

A woman with long reddish-brown hair, wearing a white hoodie, is shown in profile, looking upwards. The background consists of wavy, concentric lines in shades of blue and purple, creating a dreamlike, ethereal atmosphere. The lighting is soft and diffused, highlighting the contours of her face and hair.

# Wavemaker **x** Cannes Lions 2021

Challenge the Jury

**Wavemaker**



**CANNES  
LIONS**

June 2021



# Introduction

Hello and welcome to our run-down of the work that most inspired us at this year's bumper (and virtual) 2020/2021 Cannes Festival of Creativity.

We have chosen to follow a different path in compiling this year's document; inviting a group from the **Wavemaker Challenger Exco** to select the campaigns. The Challenger Exco's role is to provoke our business, so asking them to compile this piece feels like a perfect fit. And their brief was simple; to ignore the official jury's view and select the work that speaks to them personally.

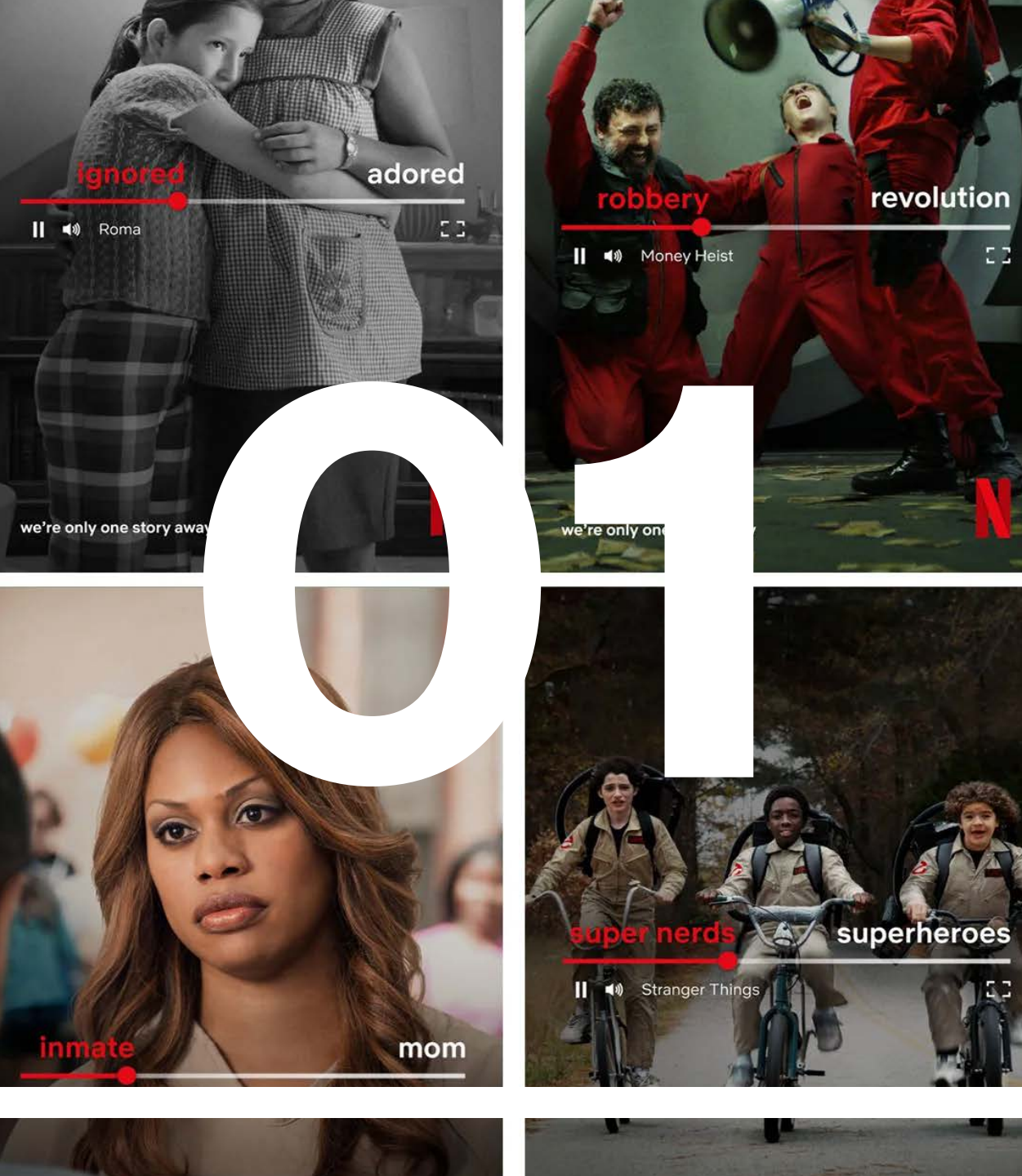
So, over the past week, Linna from China, Devon from Canada, Carlo from the Philippines and Marie from the UAE have been sifting through many hundreds of campaigns looking for the work that *they* think is important. You will see awarded campaigns in this document, but you will also find hidden gems like Toy Rescue or Bedtime Stories.

