

CANNES LIONS

The Cannes Lions logo, a stylized black and white illustration of a lion's head and neck, is positioned within the letter 'O' of the word 'LIONS'.

SUMMER 2023

PORTER
NOVELLI 

Contents

1. Key takeaways
2. Key moments at Cannes Lions 2023
3. Key themes at Cannes Lions 2023
4. PR: Reflections on the work
5. The work: Best of the rest
6. Summary



1. Key takeaways

INCLUSION: Inclusion headlined around the periphery of the event. Was Cannes more inclusive this year? Omnicom live streamed roundups everyday from the beach across all their offices globally to ensure everyone could feel a part of the creative festival. In terms of the event itself, Cannes offered free passes to Brixton Finishing School, Digi Learning and Lollipop as part of #cannesforall. It's moving in the right direction.

CREATORS AND STAGE MAKERS: The world outside, the work on the inside, was truly in 'creator mode'. Companies like TikTok and Pinterest had always done this, but Whaler and Influential took over the beach real estate to drive influencer marketing with talent like Paris Hilton taking centre stage. Cannes Lions 2023 served as a platform for professionals to collaborate, share ideas, and exchange knowledge.

CREATIVITY MADE A COME BACK: 6% increase in entries to 27,000. Some of the Grand Prix-winning work such as Apple in Film, Skinny in Radio and Stella Artois in Creative Data showed the Cannes juries were rewarding more light-hearted work. The winner of PR also wasn't 'sustainable' but showed how a good insight can lead to really great emotive solutions.

AI AND TECHNOLOGIES: The use of emerging technologies also played a significant role at Cannes Lions 2023. Augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) were leveraged to create immersive and personalised experiences for consumers. Brands explored innovative ways to engage audiences, blending traditional advertising with interactive storytelling and experiential activations.

HOW TO WIN IN PR: Simplicity in ideation was called out when it comes to PR. "Campaigns that were built on a clear insight, with earned at the core, lived in culture and had business or societal impact – delivered true creative excellence." According to PR jury president, Jo-Ann Robertson, Ketchum. This year's PR Grand Prix went to DoorDash, for a limited-edition flower bouquet with a hidden sex toy, to encourage women to be their own valentine

SUSTAINABILITY UNDER SCRUTINY: One dominant theme throughout the festival was the intersection of creativity and sustainability. Many campaigns focused on addressing global challenges such as climate change, social inequality, and environmental conservation. Advertisers and brands showcased their commitment to making a positive impact, emphasising sustainability, eco-friendly practices, and corporate social responsibility.



Pacto Global
Rede Brasil

TERR4

THE TRULY GLOBAL COMPANY



Porter Novelli Winner

AlmappBBDO and InPress Porter Novelli in Brazil won Grand Prix in the Creative B2B category for campaign 'Terr4' for the UN Global Compact.

PORTER
NOVELLI



PRESS TO
WATCH
CONTENT



CANNES
LIONS
INTERNATIONAL FESTIVAL OF CREATIVITY

To highlight the plight of climate change, inequality, and other socio-economic agenda on behalf of Earth, the team symbolically turned the planet into to a "publicly traded company," and when an entrepreneur came across the balance sheet numbers, it was clear that it was a company about to go bankrupt. With the ringing of a bell on one of the largest stock exchanges in the world, the case used the language of the financial market to create a sense of urgency and encourage companies and leaders to take on policies linked to the Compact's Ten Guiding Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption, becoming participants in the Pact. After the Brazilian IPO, Terr4 crossed borders and a symbolic IPO is planned to take place on the NYSE, the New York Stock Exchange, following scheduled launched in more countries including Mexico, Finland, Norway, Italy, Colombia, Sri Lanka, Nigeria and Indonesia.

Porter Novelli shortlisted



- Theirworld and the Sustainable Development Goals Lions shortlisting for the [#LetMeLearn](#) campaign. With 250 million children without access to quality education, we helped support a campaign calling for the end the global education crisis
- Our colleagues at Shift Porter Novelli, Costa Rica, supported Microsoft Bicentennial: [The Costa Rica of the Future](#) which was shortlisted. Following political tension and divides, they set up BIT in the Metaverse - a virtual place where people were encouraged to create what they wanted the future to hold
- We were also shortlisted for Glass Lions and Media Lions for Nosotras Women Connecting: Padvertising campaign - a campaign fighting for menstrual justice and abolishment of tax on products in partnership with Omnicom agencies



2. Key moments at Cannes



**Sport Beach
launch**



**Spike Lee At
Omnicom
Cove**



**Cutting the
Bullshit not the
Creative**



**Comic Relief
US talks female
equity**



**Pinterest push
the “inspired
internet
pledge”**

The launch of Sport Beach



Sport Beach was 'first of it's kind' on the beach this year. Built for brands, platforms and athletes to tap into the cultural zeitgeist of sport and explore the power of fandom, it also provided an opportunity for attendees to participate in sport and playfully recharge from the Cannes Lions experience.

