



Wavemaker

Cannes 2023 The Media Wrap



Finding the Gen X Factor

With a full house on the WPP Beach, we launched our exclusive research into the industry's blind spot when it comes to Gen X in social. True to our **Wavemaker spirit of Positive Provocation**, our brilliant panel debated the best way to beat the bias and seize a growing opportunity. If you'd like to know more, please email Global Chief Strategy & Product Officer at stuart.bowden@wmglobal.com

Top, left to right: A lively debate on stage with **Stuart Bowden**, Wavemaker's Global Chief Strategy & Product Officer; **Alexandra Bolten**, Vice President of Global Content & Influencer Marketing at L'Oréal; **Pam Kaufman**, CEO & President International Markets, Global Consumer Products & Experiences, Paramount; Claire Hall [@clubforty.claire](https://www.instagram.com/clubforty.claire), stylist and content creator; **Arron Shepherd**, Global CEO at GOAT. Middle left: **Zoe Bowen-Jones**, our Global Senior Insight Director, reveals what Gen X want from social creators. Bottom left: A packed audience on the beautiful WPP beach in Cannes.

Cannes Lions International Festival of Creativity was back to its best last week, with 26,992 entries to the awards show and a surge in areas like Gaming, B2B and Commerce.

Purpose marketing, like Media Grand Prix winner #TurnYourBack from Dove, was still big news, with many superb campaigns in women's health. But there was also a playful quality on show, sometimes darkly funny, like our Danish team's *Love Squad* (page 7) and Kiwi insurers Life Partners' wonderfully macabre *Last Performance* (page 6). **Humour is back, often as a potent way to engage consumers with serious issues.**

Out-there ideas made real by technology were everywhere, the best inspired by good old-fashioned human insight. *There's a Pet for That* (page 5) and Heineken's *Office Cleaners* (page 9) are two touching examples.

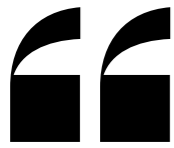
Shah Rukh Khan-my-ad for Cadbury Dairy Milk made us proud for a second year, taking the Creative Effectiveness Grand Prix. And it is effectiveness – driven by Media Creativity – that we've focused on in the campaigns we've selected for you. These are **not just great ads**, they are world-class examples of Media Creativity, hacking a channel, a moment in the Customer Experience Journey or a behaviour to wow consumers and drive sales.

Work of this standard demands an unbiased, empathetic view of your audience. In **Finding the Gen X Factor** (left), our research revealed just how far we are from this as marketers when it comes to people aged 45-60 in social. Wavemaker is on a mission to put this right, and we look forward to sharing our findings with you – and applying them to create next year's winning work.

Nic McCarthy
Global Head of Creative Excellence



Hack the work



Scouring this year's shortlists and winners, we were looking for something specific – the very best 'Media Creativity'. **Media Creativity is the translation of the brand platform through media.** The way in which context, creator content, partnerships and more are used to enrich brand platforms.

And our canvas for Media Creativity has never been broader –with many examples of work leveraging data in creative ways, augmenting ideas with tech innovation and seamlessly connecting to commerce.

So here is our pick of the best media creativity work from Cannes 2023; thanks to my teammates Jesse Noll and Nic McCarthy for their picks and a lively debate! Examples are from multiple countries, a range of categories and are agency-agnostic. *(We've included links to as many videos as we have permission to share.)*

Our selections are categorised into three kinds of hacks – channel hacks, hacks of moments in the Customer Experience Journey and hacks of consumer behaviour. We hope that you enjoy them as much as we have."

Stuart Sullivan-Martin
Worldwide CSO and
Global Head of
Creative Solutions



Hack the channel



From TV and radio to platforms and messaging apps, lighting up the places where brands meet consumers

Sound of Smile Colgate

Colgate and Wavemaker Australia

decided to bring more smiles to their partnership with Australian Rules Football. One in six players have hearing loss. With deaf player Jamie Howe, Colgate translated team songs into Aussie sign language (Auslan) so the team could all sing and sign together. Rather than just posting the heartwarming content to paid