I do hope that you find our 2021 Cannes takeaways inspiring, and also that you enjoy reading it as much as Linna, Devon, Carlo and Marie enjoyed creating it!

*Nick Vale, Wavemaker Global Head of Creative Strategy*







# Linna Zhao

*Head of Insights, Wavemaker China*

## One Story Away

AKQA Sao Paulo // NETFLIX

**Shortlisted Print and Publishing Lions**

What makes us curious about each other and care about 'irrelevant' things? Stories.

We are moved by different stories, and without realising they help us evolve into better human beings. Inspiring and awakening our consciousness over and over again. Slowly, we become better people with broadened boundaries and a sense of curiosity about the world – stories play an essential role in developing our humanity.

With this integrated campaign, NETFLIX shows us just how important their stories are, and how easily they can change our perceptions of people and situations. The relatively simple creative visually demonstrates how an opinion can be changed in the space of a TV show or film's run time.

Additionally, NETFLIX was able to elevate its brand value from a creative powerhouse in content streaming to something even more remarkable and universal – showcasing and celebrating their ability to connect different cultures, generations and times through their stories.

Another thing worth noting is how skilfully the campaign combines creativity with the media. Netflix's rich content assets are leveraged in different formats, and are tailor-made for different regions, cultures, nations, and media channels. By establishing the power of story for different audiences, NETFLIX is also clearly representing the power of its own brand.

I believe that these simple ads reveal the magic of story to every kind of audience, and the role a storytelling brand can play in developing our humanity.



## The Eventful Life of Rosemarie

Roof Studio New York // CURAVIVA  
Switzerland

### Bronze Pharma Lion

I believe that the power of this ad has been underestimated as it skilfully challenges the norm to solve a big social issue.

The purpose of the ad is to recruit care workers for the elderly, and we all know how hard it can be to do such a thing. Indeed, that is why the majority of campaigns in this area choose to apply a tonality that arouses peoples' sympathy for older people.

The Eventful Life of Rosemarie avoids these clichéd negative or passive narratives by not addressing the problem directly; instead it creates an alternative experience in which audiences can:

**01** Be aware of how awesome seniors are and what eventful lives they have had but NOT how badly they need our help.

**02** Feel how cheerful and hopeful they are, how privileged we are to be with them now and in future, and how extraordinary the

job is – but NOT through the common perceptions that people have of either the elderly or the job of caring for them.

**03** Think: Why we should care and want to give back in a positive way – NOT invoke guilt or pity, or a generic purpose for society which is distant from individual.

The hardest aspect of building a story is to construct a road in peoples' heads so that they can walk on it themselves, see themselves in it. Here, there is no problem addressed, and no benefits shared. There is just a simple story.

The beauty of this ad is raising a problem without addressing a problem and calling for action without asking for action.



