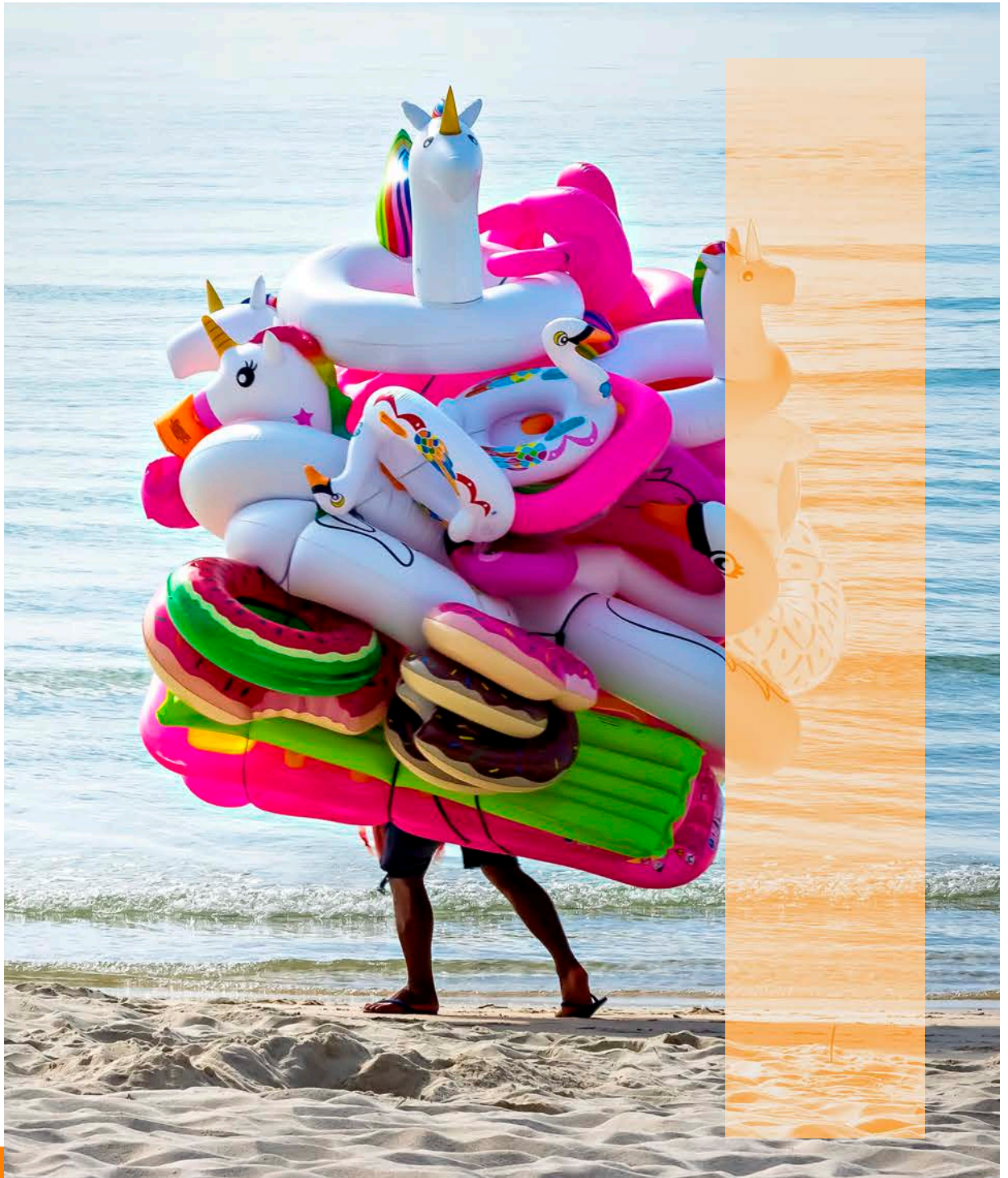


Wavemaker

Cannes 2022 The Media Wrap





Everybody's talking about the big winners at Cannes 2022. Mars Petcare's *Hope Reef* in Indonesia, *Liquid Billboard* from Adidas in Dubai, Vice World News's *Unfiltered History Tour* and our very own Coinbase's *Super Bowl QR Code* (from Accenture Song and Wavemaker US) are just four of the campaigns that raised the roof at the Palais. As these winners show, purpose continues to be a powerful motivation for brands, creatives and judges.

