Cannes Lions

We are the communications partner for the stakeholder era

July 2022
Agenda

→ Summary – key take-aways
→ Key moments at Cannes Lions 2022
→ Key themes at Cannes Lions 2022
→ The work – ads
→ The work – PR
In Summary – key take-aways

- Global dynamics will continue to influence creative execution
- No real ‘fearless girl’ stand out creative. The pre-COVID 2019 ‘multiple award winner’ was Nike, ‘Believe in something.’
- For the first time a B2B entry took a limelight with ‘think in colour’
- By far the overwhelming theme is the power of tech in making creative more powerful both in building the idea and execution
- Making creative more tech-enabled and communications more data-enabled
- Purpose is still at the heart of most winners
- Clear themes for convergence and blending both in talent and discipline. Creative and analytics have to work closely
- Equality trend overshadowed environmental in terms of ‘urgency’ to course correct
- Storytelling and the power of tech to improve people’s lives at the core of health work
- ‘PR under-represented’ still ruminating yet some strong winners
- Health underrepresented slightly but some clear creative winners;
  - Dell technologies and ‘I am me’, Dove’s ‘courage is beautiful’ on the back of the pandemic
  - Hip Hop Public Health | ‘Lil Sugar—Master of Disguise’
The more creatives have business acumen, the higher the competitive advantage. Creative can’t be just for creative’s sake.

David Droga Accenture Song CEO
“Creativity was front and center yesteryear, but today’s world requires slightly different tools. I think we are entering an era in which campaigns don’t matter quite as much as actions, and so if we are talking about campaigns it’s hard to find exciting campaigns that are action-oriented.”

David Bentley, Porter Novelli CEO
Key Moments at Cannes

1. President Zelensky addresses the delegates
2. Greenpeace Crash the Party
3. Ryan Reynolds talks about creativity in tech and texts
4. PN win Gold with BBDO
5. B2B takes centre stage
On the opening day Zelensky calls for creativity in helping Ukraine remain high on the agenda.

“Speak of Ukraine, don’t let the world switch to something else. I’m sure that you will do a lot more to promote Ukrainian bravery. Your campaign and your work will make our fight for freedom legendary, because we are fighting not only for our own freedom, but for the freedom of the entire democratic world.”
Greenpeace gets creative and storms stages, beaches, bars and buildings

Despite climate control being high on the agenda and awards going to campaigns that help, Greenpeace stormed the beaches, the palais and the stage to bring to life the fossil fuel debate and highlight agencies working with oil companies.
THE PLATFORM IS THE CREATIVITY

The speed, humour and honesty of social platforms like TikTok is a huge inspiration for brands today. The application of tech on bringing an idea to life is often the ‘creative’ part of an idea. Tech platforms are gathering such pace.

“ I look down at TikTok and the next time I look up at it, it’s suddenly the next Olympics. ”

MY ADS CAME FROM A SERIES OF TEXTS

Ryan also talked about the subject of fear throttling creativity - he spoke about the creative process of slowly working up a bad idea into a great one, revealing that half the ads he’s written with his collaborators at the agency are written over a series of text messages.
Porter Novelli roared home with Gold

With Lebanon on the brink of collapse and suffering from high inflation that threw 75% of its population beneath the poverty line, many people hoped that upcoming elections could bring real change. But public officials tried to obstruct the elections by claiming that shortages of paper and ink needed to print ballots would mean they would be cancelled.

To help prevent this obstruction and push for democracy, Porter Novelli and BBDO collaborated with the newspaper, An-Nahar, to send a powerful message by not going to press with its daily edition on February 2, 2022. The non-existent edition went viral and sparked a movement to ensure the elections took place. After the campaign, the Lebanese government stopped using the shortage of paper and ink as an excuse not to print ballots.

Natalie Lam, jury president of the Print and Publishing Lions and chief creative officer of Publicis Groupe APAC & MEA, praised the campaign for reinventing the “old-school medium” of print. “It cut through the clutter because of how bold it is and sends a much bigger statement than anything on paper,”

Lam said. “Besides the power of the idea, we [the jury] also kept thinking how we could make this category exciting for a newer generation—and reward something that shows an outside-the-box solution to approaching an old-school medium.”
A B2B campaign – ‘speaking in colour’ took centre stage. About time to said many!

‘Speaking in Color’ is an AI, voice-controlled tool that produces colours based on human inspiration. Launched exclusively to architects and visionaries who create iconic skylines and landmark buildings, Sherwin-Williams Coil Coatings and Wunderman Thompson have enabled architects to turn a memory or vision into their perfect colour.