"At Sport Beach, we're building an experience that showcases the unifying power of sport and the ability of fandom to drive loyalty, affinity, and advocacy around the world," said Stagwell Chairman and CEO Mark Penn. "There's a reason sport is so magnetic: it is entertainment, culture, art, technology and so much more. Sport is all about fandom and we believe that fandom is the future of business transformation."

Sport Beach brought together the world's most inspirational creatives, brands, marketers, athletes, coaches and leagues to play sport, discuss the future of sport and fandom, and celebrate the impact sport has on shaping global culture. One centrepiece of the Sport Beach activation was the sport tournaments offering brands, media and attendees the ability to play, observe, and enjoy some of the fastest-growing and most popular sports in an idyllic beach setting - pickleball, soccer, volleyball, flag football - with teams playing to raise money for their favorite charities. A leaderboard on the Croisette showed the standings throughout the week, encouraged people to play, win, and support.



Spike Lee wins honorary creative maker of the year

Cannes Lions announced the first honorary Creative Maker of the Year award as part of the 70th edition of the International Festival of Creativity. The inaugural award was presented at the Festival to legendary filmmaker, screenwriter, actor and producer, Spike Lee.

Commenting on receiving the award, Spike Lee, filmmaker, screenwriter, actor, and producer, said:

“I’m honoured to accept the inaugural Cannes Lions Creative Maker of the Year award for my contributions to the advertising industry, but a reminder: “We keep having these obstacles, these hurdles, we have to face and we have to keep knocking them down”. I said this in 1997 and still say it today.”



Lee’s career spans over 30 years, receiving five-time Oscar® nominations for: Do The Right Thing, 4 Little Girls, and the critically acclaimed hit feature BlacKkKlansman that he co-wrote and directed, going on to win the Oscar® for Best Adapted Screenplay in 2018. He was also awarded an Honorary Oscar® in 2015 for his lifetime achievement and contributions to the state of motion picture arts and sciences. **Chris Foster, OPRG CEO had a fireside chat with Spike Lee at the Omnicom Cove which is pictured above.**





Cut the Bullshit, not the Creative

Sarah Shilling
EMEA EVP, Porter Novelli

PRESS TO
WATCH
CONTENT



There's a lot of 'corptalk' and not enough 'corpwalk' when it comes to creativity, especially with sustainability and purpose-led creative.

3

True creativity comes from keeping a long-term purposeful commitment alive, says Sarah Shilling, EMEA executive vice-president at Porter Novelli and WACL member. With tighter budgets, new data and privacy rules, a cost of living crisis, pressure on driving purpose-led ambitions and an artificial intelligence (AI) revolution underway, Shilling believes that the industry has lost its confidence.

Speaking to The Drum in Cannes, Shilling said: "What we see at Cannes is always the brilliant shiny tip of the iceberg excellence and not the hidden underside of stuff that never sees the light of day. There's pressure to prove value for every dollar and put purpose at the heart of a creative idea but a creative idea doesn't have to be purposeful to be brilliant. It's time for the industry to call time on politics and power plays, leave egos at the door, and have a creative confidence overhaul."



Breaking up the boys club

Comic Relief US harnesses the power of entertainment to break the cycle of intergenerational poverty.



**PORTER
NOVELLI**

Best known for the iconic Red Nose Day, Comic Relief has raised over \$385m since 2015 to help kids living in poverty. But as brand loyalties shift and digital trends distract audiences more than ever, Comic Relief work with Porter Novelli to pioneer new approaches to connect with new audiences and Cannes was one of those.

Bucking the traditional thought leadership approach for C-level executives, Comic Relief US is now tapping into top-tier speaking opportunities as a platform to elevate people that embody their mission and goals. This year, Porter Novelli secured four speaking opportunities for Comic Relief US' debut appearance at Cannes to highlight the importance of empowering youth, particularly young women and girls, to ensure they have equal opportunities to thrive in life.

Throughout the week, Comic Relief US hosted a series of impactful conversations with incredible leaders across industries on topics including creating space for yourself and others, breaking generational barriers and giving young, diverse creators a seat at the table to bring greater awareness to their mission.

True to its core of leveraging comedy as a force for meaningful change, the nonprofit tapped best-selling author, producer and actress, Phoebe Robinson, for several of these events to discuss her role as a disrupter, rejecting respectability politics and finding humour along the way.



4



**CANNES
LIONS**
INTERNATIONAL FESTIVAL OF CREATIVITY

The Inspired Internet Pledge is a commitment by tech companies and the broader digital ecosystem to unite with the common goal of making the internet a safer and healthier place for everyone, especially young people.



**PRESS TO
WATCH
CONTENT**



3. Key themes at Cannes

These key themes from Cannes Lions 2023 highlight the industry's evolving landscape, where sustainability, technology integration, diversity, and collaboration are shaping the future of advertising and marketing.



**Generative AI,
Marketing's
Friend or Foe?**



**Effective
creative takes
centre stage**



**Entertainment is
back and
entertaining**



**Social Media
Integration**



**Inclusion is integral
to the campaign
not the idea**



**Closing the
equity gap**



Generative AI, Marketing's Friend or Foe?

Generative AI was omnipresent in discussions this year, but it came with a big warning not to let it lead the way.