If you haven't checked them out, get to it! They will both move and educate you, stirring ideas for your next piece of work, perhaps increasing your ambitions for your client or brand's next campaign.

True to our brand belief of **Positive Provocation**, we're breaking away from the big winners to bring you work that is outstanding or interesting from a Media perspective. And by that we mean work with three characteristics:

- 01** Embeds itself in the lives and behaviours of an audience, and the spaces and places they inhabit. Immersive, not interruptive.
- 02** Demonstrates the expanding range of messengers and carriers of influence being deployed by brands.
- 03** Possesses a native understanding of the platform(s) on which it lives. Not ideas adapted for platforms – ideas made for them.

Our Global Head of Strategy Stuart Sullivan-Martin has hand-picked nine campaigns (with a little help from his Wavemaker friends) from the work shortlisted out of 25,460 competing campaigns. This **work will help you think bigger and better on your next brief**; it's packed with trends and thinking that have a practical application for your marketing, whatever sector or brand you represent.

Enjoy and be inspired,

Nic McCarthy

Global Head of Brand

Go with the flow



As is typical at Cannes, there were some wonderful examples of disruptive – sometimes confrontational – marketing, especially in purpose-driven campaigns like *Bride Armour* for AB InBev South Africa and *Gun Survivor Reviews* for Guns Down America, which both won a clutch of Lions and visibly moved the crowd at the awards ceremony.

But there was also a quieter theme in many pieces of powerful work. Rather than interruption, this was work that embedded itself in people's lives and behaviours, in the spaces and places that make up their consumer experience. We call this theme **Go with the flow** because far from interruptive, these campaigns immerse themselves in our lives.

Crispy Subtitles

PepsiCo Lay's

It's an age-old problem – eating crisps during a movie drowns out the sound! Lay's fixed it with a Chrome extension to YouTube that activates subtitles when it detects munching – in your own language. Launched in Vietnam, it scored +1085% engagement vs previous campaigns, \$9M in earned media and a global reach of 210M – all on a \$15K budget, an ROI of 600:1.



[View film](#)

Hack Market

Back Market

Back Market, Europe's No1 for refurbished tech, wanted people to know that 2nd hand is smart, not a trade-off. Pre-loved smartphones are cheaper with a -92% carbon footprint. On Earth Day, shoppers in *Apple Stores* were air-dropped ads urging them to choose a greener option, slipping the brand into 5200 shoppers' purchase journeys with intent to buy 2nd hand up by 27%.



[View film](#)

Language of Ice Hockey

Molson

For immigrants to Canada, ice hockey should be a way to bond with their new home. But its quirky lingo is a barrier. Molson created Canadian Hockey Night – the Multilingual Edition, broadcasting the biggest game of the week in seven languages. 1.1M tuned in, including 23.8% BIPOC Canadians. Positive impression of Molson was 11+ points and consideration 15+.



[View film](#)

Alternative influence

As Jeff Bezos once said, 'In the end, we are our choices.' Which is why the people who influence consumer choices are so interesting and important to marketers. As social commerce extends its sticky tentacles into every platform, professional influencers paid by brands to market their products are growing in number. So it's no surprise that there were many excellent, effective examples of influencer work at Cannes.

But more interesting to us were **the new alternatives to traditional influencers that are springing up**. Both more 'human', in the form of family members and friends, and less human – virtual and voice influencers. The increasing range of messengers and carriers of influence being deployed by brands opens up new frontiers in marketing. Fascinating stuff!



Toxic Influence

Dove

92% of teen girls want to change the way they look; 1 in 2 follow an influencer that makes them feel less confident. Dove used deep fake tech to turn girls' most trusted source of influence, mum, into the most toxic, to expose influencers pushing harmful beauty techniques. 13.6M organic views later, this campaign is on course to be Dove's most successful purpose work ever.

[View film](#)

Siri-ously in need of a holiday?