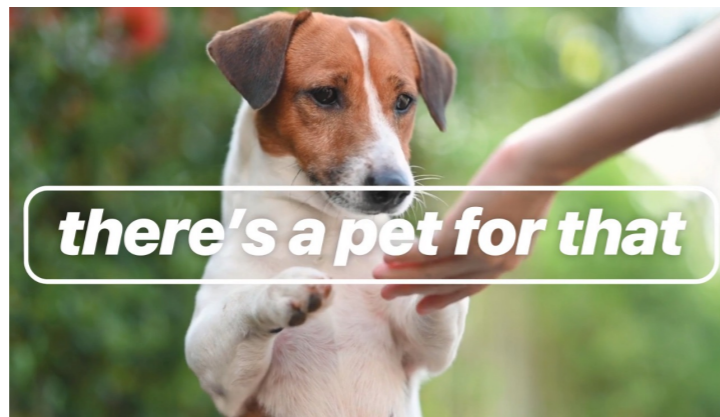
social, the team worked with TikTok to launch channels for some of the biggest players. Athletes shared their team anthems and encouraged fans to make duet sign language videos, starting a cultural conversation beyond AFL. **A great result for the team and the brand with a 17% increase in people agreeing Colgate does the right thing by the community.**



There's a Pet for That SPA

20% of French pets are returned to shelters in the three months after adoption. The reason? People choose animals that don't fit their lifestyle and personality. SPA is France's leading animal rescue charity. They turned the App Store into a super-targeted pet catalogue by hijacking space reserved for apps to display real shelter dogs and cats whose personality matched the app users. A super-creative use of search and media expertise in audience, data and keywords.

461 dogs and 856 cats were adopted, zero were returned.



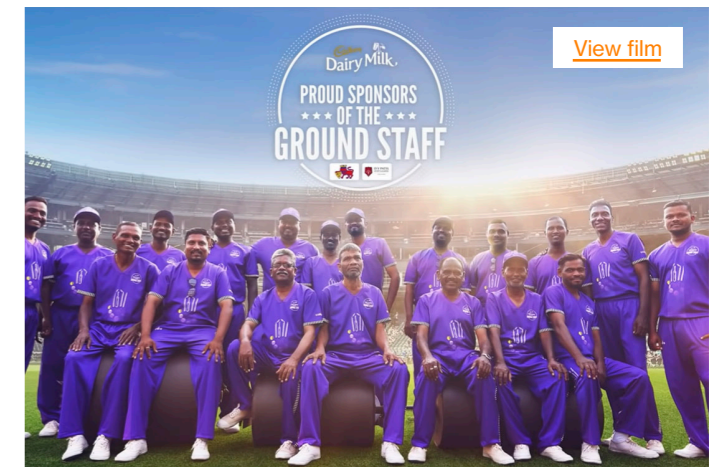
Flipvertising Samsung

To launch the Z Flip Phone, Samsung hacked programmatic and search – instead of chasing audiences with ads, GenZ chased the ads. Samsung hid a chance to win the new Z Flip in the digital ecosystem. Gen Z searched for the clues and by searching were exposed to more Samsung content – unboxing, reviews, comparisons, training the algorithm to serve them even more Z Flip content! **This 'meta-advertising' hack drove +32% sales in the week after the campaign launched.**



Proud Sponsors of the Ground Staff Cadbury Dairy Milk

Cadbury's Dairy Milk sponsored the most overlooked people in Indian cricket – the Ground Staff. Like the players, they work tirelessly, but for little money and zero recognition. Wavemaker and Ogilvy India gave them 5-star treatment worthy of the biggest players – designer kit, gourmet food, the best hotels, even a beautiful tour bus. As the Ground Staff became their own media channel, we reached billions of sports fans with their stories. Sentiment was so strong that the Indian Cricket Board announced a prize fund of £125K for all groundsmen. **Cadbury's Dairy Milk recorded record sales of +45% and a 20-point leap in brand equity.**



And there's more!

From hidden recruitment and ads so short you're not sure they're real, to bringing TV characters back to life, hacking the channel has never been so media-creative.

**0.03 Seconds
(Audi)**



**Last Performance
(Partners life)**



**A Promo Nobody's Heard Of
(McDonalds)**



Hack the behaviour

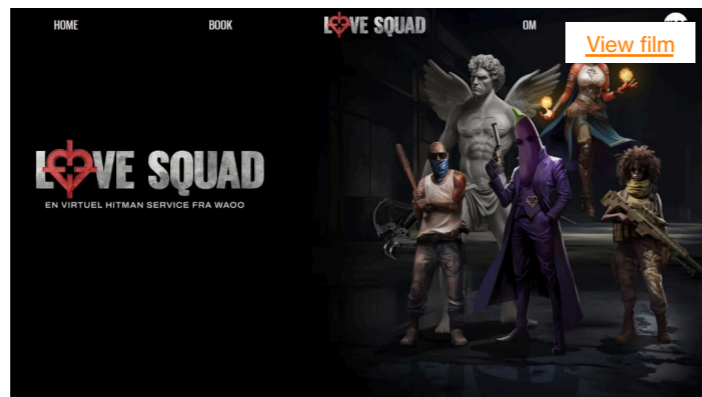


Applying our insight into people's habits and behaviours to play with the way they use brands' products and services

Love Squad Wao

From Wavemaker Denmark and Uncle Grey, this campaign is for WAOO, a premium Internet Service Provider. Gaming is the No1 reason for choosing high-quality internet but it's not all fun – 25% of men and 17% of women have considered ending a relationship due to rows over gaming.