“ In a career spanning nearly 40 years and as an ardent advocate for B2B, my takeaway from this work and all the recognized work is that, having finally arrived at Cannes, we were ready to take the stage. But the experience of judging the B2B Lions has enabled me to see clearly that B2B’s arrival is not the culmination of a journey. It is the beginning. ”

Tom Stein is chairman and chief growth officer at Stein IAS
Key themes at Cannes

1. The Metaverse is not here yet and will be driven by people, not brands
2. The power of the tech giants enabling creativity
3. The Creative Convergence - making tech creative and consumer data-enabled
4. DE&I Dominated
5. You need to understand how young people are consuming media, and fast
6. The attention economy isn’t showing signs of distraction
7. The big creative lane switch
The metaverse – there’s excitement but it’s not here yet and will take a while to build. Brands don’t want to miss out so are investing heavily to explore and future proof themselves.

David Bentley, CEO Porter Novelli
“Having had the pleasure of working in the digital space for 25 years, I’ve seen many evolutions. For me one of the challenges is what the overarching protocol for the metaverse is. At the moment it seems a slightly amorphous concept, but I think it will start coming into focus, and the more you understand where tech changes are coming from and how consumers in particular and stakeholders in general are relating to new technologies, the better brands will be prepared to work within it.”

Alex Schultz, CMO Meta
“The Metaverse isn’t here yet even now or evenly distributed. How much better does it get? I imagine 15 years from now, on VR - avatars will be photographic - it will be a game changing progress in hard and software. With the Metaverse people will follow people there first over brands, so that’s where creativity needs to happen. Connecting with people through people first.”
Meta, Amazon, Google, Twitter and Spotify dominated the beach, driving home that tech enablement and platform use is becoming the creative idea.

Dell technologies ‘I am still me’ shows how the application of tech is the creativity.
The Creative Convergence is all about making creative more tech-enabled and communications more data-enabled. It was clear the power of tech and digital propelling a creative idea (e.g. Coinbase QR at the Superbowl, Ukraine and backing up history).

“After covid people began to live in the digital world. For example, the gaming space, metaverse and social media. There is a need for strong and emotional experiences that impact people who’ve begun to inhabit both the real and digital world.”

Yasuharu Sasaki, Dentsu, Brand Experience & Activation jury president
Diversity, equity and inclusion dominated the agenda. If it wasn’t a headline subject, it was integral to every conversation. What is ‘inclusive creative’ and how diverse can we go was a key theme to Amazon entertainment. The ‘say-do’ gap was referenced in terms of equality at work and at home, and Channel 4 won Gold for their ‘Super Human’ content in support of the Paralympics.

In 1940 30% of people believed a woman could be president.

Now it’s 95% globally. That’s huge progress. ‘Nudge policies’ are in place to change behaviour. Life stage is just as important as gender.

68% of women under 35 still don’t feel they are treated as equals.
Jamie Elden, CRO of Shutterstock, simply told us,

“the new generation aren’t interested in print, nor dot com websites, instead they are interacting on social media as their primary vehicle for communication. These audiences don’t look at the brand, they look at the story.”

A key theme of Cannes was how younger people are now consuming media.

In short, they are Web 3.0 natives. One exec told us how their eleven-year-old spends hours on Roblox, with the child’s social media on the very same platform via 200 handpicked friends. If you don’t know Roblox, as just one example, you need to – 49 million people each day are using the gaming platform, not just to game but to interact with each other.

More examples? Snap’s Evan Spiegel disclosed on AXIOS/ Zefr’s private yacht that Snapchat sees 250M augmented reality snaps per day and that the technology is now a core part of its future roadmap.
Another key theme at Cannes was the ‘attention economy’ which is adspeak for how brands can cut through the clutter of ubiquitous content. Attention is now the single limiting factor in the consumption of information, and brands are looking at ways of not only reaching their audiences but doing so in a way that is accountable.

Measurability is taking the forefront, with agencies who can prove to ad buyers ‘clear attention signals that indicate high levels of reader engagement’ being chosen in preference to those agencies solely relying on Google Analytics.