## Not just a Cadbury ad

Wavemaker India // Mondelez

### Media Lions

Just like its title suggests, this campaign is 'not just a Cadbury ad'. It's a platform. When ideas meet data, we are presented with endless possibilities.

Traditional festival campaigns often focus on the core messages of 'celebration' and 'togetherness'. But this one, through ingenious use of data and the human touch, advance the meaning of these two messages much further.



Through the story of lots of different Diwali celebrations data was used to connect the gifts in the creative visuals – a pair of dangly earrings, some spectacles, a watch for example – to small local retailers selling these gifts near each audience viewing the ads.

This not only communicated the festival message but also helped countless small retailers that lack a digital footprint. Thus the ad itself truly became a platform that was inclusive and highly engaging, and far from diluting the Cadbury brand, enhanced it.

Along the way the meaning of celebration and togetherness were not limited to just family and friends, but also extended to the wider community and the world we live in.

This campaign demonstrates how we can harness data technology to demonstrate and showcase human kindness and interaction. Even an ordinary festival campaign can be turned into something which carries more significance and value to society.







# Devon Esper

*Senior Media Planner, Wavemaker Canada*

## True Name

McCann New York // Mastercard

### Grand Prix Brand Experience & Activation Lion

Purpose marketing is here to stay as brand loyalty acts as an extension of consumers' social responsibility. But without tangible action, purpose marketing can quickly dissolve into lip-service, wrought with external cynicism. Mastercard's True Name campaign catalysed a change in a typically rigid banking industry with a product that could quite literally save lives.

By allowing their customers to use their chosen name, they created a safe space for trans and non-binary people to use their product in their everyday lives. As put by one participant (pictured) in the touching campaign film: "That's incredible, that's who I am, that's who I actually am"

In doing so, the practice was adopted by their competitors and banks alike, setting the ground rules for equality in banking.

## Shutter Ads

Publicis Milan // Heineken

### Grand Prix Outdoor Lions

COVID forced most brands to pull media as the first lever to protect their future fiscal standing.

Instead Heineken chose to prioritize the bottom line of their on-premise partners by creating a new media channel right on their doorsteps, funnelling traditional OOH placements away from barren highways and directly to struggling bars.

Heineken drove massive efficiencies, increasing the value of their OOH investment by 40% all while rejuvenating a struggling bar scene.

## Cold Tracker

Promised Johannesburg // AB InBev

### Gold Media Lion

As electricity prices were on the rise, Castle Lite found that their distribution partners weren't living up to their brand messaging, and their perfectly chilled beers were being served at room temperature in an effort to save costs.

Castle Lite harnessed real time 'chill' data to incentivize their distributors to keep their fridges on, redirecting shoppers to find the coldest beer possible in the shortest amount of time by installing fridge trackers that recorded temperature and location. This data was then translated in real time to DOOH inventory near the retailers, driving an immediate and hyper-localized sales lift.





## A collage of 15 small photographs arranged in a grid-like fashion, with a large white number '03' overlaid in the center. The photos depict various scenes from a travel documentary: a snowy mountain peak, a woman sitting in a stone window, a man in a red jacket and goggles, a boat on the water, a woman in a red vest, a man in a workshop, a man with a cane, and various landscapes and people. The number '03' is a large, white, sans-serif font, centered over the collage.

# Good Morning World

## Silver Social and Influencer Lion

It's a well-known fact that while the whole world was locking down and closing its borders, New Zealand was one of very few countries that remained relatively COVID-free and seemed to be insulated from this pandemic. Good Morning World by Tourism New Zealand was a brilliant campaign that turned this global disaster on its head and gave everyone what we needed the most – a simple dose of positivity and a daily reminder that we could all look forward to life returning to normal.