So we created a virtual hitman service – a brilliant team of pro gamer influencers to kill off your partner when they spent too much time in *GTA5*, *Call of Duty*, *Counter Strike* and *Fortnite*. **We reached more than 70% of the target audience with an ROI of 7.6 – and took requests for over 18,000 hits!**



Window Shopping IKEA

Opening a store in downtown Toronto, IKEA needed to prove its hipster credentials – and show they were a great choice for people squeezed into smaller spaces by rising inflation. Hacking the very human behaviour of peeking into people's homes as you go by, they turned the exteriors of real homes into out-of-home ads, featuring the residents and their real IKEA products. **The 'living billboards' sent 41% more footfall than expected to the new store, with queues outside during the campaign.**



Oreo Codes Oreo

If you're in the US, the behaviour of dunking your Oreo in milk is a much-loved cultural norm. So Oreo decided to make the dunk easier and fun. Working with retailers, Oreo scanned every on-pack milk product barcode – over 1,000 of them. Playing on the idea

that these barcodes look like a stack of Oreos, promotional offers were activated when you scanned a milk product barcode with your phone. We love the fun way this hack integrates a cultural behaviour with commerce – and its gorgeous, graphic design – helping Oreo to an **83% redemption rate and +7.3% sales. Dunk on.**



FitChix Honest Eggs

A real crowd-pleaser at Cannes, this Aussie campaign for chickens' Right to roam used our own step-tracking obsession to show us just how much space Honest Eggs gives our feathered friends. With pedometers for chickens, a step count printed on every egg and even a channel on Strava,

this delightful campaign took the creative leap from human behaviour to the farmyard – or field. **With a 40% increase in orders, 222% increase in stockists and 45K very happy (and super-fit) chickens, it was a clucking hit.**



And there's more!

From packaging-turned-table-tops, real jobs in virtual spaces and musical legends as everyday fans, hacking behaviours is all about knowing your audience.

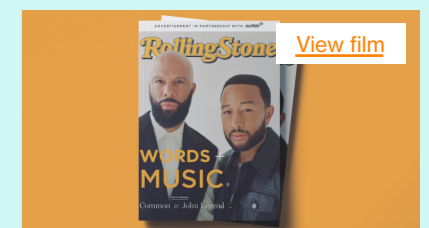
Table to Go (McDonalds)



The Pringles NPC (Pringles)



Words + Music (Audible)



Hack the moment

There's an ever-increasing number of touchpoints in the Customer Experience Journey – this hack is all about shaking them up!

The Office Cleaners Heineken

81% of Argentinians say they work too much and one sure sign is when you're still at your desk when the night cleaners appear! To remind people it was time to leave the office, Heineken hacked this moment as part of its #WorkResponsibly brand platform. Workers scanned QR codes on the night cleaners' specially designed vests to select a nearby bar and get a voucher with a quick expiration, pushing them to down tools and leave the office immediately. More than 7,000 codes were redeemed in the first week of the campaign and brand favourability rose by 7%.



Tip for Heinz Heinz

Heinz was losing business to private-label ketchup in US restaurants. Instead of the usual B2B sales drive, they got Heinz-loving diners to campaign for them by hacking the bill-paying moment. In place of a regular tip, diners added a \$1 'Tip for Heinz' to their bill, sending a message to restaurant owners to stock their beloved ketchup.

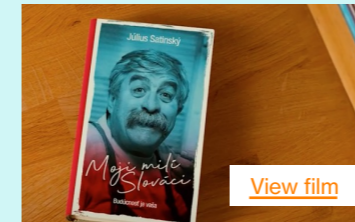


A brilliant integrated campaign included real reviews from disappointed diners in social, out-of-home targeting diners as they headed out to eat, even billboard trucks driving past restaurants that don't serve Heinz. **The best result? It returned Heinz's restaurant share to growth.**

And there's more!

From epic moments like a national fake news crisis in Slovakia to everyday ones like doing your tax return or taking your car in for repairs, no moment is too big or small to hack.