Page views, as a measurement, are most definitely out

“The buy-side of programmatic is searching for new, anonymised metrics and technologies that can be used at scale for their campaigns, with consumer attention at the heart of it.” Redwood publishing
The big ‘Creative’ C-suite lane switch – how changing swim lanes can help your business move faster

The CEO of Accenture Song (former creative) and CMO of Meta (analytics background) are proving the power and significance of creative in a leadership position and the importance of analytics in a top marketing position. Both have switched into a completely new area of expertise (from analytics into marketing and creative into running a business) and this is propelling the businesses forward quicker.

They discussed the ‘big lane switch’ which is happening as people cross into new areas of the business and perspectives are merged. They also shared the need for simplicity in creativity and how you “can’t get creative by committee”
The Work – advertising winners

‘When you look at the projects that won, you’ll see that it’s harder to create a project that will win big at Cannes. We’re seeing more and more projects that took two years in the making.’

Hugo Veiga, AKQA, Mobile jury president
Mars Petcare / Sheba | ‘Hope Reef’
Agency: AMV BBDO London
Grand Prix in:
Industry Craft Lions
Media Lions
DOVE
Courage is beautiful
Honouring those who battled in the frontlines of the covid-19 pandemic
Grand Prix winner

PRESS TO SEE CREATIVITY
Sherwin-Williams | ‘Speaking in Color’
Agency: Wunderman Thompson Minneapolis
Grand Prix winner in: Creative B2B Lions

DESCRIPT YOUR DREAM COLOR
All you have to do is say the words, and then we'll help you find the color of your dreams. Start with a memory, a place, a feeling – anything that inspires you.
83% of women in Mexico have no credit history.

El Economista.

WeCapital | ‘Data Tienda’
Agency: DDB Mexico
Grand Prix winner in:
Creative Strategy Lions
PR Lions
Backup Ukraine

Backup History. Where no bombs can reach

Polycam x Unesco | Backup Ukraine
Agency: Virtue Worldwide New York
Grand Prix winner in:
Digital Craft Lions
A REVOLUTIONARY AGREEMENT TO

TRANSFORM AMERICA’S AGRICULTURE

Michelob Ultra | ‘Contract for Change’
Agencies: FCB Chicago and FCB New York
Grand Prix winner in:
Creative Effectiveness Lions (based on business results from campaigns in previous years)
Adidas | ‘Liquid Billboard’
Agency: Havas Middle East
Grand Prix in:
Outdoor Lions
Coinbase | ‘Less Talk, More Bitcoin’
Agency: Accenture Song New York
Grand Prix winner in:
Direct Lions
EAT A SWEDE

WOULD YOU EAT HUMAN FOR HUMANITY?

Swedish Food Federation
| ‘Eat a Swede’
Agency: McCann
Stockholm
Grand Prix in:
Entertainment Lions

PRESS TO SEE CREATIVITY
Kyan Prince Foundation + EA Sports | ‘Long Live the Prince’
Agency: Engine London
Grand Prix in: Titanium Lions
Channel 4 | ‘Super. Human.’
Agency: 4Creative London
Grand Prix in:
Film Lions
Michelob Ultra | ‘Contract for Change’
Agencies: FCB Chicago and FCB New York
Grand Prix winner in:
Creative Effectiveness Lions
Hip Hop Public Health | ‘Lil Sugar—Master of Disguise’
Agency: Area 23
Grand Prix in:
Grand Prix for Good—Health
I WILL ALWAYS BE ME

The Book That Banks Your Voice

Dell Technologies + Intel | ‘I Will Always Be Me’
Agency: VMLY&R New York
Grand Prix in:
Pharma Lions
Maxx Flash | ‘The Killer Pack’
Agency: VMLY&R Mumbai
Grand prix in: Health & Wellness Lions
23 MILLION GIRLS DROP OUT OF SCHOOL EVERY YEAR AT THE ONSET OF PUBERTY
The Work – PR winners
The PR Gold winners

THE BREAKAWAY: THE FIRST CYCLING TEAM FOR PRISONERS
2022 · DECATHLON · BBDO BELGIUM-MOLENBEEK-SINT-JEAN · WALKIE TALKIE GENT
- Gold Lion · PR
- Social Engagement & Influencer Marketing > Social Engagement

THE BVG HEMPTICKET – COME HOME, CALM DOWN.
2022 · BERLINER VERKEHRSBETRIEBE (BVG) · AOR · JUNG VON MATT AG HAMBURG
- Gold Lion · PR
- PR Sectors > Travel / Leisure

THE LOST CLASS
2022 · CHANGE THE REF INC. · LEO BURNETT CHICAGO / TUSK STRATEGIES NEW YORK, NY
- Gold Lion · PR
- PR Sectors > Not-for-profit / Charity / Government

