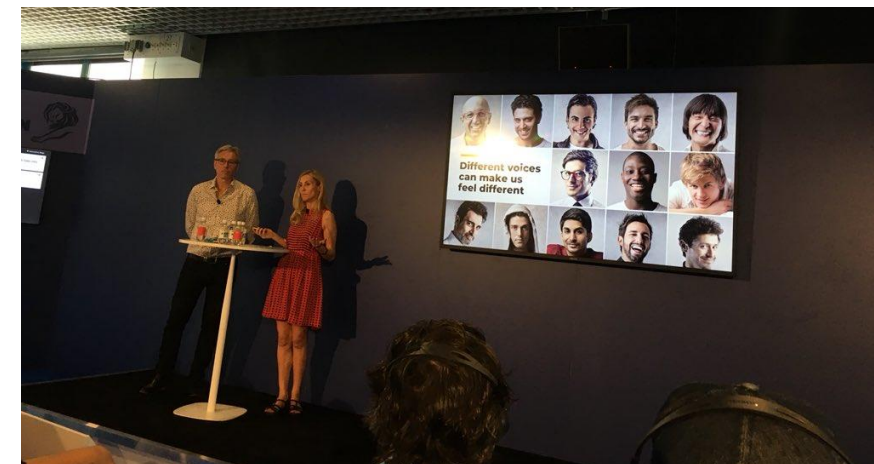


# Nº1

## Voice and audio

Probably the most exciting technological innovation at Cannes this year was voice activation and sonic creativity. Amazon, via its Echo/Alexa devices, dominates the market for using voice as an activator in the consumer journey, with Google Home catching up. But even marketers, including Visa's Kimberly Kadlec, believe audio and haptic (touch-related) cues have the potential to influence consumers beyond traditional advertising. Expect to hear a lot more about this in the next 18 months.

**The tongue paints what the eyes can't see:** Wavemaker contributed to this year's hot topic with a session on the Cannes Lions Interactive Stage. UK Chief Strategy Officer Verra Budimlija and neuroscientist Thomas Noble took to the stage to discuss their research into people's conscious and unconscious responses to a range of voices.



# Nº1

## What this means for brands

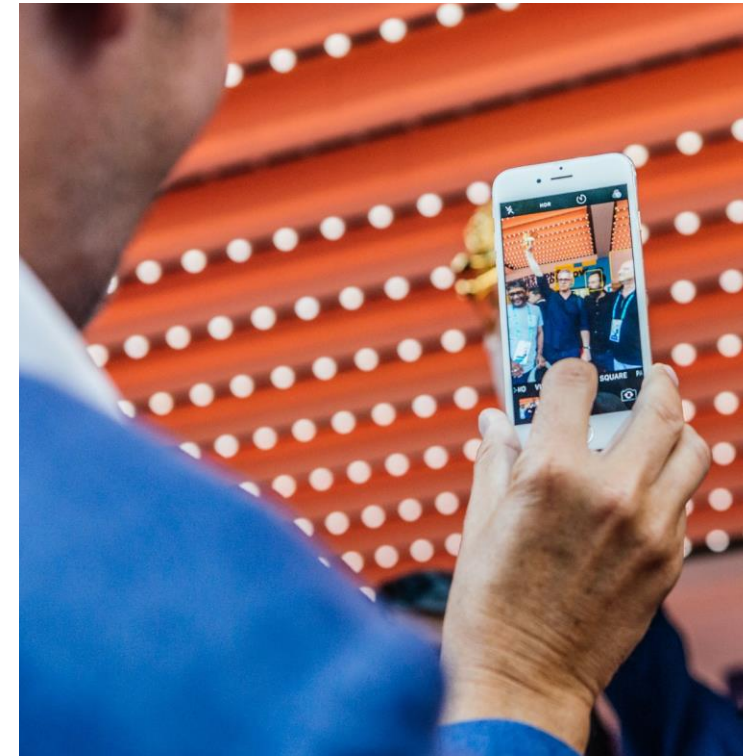
50 percent of all search will be via voice by 2020, according to comScore. Many brands are already talking directly to consumers through devices like Alexa and Google Home. But while they may have a clear strategy for its use, most have not considered how their ACTUAL voice will sound. Will it be male or female? Will it have accents and tone? Be one global voice or different voices per region or country? How can you evoke your brand voice with an actual voice?

HOW CAN WE EXPLOIT THE  
CREATIVE  
POTENTIAL  
OF VOICE?



## Questions to consider

1. How does your brand's voice sound and how do you make voice a brand asset?
2. Should our brand have more than one voice? People respond differently to different voices – and depending on what actions you want consumers to take along your brand's purchase journey, you could consider a range of voices.
3. How should a brand use voice to evoke an emotional response – and how do you drive brand attributes and associations via voice?