David Droga Accenture Song CEO, opened his Cannes stage talk highlighted why Generative Artificial Intelligence (AI) marks a paradigm shift for the creative industry. It is effectively being viewed as another tool in the marketers' toolkit - with its potential being most effective in its ability to bring efficiency, scale, and if leveraged cleverly, commercial impact.

Specifically, generative AI can help marketers save time, improve efficiency, and increase engagement. What used to take weeks, can now take minutes. Creative agencies have a strong history of being early-adopters of new tech, adept at utilising cutting-edge tools to benefit brands as well as communities. This year's Grand Prix winner in Creative Effectiveness demonstrated this well. (*Cadbury for Shah Rukh Khan-My-Ad*)

On the flip-side, concerns resurfaced around AI's capacity to reinforce and amplify pre-existing human biases, which led Jensen Huang to assert: "We need to train the technology to make sure that doesn't happen." Huang and Will.i.am also both touched on the emerging need for people's identities to be protected in the era of AI. "No human can be counterfeited without their permission," said Huang. "All of the things that we're doing today; to add guardrails, to align, to fine tune, is to make AI more transparent, more explainable."

Effective creative takes centre stage



- In an environment characterised by economic headwinds, marketers will naturally turn to invest in performance marketing tactics to deliver short-term sales. While performance will continue to own its place in the marketer's toolkit, the big voices at Cannes focused on the power of brand and how effective, creative brand building can drive the commercial health of their businesses.
- Marketers at the festival remained laser-focused on the fact that creativity not only can - but should - deliver differentiation and growth for businesses.
- P&G's Chief Brand Officer laid out the 'Next Reset' for their portfolio, describing how effective creative lies at the core of their approach and how they frame the 'Reset' as "creativity that grows markets" by leveraging consumer understanding, being truly inclusive and driving creative impact.
- Marketing professionals have long argued about the 'correct' ratio between brand building and performance advertising, with many seeing digital advertising as a channel for performance marketing only.
- Porter Novelli has challenged this view for years, asserting that digital can be an effective channel for brand building. With data that marketers know how to deliver impact, in fact, we are entering a third age of effectiveness, where digital advertising is now helping to build brands.



Entertainment is back and entertaining

The entertainment industry continues to hold an enduring allure for brands, and in recent years many have built deep and, more importantly, authentic relationships with celebrity followers and fan bases.

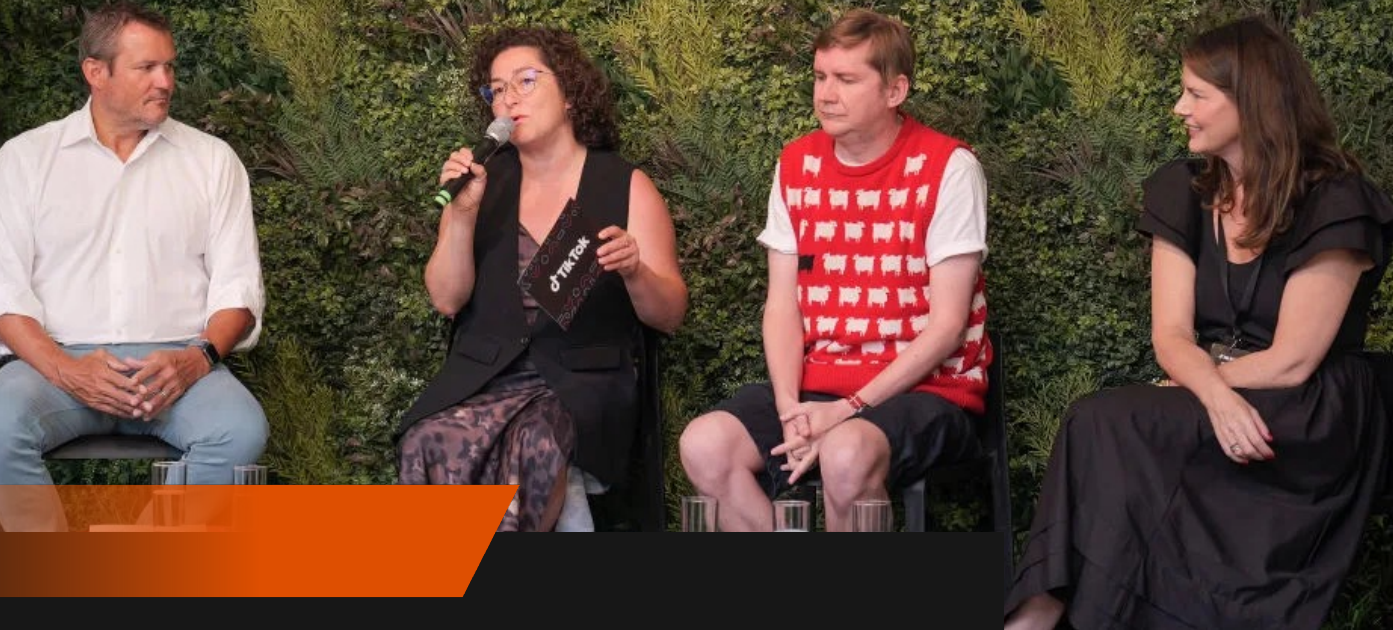
But as the boundaries between branding, content and entertainment blur, celebrities are reaching beyond their roles as ambassadors and endorsers and flexing their own creative muscles. More specifically, advertising has begun to reverse the decline of the use of humour and Cannes Lions winners this year reflected that. The industry's return to 'faun' was ostensibly signposted by the big entertainment industry names packed into the Cannes schedule. Talks featuring Cannes' Entertainment Person of the Year, Kevin Hart, and the team behind NBC's Saturday Night Live (in its 50th anniversary year) both touched on the power of laughter, with Hart referring to it as an essential element of good storytelling.