My Dear Slovaks (SLSP)



Inside Job (VW Engineers)



Tax Free Bagel (Philadelphia)



Shockwaves at Cannes

"Shockwaves is Wavemaker's annual inter-company awards competition – every market submits their best work and the prize is a trip to Cannes for the winning team! Our experience as the 2023 winners (for Audible's Words + Music) was beyond memorable. The learning, visibility, and inspiration cannot be replicated. Its celebration of unfiltered creativity promotes growth and sparks innovation. From absorbing perspectives at GroupM panels, perusing the work at the Palais, to wandering La Croisette at all hours to experience brand activations, the inspiration is endless. One panellist summed it up – Cannes is the democratization of creativity.

The festival offers an opportunity to connect with our global and local leadership, as well as forge stronger relationships with the great people we've only met on Teams! We have built relationships that will only continue to grow and are excited to bring inspiration back home."

Left to right: Shockwaves stars & US Content Team's **Marla Theodore**, Client Lead; **Jesse Noll**, Associate Director and **Lynn Sladowski**, Managing Partner, Group Director



Wavemaker at Cannes



- 01 **Stuart Bowden**, Global Chief Strategy Officer and **Jenny Zirinsky**, VP Global Marketing, Communications & Media Transformation at Colgate-Palmolive
- 02 Left to right: **Helen Price**, Global Chief Investment Officer, Wavemaker; **Rob Racowitz**, WFA/GARM; **Jérôme Amouyal**, Group Media, Performance & Insights Director, AXA; **Amy Armstrong**, Amazon Ads and **Oliver Joyce**, Mindshare.
- 03 **Rebecca Wallace**, Executive VP of Corporate Strategy at WPP and **Toby Jenner**, Global CEO, Wavemaker
- 04 Left to right: **Helen Price**; **Catherine Lautier**, VP, Global Head of Media & Integrated Brand Communication, Danone and **Alastair Bannerman**, President, Global Clients, Wavemaker
- 05 Left to right: **Sarah Walker**, Global Chief Transformation Officer, EssenceMediacom; **Nic McCarthy** and **Greg Brooks**, Global Chief Marketing & Culture Officer, Mindshare
- 06 **A Journey into Sound** with (left to right) **Sarah Salter**, Global Head of Applied Innovation, Wavemaker; **Lynn Sladowski**; **Lyndon Morant**, Marketing Director, Integrated Marketing Communications, Colgate-Palmolive, Asia Pacific; **Rahmon Agbaje** and **Maatin Adewunmi**, Co-Founders, Loud Parade; **Tony Gemma**, VP, Head of Global Ad Creative, Yahoo!
- 07 **Kim Dirckx**, Global Head of Digital Sustainability & DE&I, L'Oréal
- 08 **Hamish Davies**, Global Chief Growth & Marketing Officer, Wavemaker and **Izabela Albrychiewicz**, CEO GroupM CEE
- 09 Left to right: Wavemakers **Ruth Stubbs**, EMEA CEO; **Katrine Graugaard**, Global Head of Marketing; **Helen Price** and **Maria Evrenos**, Global Content Director
- 10 Left to right: **Marc Hofer**, Head of Strategic Commercial Operations & Ecommerce, EMEA, Consumer Health, Bayer; **Diana Haussling**, Vice President, General Manager, Consumer Experience & Growth, Colgate-Palmolive; **Samantha Bukowski**, Global Head of Commerce, GroupM Nexus; **Chiradeep Gupta**, Vice President, Personal Care Head of Media and Digital & Global Integrated Media Strategy Leader, Unilever
- 11 Left to right: **Jesse Noll**; **Stuart Sullivan-Martin** and **Nic McCarthy**
- 12 **Oli Saunders**, Global Head of Addressability & DCO, Wavemaker
- 13 Left to right: **Arron Shepherd**; **Chet Fenster**, Chief Content Officer, GroupM Motion Entertainment; **Virginie Berçot**, Global Brand Director, AXA; **Thai Randolph**, CEO, Hartbeat and **Adam Puchalsky**, Global Head of Content, Wavemaker
- 14 **Anuj Dahiya**, Global Digital Lead, Mondeléz and **Toby Jenner**
- 15 **Alex Altman**, Global Client President, Wavemaker and **Béatrice Dautzenberg**, Global Director of Beauty Tech Services, L'Oréal
- 16 Left to right: **Larisa Dumitru**, Head of Commerce, EMEA, GroupM Nexus; **Florian Jacquier**, Global Head, Data & Consumer Engagement, Nestle and **Surabhi Pokhriyal**, Chief Digital Growth Officer, Church & Dwight

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



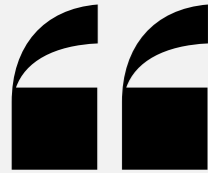
AI imagery by Kristina Kashtanova, AI Artist, Consultant, Educator. See more at www.kris.art



Inside the Jury Room



Above: The Innovation Jury.