#FLUTWEIN - OUR WORST VINTAGE
2022 · AHR · A WINEREGION NEEDS HELP FOR REBUILDING E.V. · SEVENONE ADFACTORY UNTEREICHEN
- Gold Lion · PR
- Social Engagement & Influencer Marketing > Real-time Response

GENDER SWAP
2022 · WOMEN IN GAMES · BETC PARIS
- Gold Lion · PR
- Social Engagement & Influencer Marketing > Content Creation & Production

THE LOST CLASS
2022 · CHANGE THE REF INC. · LEO BURNETT CHICAGO / TUSK STRATEGIES NEW YORK, NY
- Gold Lion · PR
- PR Techniques > Use of Events & Stunts

9/12 · THE UNTOLD STORY OF RECONNECTING NEW YORK
2022 · VERIZON · VERIZON NEW YORK
- Gold Lion · PR
- Excellence: PR Craft > Internal Communications &

VIENNA STRIPS ON ONLYFANS
2022 · VIENNA TOURIST BOARD · JUNG VON MATT DONAU VIENNA
- Gold Lion · PR
- Culture & Context > Breakthrough on a Budget
Change the Ref Inc
The Lost Class
Agency: Leo Burnett
Gold Lion: PR technologies
Women in Games - Gender Swap
Agency: Havas Group
Gold Lion: PR, Social content & influencer marketing
Our worst vintage

Campaign
Flutwein created a campaign that highlighted the 2021 flooding of Ahr Valley, a region in Germany known for its fine wines. By using and selling muddy wine bottles that were retrieved from the flood, the brand raised awareness about the Ahr Valley and attracted funds to help its restoration to what it was before the flood.

Insights
In 2021, Ahr Valley, one of the most distinguished red wine-growing regions in Germany, was destroyed by a catastrophic flood. Homes, businesses, bridges, roads and communities were swept away. More than 46 wineries in that region lost their facilities, cellars, wine barrels, machinery and vineyards. Flutwein highlighted this catastrophe and drew attention to the financial disaster that the winemakers of the Ahr Valley were facing.

Creative
The flutwein campaign was started by local restaurateurs Klebers Küche & Garten in partnership with tourism body Ahrwein. The brand saved 200,000 mud-covered wine bottles that survived the flood and sparked the creation of what became known as “flood wines.”

PR strategy
Flutwein created a collection of wines from scratch and branded them as “flood wines.” Each bottle represented a unique winery that symbolized the losses the winemakers experienced. A non-profit called AHR — A wine region needs Help for Rebuilding was founded and a donation account set up for local wineries and restaurants.

PR execution
The wine bottles were sold on a crowdfunding platform dedicated to rebuilding the wine region. The platform enabled the brand to get in touch with individuals who were interested in the wines and who

Brand: Flutwein
Idea creation: AHR — A wine region needs Help for Rebuilding and SevenOne AdFactory
PR: SevenOne AdFactory
Awards: Gold PR Lion/Silver Design Lion/Bronze Industry Craft Lion
The breakaway

Campaign
At-home sports equipment brand Decathlon assembled the first team of e-cycling prison inmates and allowed them to compete with e-cyclers from around the world. The brand allowed inmates to feel a connection to the outside world and envision a productive future outside prison.

Insights
Decathlon's broader vision is to make sports accessible to all. The brand used its campaign to raise awareness of inmates and show that they can make meaningful changes and turn their lives around while they are incarcerated.

Creative
The brand created a team of six inmates from a facility in Oudenaarde, Belgium, and enabled them to use the virtual world of online cycling platform Zwift to race thousands of virtual riders on the outside.

PR strategy
Decathlon launched The Breakaway and gave inmates a bike, a trainer and the necessary equipment to compete with other e-cyclers. Walkie Talkie PR created a PR campaign that launched with a video portraying the six inmates anonymously, as they discussed how sports made them feel free.

PR execution
The brand allowed the inmates to compete with others and challenge themselves. It partnered with De Rode Antraciet [The Red Anthracite], a nonprofit advocating sports and culture within prisons; Cellmade; and the Belgian Department of Justice. The six team members had eight months to prepare for a final race against members of the Department of Justice, a team of judges, Prison Guards and other law enforcers. The race was won by Team Justice and streamed live through Decathlon's Facebook page.