Things that once upon a time were just Kevin Hart opportunities and based off of my likeness, have grown into brand specific and company-specific growth opportunities.

Kevin Hart
Cannes Lions'
Entertainment Person
of the Year



TikTok



Social Media Integration

Amid all the hype about AI and its future potential, a few voices were drawing our attention to the unwaning importance of another brand activation tool – one, unlike AI, that is already tried and tested: social media.

Social media commands an engaged, creative and sponge-like audience of billions. Yet brands face a constant conundrum: the opportunity comes with significant concerns around brand reputational safety due to its potential negative impacts on mental and physical wellbeing.

On the awards front, there were several examples of innovation on social media platforms. YouTube and Twitch were visible elements of some of the big Cannes award winners, and thanks to a Gold in Social and Influencer for Prime Video's [Who - A Thread Movie](#), Twitter was also acknowledged.

Conversely, Instagram, TikTok, Snapchat and Facebook barely featured among the award winners. Although Unilever's Dove was an outlier here, winning a Grand Prix for its [#TurnYourBack](#) campaign criticising TikTok's Bold Glamour filter, and two Gold Lions for [Cost of Beauty](#), which confronts mental health issues triggered by unattainable standards of beauty paraded on social channels.

The Grand Prix in the Social & Influencer category at the 2023 Cannes Lions International Festival of Creativity was awarded on Wednesday to Samsung for its Flipvertising campaign. The campaign, created by CHEP Network, Sydney, saw Samsung launch an online scavenger hunt to promote its Galaxy Z Flip4 smartphone. People could win one of the new phones if they figured out which terms to enter into Google that would make them eligible to receive Samsung's targeted pre-roll ads on YouTube, some of which contained winning codes.



Inclusion should be a thread through the work, not a retro-fit



Brands have now moved past whether to be inclusive or not, and onto the question of how, both within their own organisations as well as how they engage externally with agencies, suppliers and consumers.

This year's Lions winners demonstrated that creativity can help make brands more inclusive. There needs to be an acceptance that amplifying diverse talent is not about purpose or a corporate responsibility drive, but it's about equal access to opportunity and rewards, and careful nurturing of talent. Brands that fail to acknowledge this will miss out on the benefits of resonating with diverse communities and growing markets to their full potential.

Dove's multi-Lion winning campaigns showed how a focused purpose on raising women's self-esteem can take on many different forms. The Cost of Beauty campaign - which won six Lions - raises awareness about the impact of social media on eating disorders in young women, whilst it's #turnyourback on bold glamour campaign leveraged social and creators to raise awareness about the negative impact of TikTok's beauty filter. This earned Dove a Grand Prix in Media.

Brands also heavily leverage the latest technologies to drive positive outcomes for different groups, such as the Mouthpad which is a retainer-like device that allows people to control their mouse cursor through the movement of their tongue, Vaseline's See My Skin which tackles the lack of diversity in images that dermatologists use for diagnoses, or Apple's The Greatest - a campaign that showcases the accessibility built into their products. All of which demonstrated that while some progress has been made, the industry can and should do more.





Closing the Equity Gap

AI may have been the headline grabber but DE&I themes loomed large over the Festival.

This was most visibly reflected in some of the Honourees: Legendary film director Spike Lee was awarded the inaugural Creative Maker of the Year award, while comedy 'ecosystem' Kevin Hart was named Entertainer of the Year.

Hart was in town to discuss his content venture, Hartbeat, which secures opportunities for black and diverse talent. Talks on the main stages also covered a broad range of inclusion topics, from industry representation to female empowerment.

This comes at a time when the industry is questioning the role of purpose, and the acceptance that some brands are keen to stay in their own lane. There is undoubtedly a tension here, with an undercurrent of discomfort around taking political stances, especially in the wake of the conservative backlash experienced by Bud Light this year when it partnered with a transgender influencer.

“Cannes Lions is committed to driving equity within our industry and actively combatting underrepresentation.”

Simon Cook, CEO, Cannes Lions

A sunset scene with palm trees and a crane silhouette against an orange sky. The sun is partially obscured by a palm frond on the right side, creating a lens flare effect. The sky is a deep orange color, and the palm trees are in silhouette. A crane is visible in the bottom right corner.

PR

REFLECTING ON THE WORK THAT WON



“Earned is not a channel or a category. Earned is a goal or a mission. Actually earning your audience’s attention really is a privilege...”