# Nº2

## Data – so much talk and still it is a mystery to many

Perhaps MDC Media Group's Martin Cass said it best at an Adweek panel at week's end: "Data isn't biased – you can't buy it lunch."

That's the positive outlook on this vital element of our business. You can't live without data. The problem is, there is a lot of data and so many ways to make sense of it. On top of this, the privacy issue looms large, from GDPR – which many debates touched the impact of in Cannes – to the ability to better contextualize advertising. As it was noted several times on the Cannes stages, the advertising world is clearly facing a conundrum: As privacy goes up, targeting goes down.

To boot, there remains a lingering problem with integration, which many industries, including banks and even some media, struggle with. We need to keep momentum moving forward but also be smart and avoid mistakes when we can.



# Nº2

## What this means for brands

New technology now offers the ability to collect more data on customer behaviour than ever before, and then provide detailed insight into how and why people choose one brand over another. As with any tool though, the investment will only be justified if you know how to make use of it.

Data is easiest to use for short-term gain; the last click and the quick win. It is harder, but necessary, to use data to understand consumer behaviour and drive actions along purchase journeys.



## Power of the purchase journey

No customer behaviour data will help make the right marketing decisions without CMOs and their companies having a full understanding of the entire customer purchase journey first.

This means looking beyond customers' decisions in the short "active stage" of a purchase – once they've identified they want to buy a product – to the much longer "priming stage" when they are building a predisposition towards brands, either consciously or unconsciously.





# Nº3

## Doing good is going strong

From women's equality to racial equality, from saving the environment to representing people with disabilities, the conversation at Cannes was filled with cause-related issues. On stage and through the work, brands were taking strong stands for diversity, inclusivity and protecting our planet.

The notions of authenticity and purpose were widely discussed and encouraged – as they should be. Some marketers, from P&G's Marc Pritchard to Mars' Andrew Clarke, even pointed to positive business results derived from positive messaging.

Will we make the world at better place overnight? Of course not, but the attempts to point the world in a more positive direction can't hurt either.









# Nº 4

## How tech can fuel creativity

While the number of ad-tech yachts in the Cannes harbour had dwindled from last year's 20 to only 8 this year, the tech talk was still going strong on stage.

In a session on the Innovation Stage, Anthony Reeves, the former executive creative director of Amazon, walked the audience through research conducted with Deloitte on incorporating artificial intelligence into creative briefs. The research concluded that AI can 1) help remove skepticism that paralyses creativity, 2) enhance storytelling by offering more ideas, 3) accelerate processes and 4) help eliminate biases and perceptions that work their way into briefs, intentionally or otherwise.

Tech's influence on marketing continues to pop up in places not immediately thought of, including the beauty industry. L'Oréal, for one, is embracing all new frontiers of technology and has chosen "Seize What is Starting" as its company motto.

# Nº4

## What this means for brands

The most prevalent tech that can help brands reach new creative heights, will be artificial intelligence. According to the debate in Cannes, AI has finally transcended from conference conversation to tangible proof point – and as with any technology that is on the brink of mass adoption, the brands that find the sweet spot between relevance and utility will win.

ARE THE BIG TECHNOLOGY  
PLATFORMS  
KILLING  
INNOVATION?



## But don't chase new for new

Cannes is very much about the shiny new thing, also when it comes to tech. Some new tech can have a great impact, other will have little or no value. There is a huge temptation in the efficiencies that maybe (or maybe not!) can be made.

So take a good long look at the tech that is out there and know that new tech is only as good as your knowledge of your consumers.

Knowing your brand's unique purchase journey will help you discover when, where and how new tech can make your brand relevant, fun or useful to your consumers. Then test and learn. Brands that are open to taking risks and learning from their mistakes, are more likely to succeed in their search to better serve and win over customers.



# THE WORK

**Data and creativity** have seemingly been at odds. Some say data killed creativity. Some say creativity gets better with data.

The first year that Creative Data was a Cannes category, saw exactly zero lions being awarded. In 2018, there were over 500 entries for the Creative Data Lions. Those numbers confirm that the “can data and creativity co-exist?” conversation can finally be called off.

Clients and agencies the world over are fighting to resist the data-driven dopamine hit of the short-term. So it's good to be able to see work in the Data Creativity category that both shows that short-term work can still be full of craft and joy, and it was even more delightful to see a Palais basement full of the fame building big bets that we know make businesses grow.