Tourism Whitsundays

A radio campaign that found an immersive new way to deploy Australia's most trusted influencer, Siri, to tempt tourists back to the Whitsundays. Aussie Siri is Karen Jacobsen, born in the islands. The campaign defied the norm of glossy photo travel ads to deliver 7,000 bookings worth \$12.8 million at an 21:1 ROI and a broader economic boost to the islands of \$29.96M.

[View film](#)

The Cost of Bullying

Samsung

An inspired way to influence in-game bullies' behaviour where they play. By tracking abusive language in the game's chatroom and linking it to the price database, Samsung increased the cost of in-game buys like armour and power-ups for players who bullied. The more gamers bullied, the more they paid. In-game abuse fell 40%.

[View film](#)



Native ingenuity

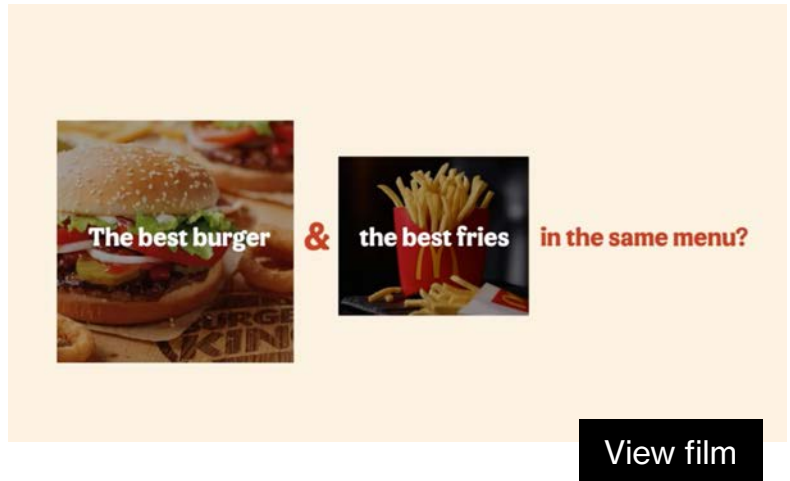
One of the best and most enjoyable bits about working in a media agency is getting to know the platforms – existing ones as they evolve and innovate, and new ones as they emerge. Our mixed-media teams spend a lot of time, and substantial amounts of client budgets, inside these quirky eco-systems, developing an intimate knowledge of their bespoke tribes and cultures.

From TikTok and Twitch, to Tencent and Twitter, platform-first strategy and creativity is a craft of which we are very proud in media.

So it was wonderful to see so much work at Cannes that demonstrates how brands (and their agencies) are getting better and better at building ideas fit for platform, not just adapted for platform.

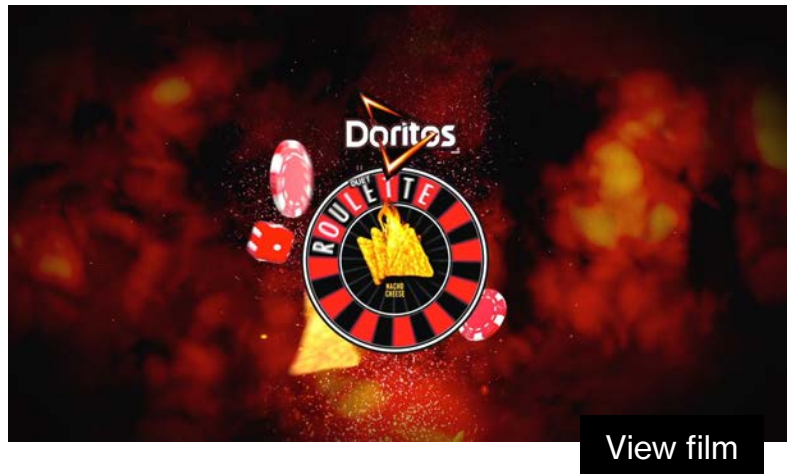
The Impossible Combo **Burger King**

For years, fast food fans have dreamed of a BK Whopper with McFries. Burger King made it real with Brazilian delivery app Rappi and the Impossible Combo. For every BK Whopper order, Rappi picked up fries from McDonald's! In a superb example of platform-native smarts, the Combo sold out in just 27 minutes and raised BK Whopper sales to a record 81%.