Embracing a social-led, content-first approach, the campaign released videos from its social channels featuring Kiwis showing off their beautiful country and culture. Firstly, I thought this campaign was a bold move – a tourism campaign at a time when all borders were closed. Secondly, the difficulty of its execution can easily be underestimated due to the relative simplicity of the idea. But, as any content planner knows, coordinating hundreds of content creators for 365 days straight is quite a feat from both a planning and implementation standpoint!

While this campaign received only one Silver Social and Influencer Lion, I think that it deserved more attention given the impact it had on people around the world with a simple and genuine message. One thing is for sure, New Zealand's tourism campaign has already convinced me, and I'm sure many others, of which holiday destination to book when the world opens up.



# I am

VMLY&R São Paulo // Starbucks

## Grand Prix Glass Lion

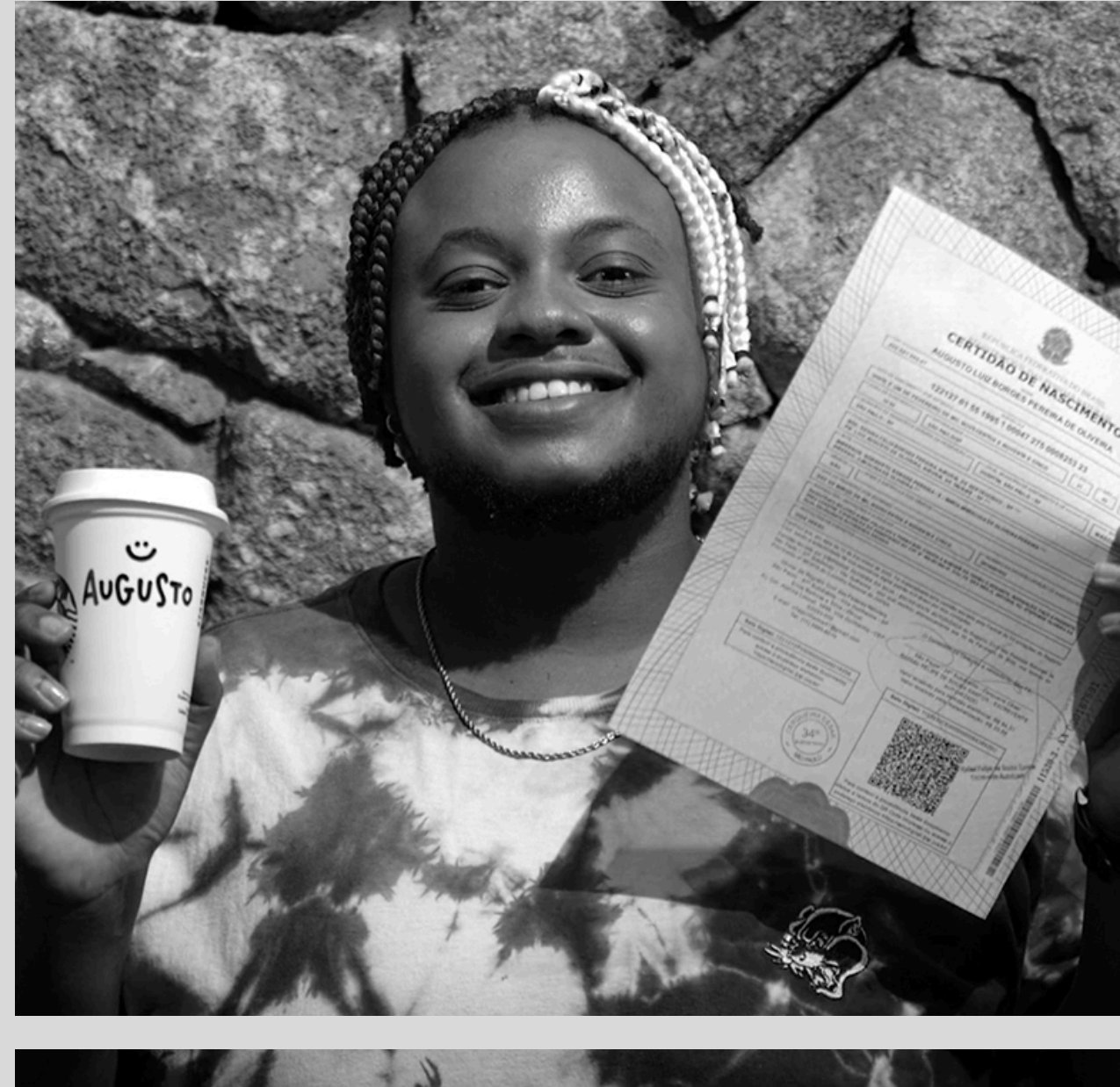
In many ways, the I Am campaign by Starbucks has many similarities with True Name by Mastercard. The latter won a Grand Prix for Brand Experience and Activation. Both spoke about the plight of transgender people, and the challenges that comes with using their real names in certain situations.