# DATA CAN MAKE STUNTS MORE FUN

[The World's First Baby Marathon](#), Kimberly-Clark, South Africa

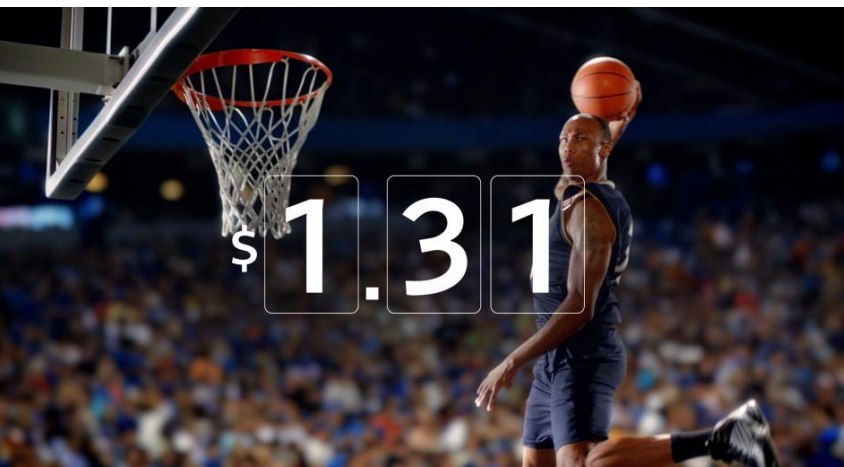
Remember when people put cameras on their cats to see what they got up to while they were at work? This is that, but with babies and pedometers. Four (cute) infants were tracked in real time to see which of them would smash the 21 km barrier first. It shows just how much kids wiggle around and why they need flexible and comfortable Huggies.

**Why it's noteworthy:** Sometimes a product's unique selling proposition and a simple brainstorm can create short-term stunts that just work. When you add a little bit of data collection and gamification glitter, you've got social catnip. Oh, and it led to a 29% increase in sales on a 29:1 ROI, if you're interested in amazing results.

**What it says about the future of brand building:** Either that all brands will use competitive babies in their future advertising or that data makes stunts fun.







## CONTEXT + DATA = PERSONALIZED ADS = PURE DELIGHT

[Data Into Dollars](#), Xfinity Mobile, US

The idea is simple: Mobile data is expensive in the US but because the exact cost is hard to isolate and identify, many consumers just accept that. The geniuses at Goodby Silverstein & Partners calculated the amount of data required for you to play 2,000 popular YouTube videos, identified the network you were using and then used a pre-roll video ad to tell you how much more expensive it would be to watch the video on your current network versus watching it on Xfinity.

**Why it's noteworthy:** It uses context, data and a much-abused ad unit to create funny and well-made personalized advertising with clear user value. It also tripled the search volume for Xfinity in the US, saving a very large amount of money.

**What it says about the future of brand building:** Personalization is the new frontier for creative. We can't wait to see more brands get clever with context and data.