PR jury president, Jo-Ann Robertson, Ketchum

PR: Reflecting on the work that won

BUSINESSES REMAIN COMMITTED TO TACKLE SOCIETAL ISSUES

Among the PR category winners, there was no shortage of purpose-led activations. Gold winners included Adidas for ‘runner 321’ for encouraging the world’s top Marathons to reserve the number 321 for runners with Down Syndrome; and Mastercard’s ‘Where to Settle’ app, helping 300,00 Ukrainian refugees find a Polish town to call home. The UK was well represented with retailer Iceland awarded for becoming the first supermarket to offer customers 100% interest-free micro loans to help pay for food and essentials, while ITV’s Campaign Against Living Miserably (CALM) was recognised for their ‘last photograph’ campaign, seeking to challenge perceptions of what a suicidal person looks like.

Beyond the PR category, stand-out winners included The Government of Tuvalu, for creating ‘the world’s first digital nation’. Meanwhile the ‘Grand Prix for Good’ went to Memorial Sloan Kettering Cancer, in partnership with the Publicis Foundation, for their ‘working with Cancer’ pledge

YET JOY IS BACK ON THE MENU

Brands who were able to surprise and delight through simple and uplifting campaigns also won praise. The PR Grand Prix went to DoorDash, for a limited-edition flower bouquet with a hidden sex toy, to encourage women to be their own valentine. Nike won a gold award for turning their iconic logo into a 'home' banner to celebrate England's Lionesses upon their historic Euro's victory. And Skittles won a bronze for 'apologise the Rainbow', their attempt to deliver the longest (figuratively and literally) corporate apology ever seen to atone for removing lime skittles from their line up. Beyond the PR category, wins for Ted Lasso X FIFA and Apple's 'RIP Leon' reminded us that creativity doesn't always have to be a serious.

MEANWHILE SMART BRANDS ARE USING TECH TO SUBVERT ADVERTISING TROPES

Among the plethora of campaigns putting tech to great creative use, two particularly stood out to us, for their ability spark joy drive meaningful connections with audiences. Cadbury's 'Shah Rukh Khan-My-Ad' used machine learning to help the A-list Movie Star be the brand ambassador in over 300,000 adverts for Indian small businesses. Meanwhile, Samsung's 'Flipvertising' campaign challenged Gen Z to influence their algorithm to be targeted by their ads, with the promise of free phones embedded by way of incentive. Both are fantastic examples of how technology can drive engaging experiences at scale to deliver both cultural relevance and campaign effectiveness.



“Simplicity is beautiful. Campaigns that were built on a clear insight, with earned at the core, lived in culture and had business or societal impact – delivered true creative excellence.”

PR jury president, Jo-Ann Robertson, Ketchum

**PR Winner
DoorDash:
Self Love Bouquet;**

Agency: Gut



PRESS TO
WATCH
CONTENT



PR Highlights



Home, for Nike, by Wieden + Kennedy, London
Celebration of the women's football team bringing the trophy home