Both campaigns also showed how brands can play a genuine role in promoting more inclusivity and equality among all genders and sexualities, which the world so badly needs. However, the effect that both campaigns had on people's lives is where these two campaigns diverge in my opinion.

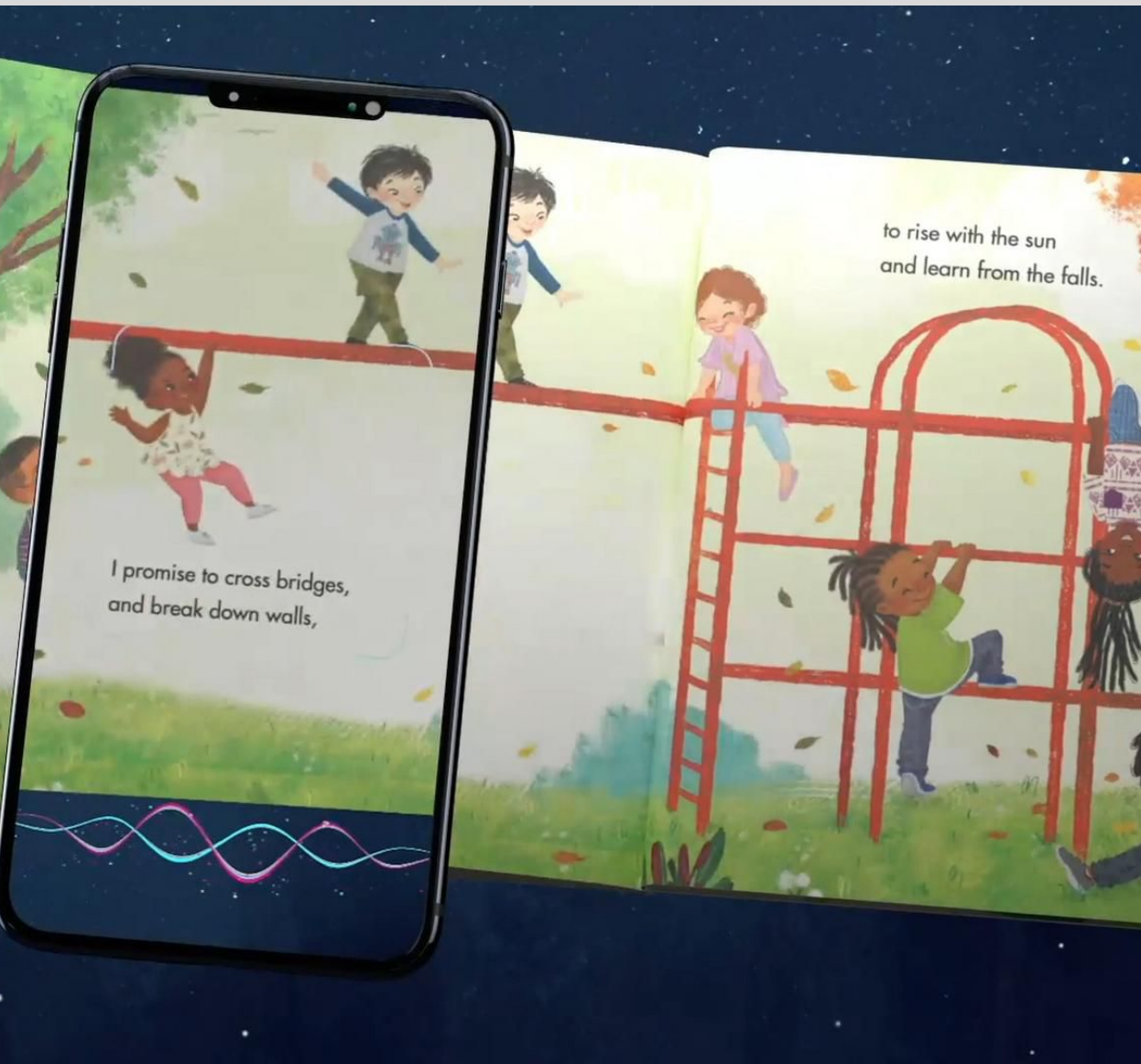
What drew me to Starbucks' campaign is how they used a rather simple truth in