Ann Wixley
Executive Creative Director
Wavemaker UK
Innovation Jury

What a category to judge. Our jury room was fabulously and resolutely multi-everything – from north, south, east and west, different skills, different cultures, different perspectives but all bound by the belief and knowledge that innovative thinking and doing is the leap that can change the world, a business, an industry, a community – and our list of winners proves it.

The Innovation category at Cannes is singular because the shortlisted teams present and demo in person to the jury in nail-biting 10-minute slots with a no-stone-left-turned question-and answer session on Day One of judging.

We defined our winning criteria as scale in all its dimensions – scale of impact achieved, scale of access made possible, scale of change with depth or breadth and most important of all, work that changes what comes next – with no return possible!

My favourite examples:
Making Inaccessible Accessible from Ariel – child-safe Ecoclac packaging that works for dexterity-impaired adults, already on thousands of supermarket shelves

Mouthpad – a new hands-free interface that gives access to devices by use of one's tongue

Shellmet – an infinitely recyclable material made from shells and a business model with shared IP across agency, tech and manufacturer

Bill it to Bezos – David and Goliath ingenuity to raise money for a Canadian community centre

Transparency Card – using a mobile wallet to monitor politicians' spending in Brazil

Below: Ann Wixley (right) with fellow Wavemaker juror Shivani Maharaj.



Shivani Maharaj
Chief Content & Partnerships Officer
Wavemaker Australia
Social & Influencer Jury

To say this has been the highlight of my career is an understatement! I've enjoyed the company of nine fabulous humans from all around the world, each bringing their cultural nuances, experience, platform expertise (we had TikTok and YouTube in the room), creative storytelling craft and a knack for understanding results and effectiveness.

On Day One we spent 13.5 hours in a room with no windows; by Day Three we had awarded 49 Bronze, 15 Silver and eight Gold Lions, plus the Grand Prix for an Aussie campaign for Samsung called Flipvertising, very proud! (Details on page 7.)

We were not just awarding great work – it had to be social-first and social at the heart. A handful of strong themes emerged:

Game-changing gaming – there were so many GREAT ideas across in-game experiences, social gaming and working with gaming influencers.

Social for good – we always hear about the negative in social media but it was amazing to see how social was being used to drive purpose in the world and rallying communities to behave.

Hijacking sport in new ways – we were in a World Cup year but there was lots of work from non-sponsors (makes sense for social media) – ideas around sporting superstitions, hijacks and using cultural nuances or passions in new ways.

Responsible advertising – it was great having the platforms in the room picking up on ideas that technically aren't allowed because they advertise to children (despite being incredibly creative).

I feel like I have just run a sprint in creative training and I can't wait to see how my Cannes experience impacts and inspires my work.





Above: The Social & Influencer Jury.
 Below: Shivani signs Cannes' 70th anniversary poster.





Wavemaker Winners


Along with our brilliant agency partners, this year Wavemaker bagged a Grand Prix for Creative Effectiveness, three Silver and three Bronze Lions, and featured on 13 shortlists. We are so proud of all our winning teams from all over the world.


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Shah Rukh-Khan-My-Ad
Mondelēz International,
Wavemaker India and Ogilvy India
Grand Prix, Creative Effectiveness
Silver, Creative Effectiveness Lions
[View film](#)
- 

Through their Eyes
Maybelline New York,
Wavemaker ANZ, HERO
Silver, Social & Influencer Lions
[View film](#)
- 

Georgina's Billboard Collection
Netflix,
Wavemaker Spain, DAVID
Silver, Outdoor Lions
[View film](#)
- 

Be Aware of the Dogs
Musti Group,
Wavemaker Finland and
Erma&Reinikainen
Bronze, Media Lions
[View film](#)
- 

Line for Change
Colgate-Palmolive,
Wavemaker UK and VMLY&R
Bronze, Media Lions
[View film](#)
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Love Squad
Wao,
Wavemaker Denmark and Uncle Grey
Bronze, Entertainment for Gaming Lions
[View film](#)



People can be cynical about Cannes but coming together with so many wonderful clients, colleagues and partners from around the world in one place, at one time cannot be bettered. It's a week where we meet, discuss, laugh and celebrate how we as an industry can, through the power of creativity, take our clients' growth to the next level. Here's to 2024!"

Toby Jenner
Global CEO | Wavemaker