PRESS TO
WATCH
CONTENT



Fighting to Remember, for Zikaron Baslon, by McCann
Tel Aviv

PR Highlights

PRESS TO WATCH CONTENT



The Postponed Day, for LALCEC, by Grey Argentina, Buenos Aires

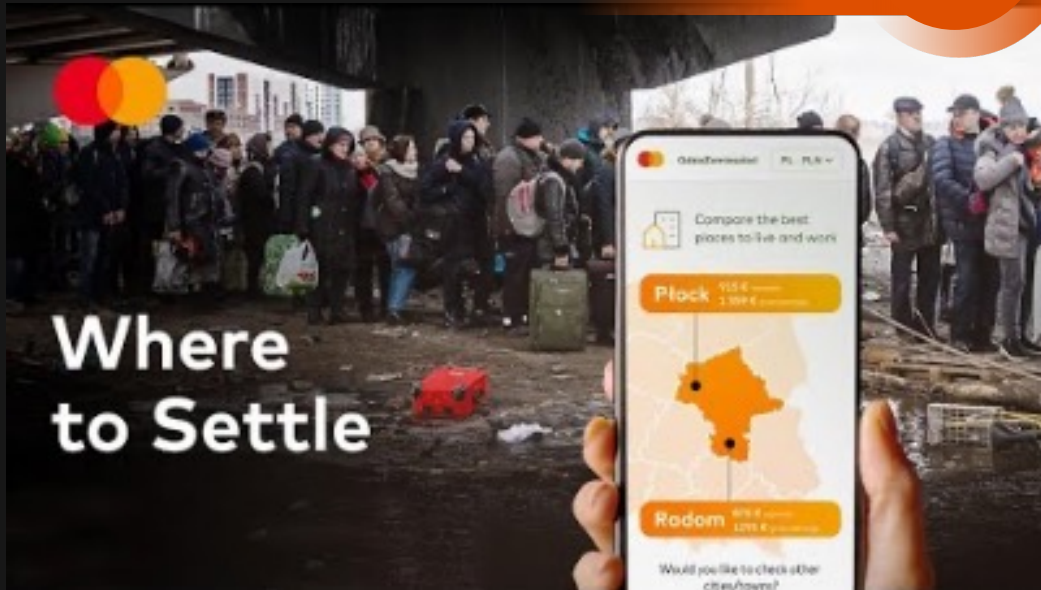
PRESS TO WATCH CONTENT



Apologise The Rainbow, for Skittles, by DDB, Chicago

PR Highlights

PRESS TO WATCH CONTENT



PRESS TO WATCH CONTENT



Where to Settle, for Mastercard, by McCann Poland, Warsaw

Runner 321, for Adidas, by FCB Toronto



The work

BEST OF THE REST

iPhone 14

R.I.P. Leon



PRESS TO
WATCH
CONTENT



FILM
Apple: Relax
it's iPhone -
RIP Leon;
Agency: Apple

THE FIRST DIGITAL NATION



To Fuaofuafua Island, our smallest island, is the first part of our country we'll lose - so first we've recreated it digitally. Without immediate, global climate action, all of Tuvalu will only exist here.

SAVE THE REAL TUVALU

PRESS TO
WATCH
CONTENT



TITANIUM The Government of Tuvalu: The First Digital Nation;

Agency:
The Monkeys/
Accenture Song

PRESS TO
WATCH
CONTENT



OUTDOOR British Airways: A British Original;

Agency: Uncommon
Creative Studio



primesight

PRESS TO
WATCH
CONTENT



**BRAND EXPERIENCE
& INTERACTION**
EA Sports & Apple:
FIFA 23 X Ted Lasso;

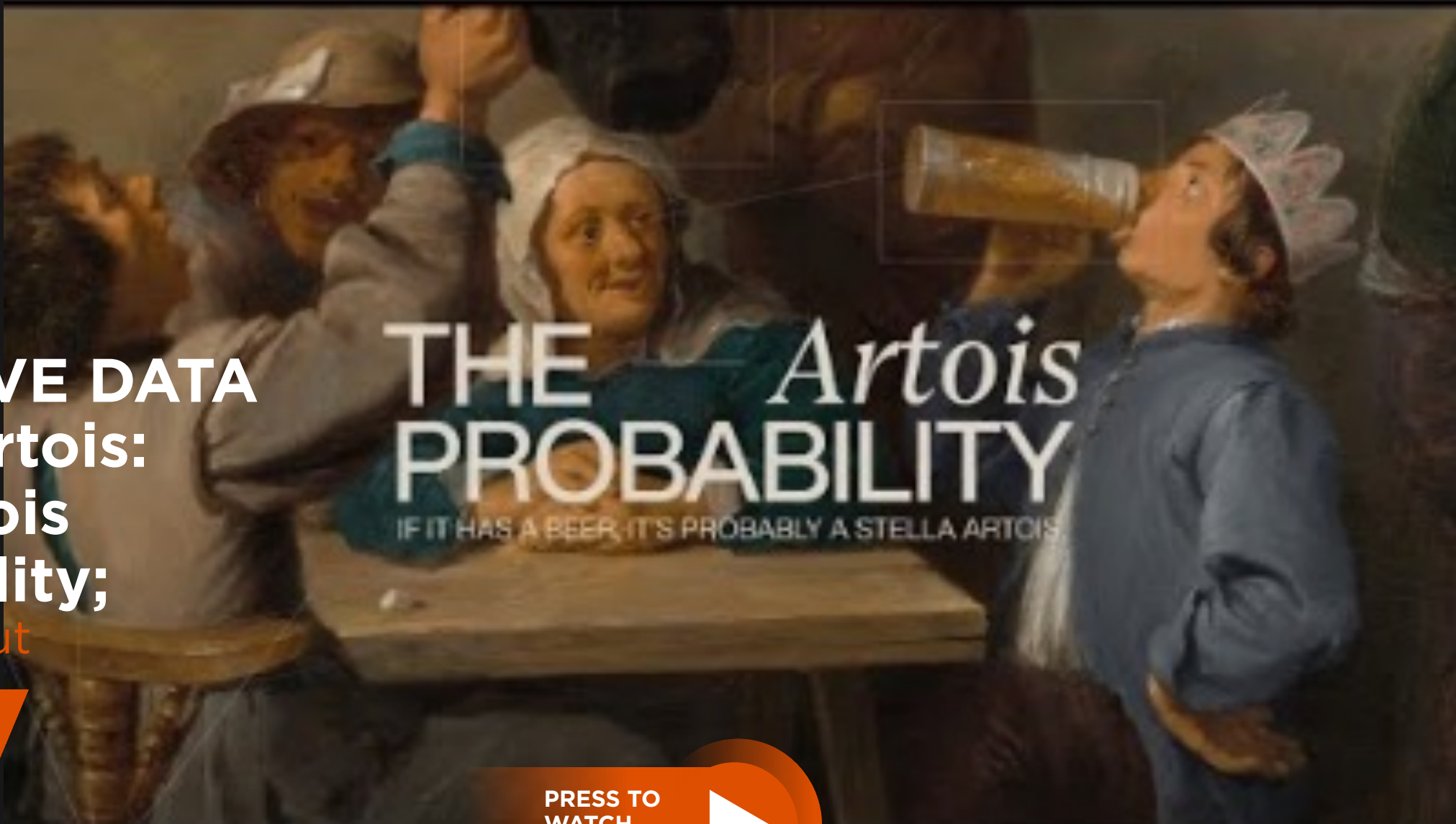
Agency: Apple



PRINT & PUBLISHING Annahar Newspaper: Newspapers Inside, The Newspaper Edition;