Starbucks' brand experience – the ability to use any name for your cup – as a medium to bring a profound and permanent impact to their customers' lives – a legal name change. The core of the execution did not have much fanfare as they simply partnered with a local legal register office to help customers pursue their legal name change process within the confines of Starbucks' safe space.

While the reach of this campaign might have been confined to Brazil and required no complex product development or other industry partnerships, the simplicity of the idea and execution serves as a perfect example that any brand, big or small, can emulate in creating brand experiences that can have a profound effect on people's lives.







*Carlo de Leon – Managing Partner & Chief Product Officer, Wavemaker Philippines*

## Bedtime Stories

FCB Chicago // Walmart

### Shortlisted Mobile Lion

Bedtime Stories by Walmart evokes emotions to which all parents can relate.

Using an AR-enabled mobile app, Walmart made it possible for incarcerated parents to continue reading to their children even while in prison.

While this campaign was only shortlisted in the mobile categories, it had all the hallmarks of a winning Mobile Lion – a great insight, a strong human need, and the perfect application of the latest mobile technology to fulfil that need.

The Mobile category is often filled with campaigns shortlisted for creative and innovative use of mobile technology that create ground-breaking user engagement and value for either entertainment or utility.

But I have seen only a few campaigns that are centred on enhancing the human connections that something mobile is inherently poised to address. Bedtime Stories is one of those campaigns, and it deserves a second look.



## The Birth of Gaming Tourism

McCann London // XBOX

### 3 Gold Lions

Most advertisers know how the gaming market has grown significantly over the course of this pandemic, with many people, myself included, using gaming as a coping mechanism to deal with our extended lockdowns. The Birth of Gaming Tourism by XBOX is a campaign that launched at the perfect time just before the world, and ultimately travel, closed down.

This campaign was ground-breaking because it adopted a media channel strategy that was not supposed to work for a gaming brand: print. But by using the right content centred around the creation of traditional travel guides featuring in-game worlds across a variety of XBOX games, the

campaign cut through a barrier to reach an audience that they could not previously tap; those that do not care about games at all.

Adopting a channel strategy that was typically used by travel companies was a bold move that pushed the boundaries of where a gaming brand could be.

But the magic for me was in this campaign's ability to blend strategic media placement with superb content development. While only shortlisted in the Media Lions this campaign and the content it has produced, will surely be remembered in years to come, especially as those XBOX travel guides are added to people's travel book collections.







# Marie Abiad

*Regional Strategy Director, Wavemaker MENA*

## Buy With Your Time

Memac Ogilvy Dubai // IKEA

Gold Direct Lion

IKEA's locations on the outskirts of big cities where people have to drive long to reach the store is just one example of the friction the brand has in its customer journey.