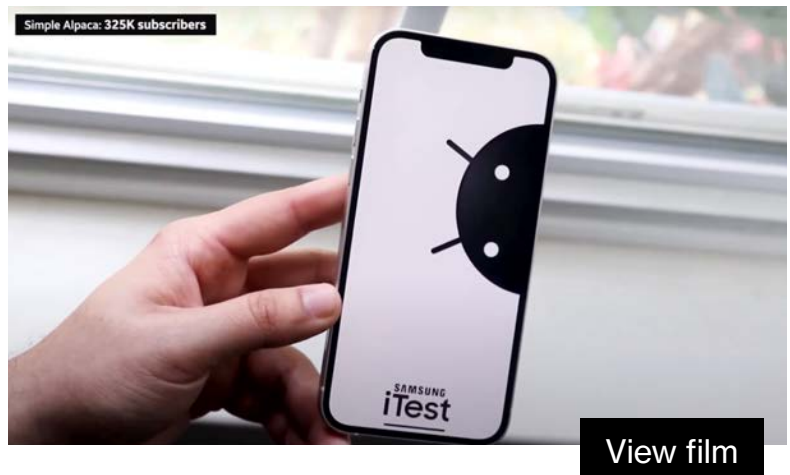
Duet Roulette **Doritos**

Roulette was a spin-off in 2015 where one in every five crisps was super-spicy. Using TikTok's 'duel' function, Doritos created a 'Russian Roulette' game to see who ate the spicy chip first – perfect for TikTok. The challenge quickly spread and Doritos Duet Roulette sold out in 24 hours, with bags reselling on ebay for x10 the price with an 8.4% lift in sales of the Doritos Base brand.



iTest **Samsung**

Samsung know how hard it is to get iPhone lovers to consider Android, so they used Apple's phones to show them what they're missing. They built a site where users could try a Samsung – on their iPhone. Over 12 million iPhone users have test-driven a Samsung so far. Switch rates in launch market NZ are +10% –and Samsung was No1 again for phone shipments in 2021.



Wavemaker x Cannes 2022



08

Brand Slam New Economy Meets Powerbrand

Kate Rouch, Coin
Lee Sears, Paramount
Louisa Wong, Wavemaker



09

Brand Slam New Economy Meets Powerbrand



10

HOMES AUDIO



11

yahoo!



12



13

L'ORÉAL ON RESPONSIBLE INVESTMENT

HELEN PRICE
Chief Investment Officer
L'Oréal

MATHIAS CHAILLOU
Chief Media Officer
Wavemaker



- 01 Greg Brooks, Global Chief Marketing & Culture Officer, Mindshare; Sue Unerman, Chief Transformation Officer, Mediacom; Sarah Walker, Global Chief Strategy Officer, Essence; Nic McCarthy, Global Head of Brand at Wavemaker
- 02 Toby Jenner, Wavemaker's Global CEO and Lee Sears, EVP/GM, International Digital & Ad Sales, Integrated Marketing and Events, Paramount Global
- 03 Anthony Reeves, Global President, Essence; Sarah Walker, Global Chief Strategy Officer, Essence; Samuel Hamilton, Creative Director, Decentraland; Sarah Salter, Global Head of Applied Innovation, Wavemaker
- 04 Kelli Hurley, VP, Global Head of Revenue Partnerships, SiriusXM; Zac Pinkham, VP of Demand Europe, Adswizz; Shauna Alexander, VP Global Partnerships, Soundcloud; Adam Puchalsky, Global Head of Content at Wavemaker
- 05 Stuart Sullivan-Martin, Global Head of Strategy, Wavemaker
- 06 Rita Hartnett, Partner, Wavemaker Commerce Worldwide and the Creative Commerce jury
- 07 Delphine Fabre-Hernoux, Data, Technology and Analytics Executive, Wavemaker US; Jasmine Enberg, Principal Analyst, Social Media Expert: TikTok, Facebook, Instagram, Snapchat, Twitter, YouTube; Erica Chriss, Head of Ecosystem, T-Mobile Marketing Solutions; Gil Dudkiewicz, CEO, Start.io; Andrew Kandel, CRO, North America, Waze @ Google
- 08 Louisa Wong, Americas CEO, Wavemaker, Lee Sears and Coinbase CMO Kate Rouch
- 09 Hamish Davies, Global Chief Growth & Marketing Officer, Wavemaker; Katrine Graugaard, Global Head of Marketing, Wavemaker
- 10 Anne Frisbie, SVP, Commercial Partnerships & Business Development, Adswizz; Elli Dimitroulakos, Head of Automation, Americas, Acast; Michal Nissenson, Director of Customer Marketing, Geoedge; Kathryn Spaeth, Global Chief Transformation Officer, Wavemaker; Ellie Edwards-Scott (M), Co-founder, The Advisory Collective
- 11 Barry Frey, President and CEO of DPAA and Louisa Wong
- 12 James Northway, Wavemaker's Global Head of Data and the Creative Data jury
- 13 Mathias Chailou, Chief Media Officer at L'Oréal and Helen Price, Wavemaker's Global Chief Investment Officer