# WHEN CRAFT AND DATA MEET, THE SKY IS THE LIMIT

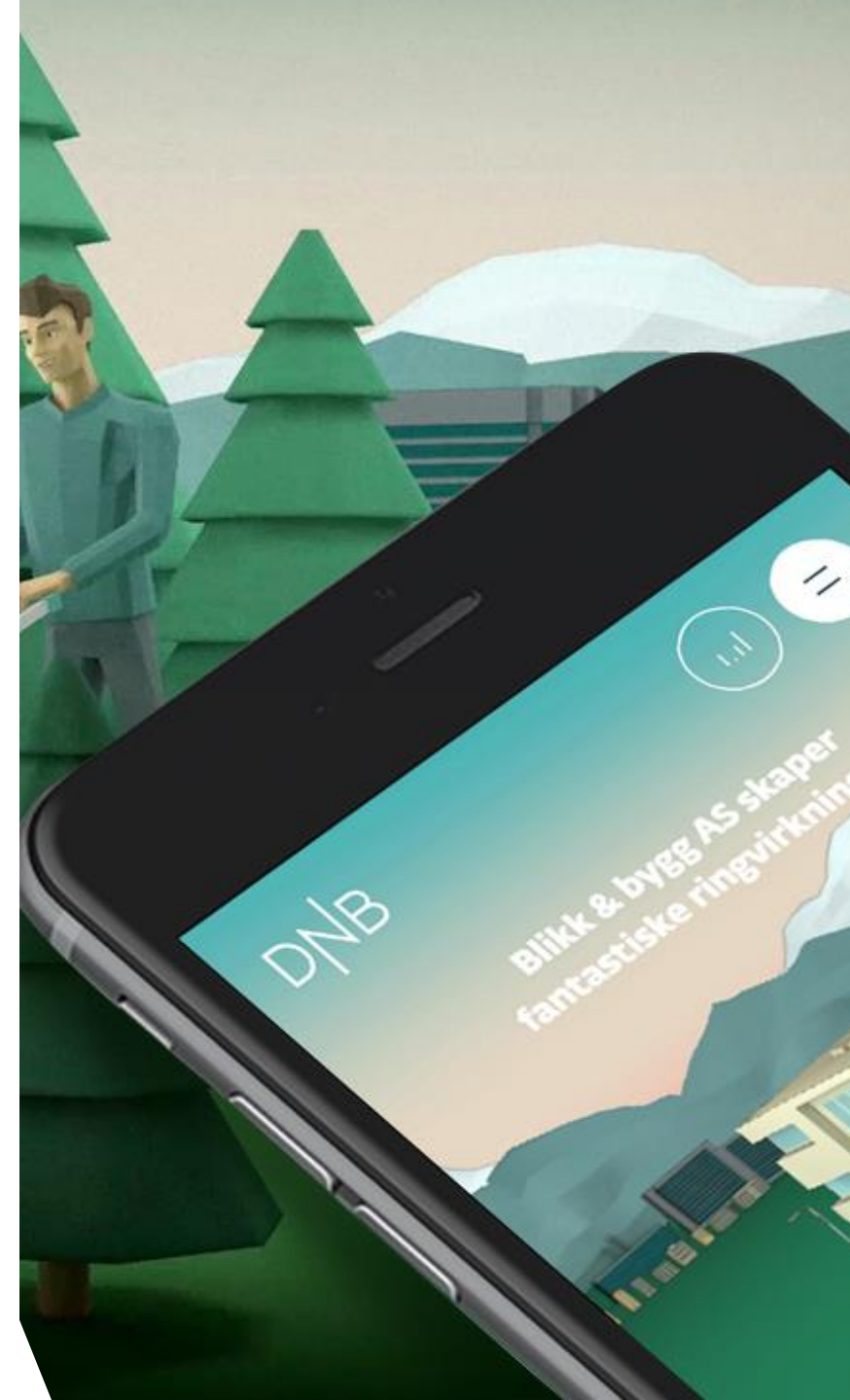
[The Ripple Effect Generator](#), DNB, Norway

This activation for Norwegian bank DNB used public financial data to enable businesses to make automated, personalized and utterly delightful films about the good things that their taxes make possible. The films come ready to be distributed and promoted socially.

**Why it's noteworthy:** If you don't want to work on B2B brands, you're missing out. A preference for working on the high-profile FMCG account versus a bank client, shows an unacceptable poverty of imagination.

Banks are full of data and they make things (money) that most people are deeply and sincerely interested in. Unfortunately, the B2B work that most banks create is ghastly and predictable. This isn't. It's wonderful.

**What it says about the future of brand building:** You'll find it where craft and data meet as equals.





# AND FINALLY...THE MEDIA LION GRAND PRIX

[Tesco's Food Love Stories](#) Tesco, UK

The Media Lions Jury, led by Wavemaker CEO Tim Castree, said:

“This jury loves innovation and we awarded work that was leading edge across the board. But in a world where the real tradecraft of media is being commoditized, with our Grand Prix we most wanted to acknowledge the entry that demonstrated outstanding skill.

With great consumer insight, contemporary use of media channels, excellent data-driven targeting & creativity and outstanding business impact, *Tesco's Food Love Stories* was that entry. It won the Grand Prix because it demonstrated a level of excellence against every single aspect of media tradecraft.”



# MEMORABLE WORDS

And the people who said them



“  
Human heart and  
imagination will move us  
forward, not technology  
”

**Robert Wong**  
Vice President  
Creative Lab,  
Google



“  
Advertising's not going  
away – just sh\*tty  
advertising will go away  
”

**David Droga**  
Founder and Creative Chairman  
Droga5



“  
We all enjoy the dopamine hit of stunts and one-offs but supporting large-scale business transformation takes sustained effort, collaboration, creativity and craft  
”



**Tim Castree**  
**Media Lions Jury President**  
**Global CEO, Wavemaker**



**Kimberly Kadlec**  
**Global Marketing Platforms**  
**Visa**

“  
When we can communicate across teams of tech, marketing, legal, finance etc., we set priorities together and it becomes actionable  
”



“  
Don't compromise your  
identity to be part of a  
team  
”



**Martellus Bennett**  
Super Bowl Champion  
Founder of The Imagination Agency



**Verra Budimlija**  
Chief Strategy Officer  
Wavemaker UK

“  
A brand's AI will become the  
primary ambassador for the  
company: Asking a question by  
voice has twice the impact of  
asking a question by text  
”

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**THANK YOU!**



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