In Dubai IKEA has just one location, unlike other big furniture stores which have several branches strategically located in malls. For the launch of IKEA's second store, they decided to reward customers who had been making the long trips to the first store by allowing them to pay with the time they spent getting there. They used geo-location data through Google maps to estimate the time customers spent travelling and enabled them to pay with that time. "Pay by card, cash or time" was the bold, innovative concept used for the launch. Rewarding with time is a new concept that could become more widespread as more retailers aim to reward customers for the time they spend engaging with brands.

The campaign is celebrated for its smart use of customer data. But what made this entry one of my favourites was how the brand used data stored from previous customer journeys, identified a friction moment in that journey and turned it into a future reward mechanism. The first and last moments of friction in that journey is the long drive back and forth, and as an IKEA shopper I can relate to those inconvenient drives. The idea is very rewarding to loyal customers. Instead of shying away from the issues in their customer journey, IKEA created an opportunity to reward their shoppers.

All brands have the opportunity to look at their purchase journeys, identify frictions and create ideas around those moments to engage and reward customers.

## Toy Rescue

TBWA\PARIS // Dagoma

### Shortlisted Media Lions

It's fair to say that 3D printing technology hasn't really lived up to the hype in the business-to-consumer segment. Rarely have we seen award-winning work using 3D printers to produce a better brand experience. Dagoma 3D printers wanted to appeal to the general public who didn't see the value of owning a 3D printer. The brand had to address a category-wide challenge that 3D printers are not really useful at home. So they decided to start with kids' toy category.



Every year, thousands of toys are being thrown away because of broken parts. Using their 3D printers Dagoma recreated broken parts of the most popular toys, turning disposable toys into durable toys, and changing the belief that broken toys can't be fixed. They partnered with France's biggest toy chain and created a community of 3D printer owners who could create the broken toy parts for others.

The campaign delivered on many fronts. It showed the value of owning a 3D printer, addressed a tension point for parents and kids who no longer had to throw away broken toys, all while contributing to a more sustainable world.

Brands' environmental efforts often come across as side initiatives to tick the box of sustainability, however well-intended. In the case of Dagoma, they showed how the brand has a practical purpose in people's lives while also being more sustainable.

It's a great example of taking an existing technology (over 10 years old in this case) and repurposing it to make it more relevant to a wide audience. Crucial to Dagoma's success was their unlikely partnership with the toy category. If these two categories hadn't come together, the end result would have been different. There are numerous opportunities for brands to partner with unlikely categories, often considered uncharted territory, to bring their brand value to life.





## She Can

SOKO São Paulo // AB InBev

Silver Creative Strategy Lion

Guaraná Antarctica, one of the biggest soda brands in Brazil, wanted to tackle the underfunding of women's sports in the country. The most popular sport in the world, football, was no exception. As someone who enjoys playing and watching football, I had followed the Women's FIFA World Cup 2019 where the US women's team's public dispute with the US soccer federation for equal pay was well documented in the media. The underfunding of women's sports is in focus again as we get closer to the Olympics in Japan.

Women's soccer in Brazil is undervalued and has low visibility. The brand understood that the Brazilian women's football league needed more sponsors and funding, and decided to use their own packaging as a media outlet. They invited sponsors to place their brands on their soda cans in exchange for funding women's football. They also used social media and encouraged the public to pressure brands to become a sponsor.

The move demonstrates how serious and committed Guaraná Antarctica is to helping women's football get the visibility it deserves. The campaign raised over \$1.5 million for women's football in Brazil, and the brand became one of the sport's biggest allies.

Using a brand's assets or packaging to deliver a message is not novel – we have seen several soda brands over the years customizing their package to engage with consumers – but rarely have we seen a brand brave enough to use its own packaging to promote other brands. It's a bold move when a brand takes a backseat and uses its assets to shine light on other brands.

We tend to focus on how to make the most of a brand's owned assets to deliver growth and marketing objectives, but these assets are powerful tools that can also be used to highlight, support and educate communities with low visibility.



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