Agency:
Impact BBDO

CREATIVE DATA
Stella Artois:
The Artois
Probability;
Agency: Gut



PRESS TO
WATCH
CONTENT

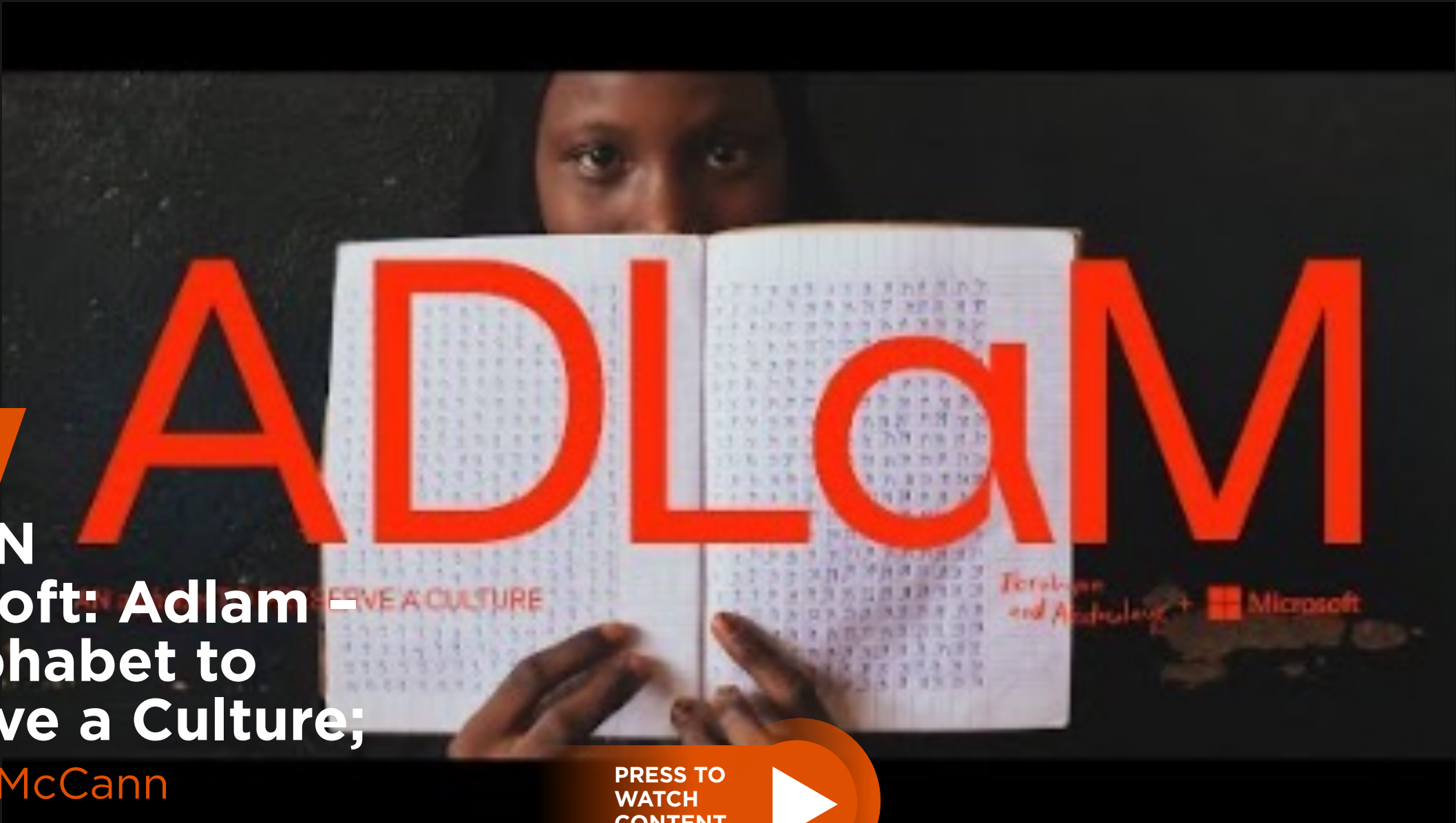


PRESS TO
WATCH
CONTENT



SOCIAL & INFLUENCER Samsung: Flipoververtising;

Agency: Chep Network



DESIGN
Microsoft: Adlam –
An Alphabet to
Preserve a Culture;