Brand: Decathlon/BBDO Belgium
Idea creation: BBDO Belgium
PR: Walkie Talkie PR
Awards: Grand Prix and Silver Creative Strategy Lion/Grand Prix PR Lion/Bronze Brand Experience and Activation Lion/Bronze Entertainment for Sport Lion/Bronze Media Lion
Untold story of reconnecting New York

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Brand: Verizon
Idea Creation: Verizon and Unit9
PR: Verizon Creative Marketing
Awards: Gold PR Lion/Bronze Direct Lion
See my skin

Campaign
Unilever’s Vaseline brand created the first database in the U.S. that allows users to search for conditions on skin of color and get the help they need. It helps users find dermatologists who are experts in treating their conditions.

Insights
Research by the American Academy of Dermatology found fewer than 6% of image-based search results show conditions on skin of color. See My Skin aimed to highlight healthcare inequalities and systematic racism that negatively impact people of color and lead to misdiagnosis and untreated conditions.

Creative
Vaseline created a search experience that raised awareness of issues around racially biased skincare systems and directly targeted algorithmic search engines online. It teamed up with dermatologist platform VisualDx to help healthcare professionals accurately diagnose and treat patients of color.

PR strategy
See My Skin built a platform that gave users access to the tools necessary to keep their skin healthy. Vaseline wanted to provide a wide array of resources with no skin bias. The brand engaged a Black and Hispanic target audience age 25-44.

PR execution
The brand created a search engine where people of color could go for help and find the necessary resources when and if they were looking for them. A limited-edition Vaseline Healing Jelly artwork on pack included a QR code that drove users to resources that included the See My Skin platform.

Brand: Vaseline
Idea creation: Edelman NY
PR: Edelman NY
Awards: Gold Sustainable Development Goals
Lion/Bronze Health and Wellness Lion
The PR Silver winners

HEINZ HOT DOG PACT
2022 - KRAFT - RETHINK TORONTO / THE COLONY PROJECT TORONTO
- Silver Lion - PR
- PR Sectors > Food & Drink

SUNBREW
2022 - CORONA - DAVID MIAMI / ALLISON PARTNERS CHICAGO
- Silver Lion - PR
- PR Sectors > Food & Drink
- https://www.lionthemilk.com/rewards/sunbrew-015448

OUTLAW RUNNERS
2022 - DISTANCE - BETC PARIS
- Silver Lion - PR
- PR Sectors > Retail

BLACK BEAUTY IS BEAUTY
2022 - SEPHORA - B&G NEW YORK / DE VRIES GLOBAL NEW YORK
- Silver Lion - PR
- PR Sectors > Retail

REVERSE RENEGADE
2022 - CHAMPION - ENERGY BBDO CHICAGO
- Silver Lion - PR
- Social Engagement & Influencer Marketing > Social Engagement

THE NIGHT IS YOUNG
2022 - HEINEKEN - PUBLICIS ITALY MILAN
- Silver Lion - PR
- Social Engagement & Influencer Marketing > Social Engagement

BACKUP UKRAINE
2022 - POLYCAM X UNESCO - VIRTUE WORLDWIDE NEW YORK
- Silver Lion - PR
- Social Engagement & Influencer Marketing > Real-time Response

13 MINUTES
2022 - CZECH INSURANCE ASSOCIATION - MCCANN PRAGUE / HERO & OUTLAW PRAGUE
- Silver Lion - PR
- Social Engagement & Influencer Marketing > Content Creation & Production
Sephora
Black beauty is beauty
Agency: P/GA
Silver Lion: PR and Retail
Kraft Heinz
Rethink the hotdog
Silver Lion: PR in Food & Drink

10 WIENERs. 10 BUNS. IT'S TIME.
The Happiness campaign looked to solve ‘Belgium’s most shameful mobility problem’—more than 1000 special needs children were sitting on buses to school for between 4-6 hours every day. Working with Husk they launched ‘reduce the ride’ to take smaller buses to help them reduce travel time and lobbied the government to help support with funding.
The Green light signal

Campaign
National Grid created The Green Light Signal, a smart bulb that is placed in the household and glows green when the house electricity is tapping into clean sources of energy. It gives consumers the ability to know when it is the most environmentally friendly time to use their electricity.

Insights
According to Ofgem, the average household in the U.K. uses 8 kWh of electricity and 33 kWh of gas per day. Green Light Signal raises awareness of how our electrical consumption harms our planet and allows users to help our planet move toward a carbon zero energy scenario.