Inside the Jury Room



It's possible that we have something in common. I don't look at as much of the work our industry produces as I should. I want to, I really do. I talk about 'the work' a lot, I think about how we at Wavemaker can do it better a lot, but I don't look at it enough. Not properly, by which I mean slowly, without a bias or an agenda, in depth, in volume and across category and country.

The temptation is to focus on the process of the making, the data, the audiences, the insights and the measurement, and not to spend enough time on the creative craft of the experience that the media plan is delivering to the customer.

Being on the jury for Media Lions this year allowed me to fix that.

Over a month of judging, 10 of us looked at 1,600 submissions, watched almost 40 hours of award entry videos and spent 34 hours sitting in a room looking intently at the best work the media industry has produced.

I learned a lot about what is really happening out there, about the work that works hardest and why we'll be coming to share this with you in as much depth as you can find the time to absorb. I passionately believe that the more work you see, the better the work you can imagine us making together.

I also learned that we make better decisions about work when we look at it together, when we discuss it properly, when we take the time to go more deeply into how it looked and worked from a consumer's perspective. Cynicism is a very convenient way to get things done quickly, often while looking clever. Humility, openness and appreciation are far, far better tools if our goal is to genuinely learn from the work of others and improve our own skills. Surely that should be the goal for all of us. It is surely the most important hot-take that I've packed to bring home with me."

Stuart Bowden

Global Chief Strategy and Product Officer



Hope Reef **Sheba**

The way in which brands approach purpose marketing has evolved so much. From often being random, disconnected stunts they have become a real, long-term and integrated part of a brand's business transformation toolkit.

For Sheba, a pet food brand from Mars, the connection back into the care they have for their fish supply chain is evidenced through the delisting of non-sustainable SKUs and made public through work like Hope Reef. Not simply a wondrous physical stunt, but a multi-year project that creates content which generates funding for future projects. The partnership with Google to create 'DiveView' has meant over 1M people have toured the site online to learn about the project, and they've shared the IP with other orgs and NGOs to kick-start the world's largest reef regeneration programme. A great Grand Prix winner!



Media Lions jury members with comedian and TikTok star Rob Mayhew

Winning ways

2022 was a bumper year for Wavemaker at Cannes. Along with our brilliant agency partners, we scooped a Titanium Lion, a Grand Prix, three Gold, two Silver and two Bronze Lions. Our work was shortlisted 24 times and Wavemaker was credited on entries 286 times.



Shah Rukh Khan-My-Ad

Mondelēz International,
Wavemaker India and Ogilvy India



Titanium Lion



Gold, Creative Data Lions



Gold, Direct Lions



Silver, Brand experience and Activation Lions



Bronze, Direct Lions

[View film](#)



Less Talk, More Bitcoin

Coinbase,
Wavemaker US and Accenture Song

Grand Prix, Direct Lions

[View film](#)



The Art of Stealing

Netflix,
Wavemaker Poland and Gong

Gold, Outdoor Lions

[View film](#)



Perk Disclaimers

Mondelēz International,
Wavemaker India and Ogilvy India

Silver, Media Lions

[View film](#)



Have a Word

Mayor of London,
Wavemaker UK and Ogilvy UK

Bronze, Glass: The Lion for Change

[View film](#)



A big thank you to all our clients,
our partners, our GroupM and WPP
colleagues and our wonderful team



**Wavemaker x
Cannes 2022**