Agency: McCann

PRESS TO
WATCH
CONTENT





PRESS TO
WATCH
CONTENT



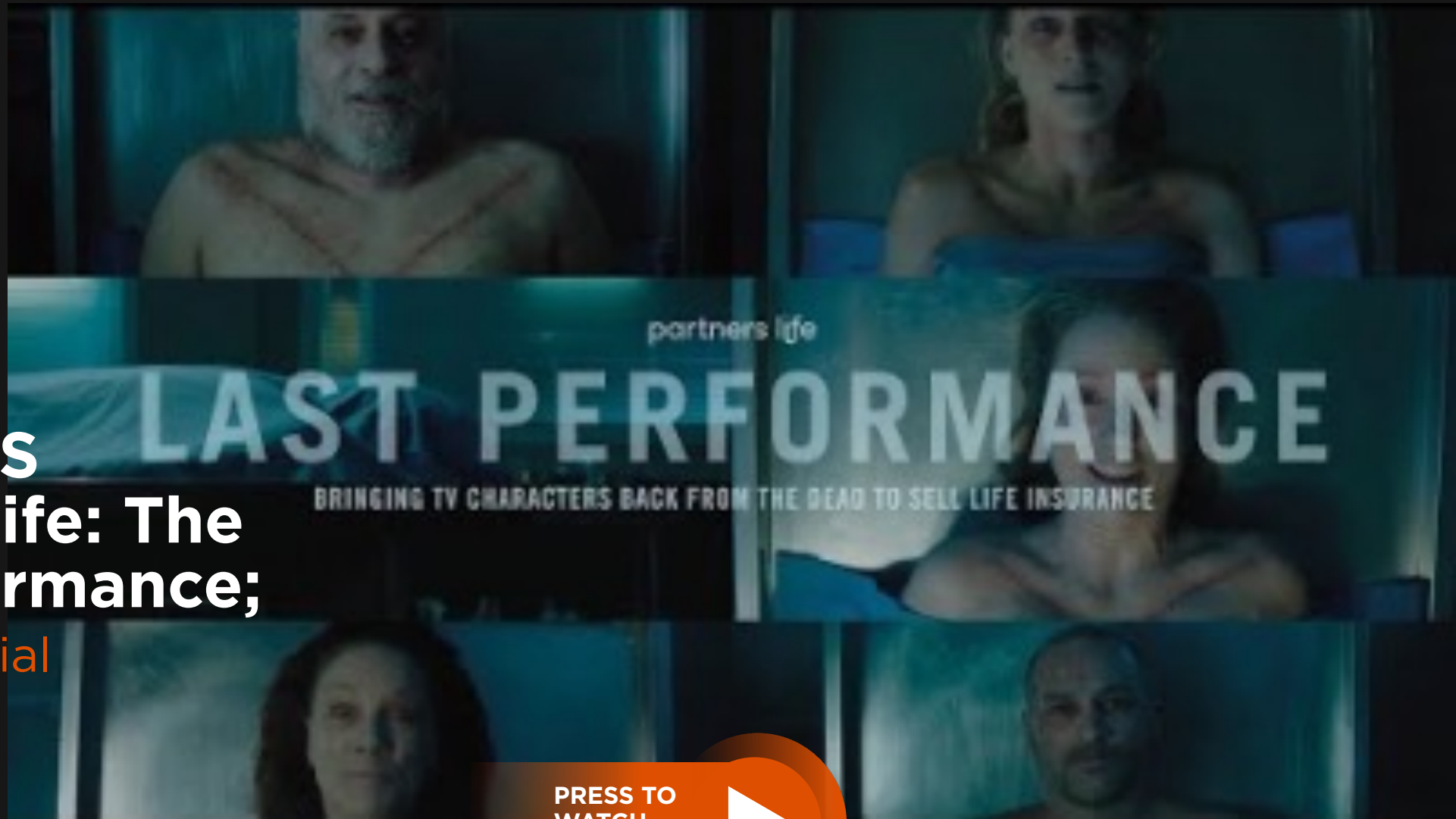
Plug Inn

CREATIVE
STRATEGY
Renault: Plug In;

Agency: Publicis Conseil

**HEALTH &
WELLNESS**
**Partners Life: The
Last Performance;**

Agency: Special



PRESS TO
WATCH
CONTENT



PRESS TO
WATCH
CONTENT



PHARMA Eurofarma: Scrolling Therapy;

Agency: Dentsu
Creative

PRESS TO
WATCH
CONTENT



The **Working with Cancer** Pledge

**LIONS HEALTH FOR GOOD
Memorial Sloan Kettering
Cancer Center: Working
With Cancer;**

Agency: Publicis Foundation

PRESS TO
WATCH
CONTENT



Cadbury

Shah Rukh Khan-My-Ad

**CREATIVE
EFFECTIVENESS**
Cadbury Celebrations:
Shah Rukh Khan-My-Ad;

Agency: Ogilvy

6. Summary

An agile agency embracing new tech and one who understands the full marketing mix will enable clients to be more creative & bold



Filtering 'tech innovations' and what it means to clients on a micro and macro level will be of huge importance to agencies moving forward when providing consultancy on how to integrate them and how they benefit the company. Not all tech innovation will mean positive outcomes for brands.

Creativity has made a come back - how do you ensure creativity runs through the veins of your whole agency. Clients will be wanting more of this. Not just big creative ideas, but small ways to evolve so they don't get stuck and can get help to 'self-disrupt'. Everything from ideas around a creative way to run meetings, to channel strategies to how to show up tomorrow. Creativity doesn't need to be purposeful to win awards.



Thank you

SUMMER 2023

**PORTER
NOVELLI** 