Creative
National Grid created a low-energy consumption smart bulb that allows users to positively impact our planet. In real time, the bulb glows green and tells the consumer when it is the best time to use their electricity.

PR strategy
In order to allow the average consumer to participate in solving our climate crisis, National Grid created an accessible and easy to use product that reduces carbon emissions. To aid the innovation of this product, the brand utilized existing data about energy produced and consumed. Edelman linked National Grid environmental data to the smart bulbs through an interface that pushed carbon intensity data to homes.

PR execution
The brand created a smart bulb that can be placed anywhere in the home. Once the electricity is sourced from clean or green energy sources such as wind or solar, the bulb glows green. To create their own bulb, consumers must purchase the LIFX Mini Colour bulb and follow the guide National Grid provided on its website.

Brand: National Grid
Idea creation: Edelman London
PR: Edelman London
Awards: Bronze PR Lion/Bronze Creative Data Lion
The unfiltered history tour

Campaign
The Unfiltered History Tour is a secret tour that explores stolen artifacts that are housed within The British Museum, ranging from Egypt’s Rosetta Stone to Greece’s so-called Elgin Marbles. The unofficial tour is conducted via Instagram filters and immersive audio. Guests can walk through and scan 10 artifacts within the museum and see how they were originally removed from their home country.

Insights
For as long as it has been open, The British Museum has only shown one side of the story, from the perspective of an imperialistic narrative regarding these disputed artifacts. Vice World News’ activation highlighted the colonialism carried out by the British and offers a different perspective on historical antiquities.

Creative
Vice Media’s current affairs channel Vice World News teamed up with Dentsu Webchutney to create the ability to virtually tour The British Museum and discover how they were once looted from their home countries. This was achieved using Instagram filters and immersive audio. These filters also showed visual depictions of colonial crime from the perspective of those who were colonized.

PR strategy
By using augmented reality, the brand created the ability to scan and identify 3-D artifacts in differing light conditions throughout the day. Through the secret tour, individuals could remove the filter of centuries of colonial narrative. An interactive mobile website and a 10-part podcast series amplified the tour.

PR execution
Visitors to the unofficial secret tour could scan 10 disputed artifacts of The British Museum and see them teleported back to their home country. Ten native experts act as tour guides for the visitors to tell the true story of how these artifacts were stolen and how the natives fought against the colonizers.

Brand: Vice World News
Idea Creation: Vice World News and Dentsu Webchutney
PR: Vice World News
Awards: Titanium Lion/Grand Prix and Silver Brand Experience and Activation Lions/Gold Digital Craft Lion/Silver Mobile Lion/Bronze PR Lion/Grand Prix, Silver, and Bronze Radio and Audio Lions/Grand Prix and Silver Social and Influencer Lions
Nike Sync

Campaign
Nike launched a menstrual cycle syncing training collection and app that enables women to align their workouts around their menstrual cycle. Nike partnered with Stacy Sims, a leading female physiologist, to help women use their menstrual cycle to maximize their energy during training.

Insights
Nike Sync challenges the fitness industry to acknowledge how a women’s menstrual cycle can impact her ability to work out. In the past, the fitness industry rarely acknowledged how women’s bodies differ from men’s. This campaign highlights how the fitness industry is not a one-size-fits-all.

Creative
Nike created a new platform and training clothing collection catered entirely to women. It used the menstrual phases to break down the type of workouts a woman should be doing and what clothing she should be wearing according to her phase.

PR strategy
Nike partnered with Stacy Sims to ensure the information provided on the app was backed up and proven. It also surfaced workouts on the Nike Training Club App tailored to each phase of a woman’s menstrual cycle.

PR execution
Nike created an app with editorial and audio guided runs that educate a woman on her workout regime and her menstrual cycle. An Instagram series was also created for Never Asked Questions regarding working out and the menstrual cycle that were answered through the series.

Brand: Nike
Idea Creation: Nike and Stacy Sims
PR: R/GA London
Awards: Grand Prix Entertainment for Sport Lion/Silver Health and Wellness Lion
What does all this mean for agencies and clients
The client | agency relationship a strong theme

“The most intimidating thing you can do is trust your agency. But do it. You are hiring experts. Create a relationship where they can bring what they feel is right. Otherwise you are paying to dictate. They feel liberated. Not enough clients trust their agencies.”

David Droga, Accenture Song CEO
1. Trust the agency
2. Have a diverse team
3. Lock in when you make a creative decision.
Thank you