

# THE POWER OF TRANSFORMATIVE IDEAS

CANNES 2018





## Overview

Transformation continues at a rapid pace for our industry and clients. One thing that remains constant is our commitment to creativity, big ideas and work that drives impressive results.

Last week at the Cannes Lions International Festival of Creativity, Publicis Media was recognized with 93 honors – including 13 Gold, 21 Silver and 19 Bronze Lions, with 40 additional shortlisted entries. This would not have been possible without our clients and partners who entered, demonstrating their belief in our work and the value it delivers. We are deeply thankful for our partnership, and incredibly proud to move the industry into the future together.

In celebration of the power of creativity, leaders from across our brands have identified Cannes 2018 work emblematic of three core themes: **Human Storytelling**, **Tech-Enabled Innovation**, and **Big & Bold Ideas**.

Each featured case is hyperlinked to the [Cannes 2018 website](#) for viewing. To access the work in full detail, simply create a free account at [lovethework.com/2018](http://lovethework.com/2018). We hope you enjoy.

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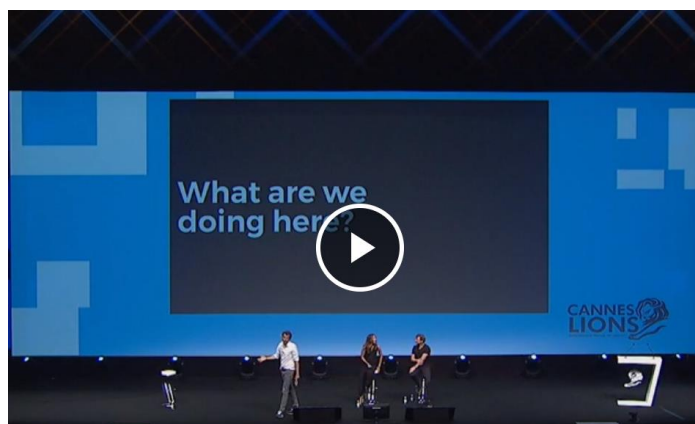
## One Year Later: AI, Creativity and the Future of Our Industry

An AI-powered innovation, Marcel was created to enable the first truly borderless, frictionless workforce, comprised of 80,000 employees worldwide. It's a key component in further transforming Publicis Groupe from a holding company to a platform, and ushering in a new era of creativity and innovation.

At the invitation of the festival, Publicis Groupe brought Marcel to Cannes to help demystify the platform designed to connect creative minds like never before, and demonstrate why Marcel is the type of bold change our industry needs.

Arthur Sadoun, Publicis Groupe's Chairman & CEO; Carla Serrano, Chief Strategy Officer; and Nick Law, Chief Creative Officer; took to the stage at Cannes to answer questions like: Why are you making Marcel? What will it do? Do you think Cannes is irrelevant? And, how will you feel when robots take over?

Check out the answers to these and other questions by watching the full presentation:



M R C L



# HUMAN STORYTELLING

The compelling force of a well-constructed narrative has the power to take a brand to new heights.



## THE MOST GERMAN SUPERMARKET, EDEKA

Edeka sought out to make a powerful statement by tangibly illustrating how limited life would be without diversity. In doing so, Edeka eliminated all non-German products from their shelves. The brilliant thinking of this execution:

- Embodied the ideologies of younger generations that are more diverse – seeking for brands to take a stand and authentically leverage their voice

Selected by:

**STEPHEN PAEZ, SVP MULTICUTURAL  
SPARK FOUNDRY**



## REPICTURING HOMELESS, GETTY IMAGES

Getty analyzed their database to determine the most popular job-related images. In collaboration with fifty-fifty, Getty transformed the homeless through photographs into chefs, corporate execs, and more. Getty then donated the proceeds from image downloads back to homeless causes, specifically housing costs for the homeless. This is a call-to-action for brands to:

- Evaluate their own unique data assets and translate those into creative expressions

Selected by:

**JON LOPES, GROUP VICE PRESIDENT  
DIGITAS**



# HUMAN STORYTELLING

## BULLY A PLANT, IKEA



IKEA conducted an in-school experiment with plants to serve as a reminder to students that words have power, and that bullying has severe consequences. With a simple execution of one plant receiving compliments – flourishing beautifully, and the other plant receiving bullying resulting in lackluster growth, students were able to visually connect the impact of their words.

Great storytelling is a rare skill as many brands are challenged by making a connection to the community:

- Think outside the box; tell a beautiful and effective story through unexpected means

Selected by:

**SUSAN EBERHART, EVP, MANAGING DIRECTOR  
BLUE 449**



## BLIND EYE, REDETV!

In Brazil, it's been reported that 86% of women have been sexually harassed, indicating that this behavior is normalized.

To drive awareness, RedeTV! created a live broadcast campaign depicting scenes of sexual harassment, and scary enough, it largely went unnoticed. Women across the country were empowered on social media to come forward and share their stories. In this instance:

- The power of live broadcast drove engagement; with dialogue continued long after the broadcast through social media amplification

Selected by:

**MARTA CUEVA-RUIZ, CEO  
PUBLICIS MEDIA MEXICO**



## HIGHWAY GALLERY, LOUVRE ABU DHABI

What magic can a car, a radio, OOO and art make? Louvre Abu Dhabi Highway Gallery took to the challenge proving that tech-enabled storytelling transforms experience & norms.

The ability to get people to engage and invest (time, attention & action) is highly valued by marketers. Highway Gallery compelled people to engage, realizing multi-dimensional growth by:

- Understanding the impact & role of cultural norms on the behavioral journey
- Forming purposeful partnerships to create new possibilities in immersive experiences
- Sparking curiosity to drive action

Selected by:

**E.T. FRANKLIN, EVP, MANAGING DIRECTOR  
SPARK FOUNDRY**



## TECH-ENABLED INNOVATION

Consumers expect that brands not only meet them at their adoption stage but also deliver experiences that surprise and delight.



### FIGHT FOR TERRITORY, LION

Rivalries, fandom, beer and travel are all core to The Lions Rugby Tour experience. In “Fight for Territory,” we see Steinlager challenging its rival sponsor, Guinness, for digital signage throughout the airport. Fans interacted with the signs to blanket the airport in support for their team. This campaign drove brand loyalty and strong business outcomes.

- This is an imaginative and unexpectedly human way to use technology. The experience created kept the fan journey in sharp focus, and in fact, enhanced it.

Selected by:

**KATHY KLINE, GLOBAL STRATEGY OFFICER  
STARCOM**



### VR VACCINE, HERMES PARDINI

In the “VR Vaccine” from Hermes Pardini, we see how painful and stressed vaccinations can be for both kids and nurses. To shift negative perceptions of the vaccination process, Hermes Pardini developed an immersive VR experience that transforms the patient into a land where they’re a hero and their arm is a shield.

- As illustrated in this example, VR technology can be used in innovative ways; shifting perceptions of unpleasant experiences

Selected by:

**STINE HALBERG, CEO  
PUBLICIS MEDIA DENMARK**

# TECH-ENABLED INNOVATION

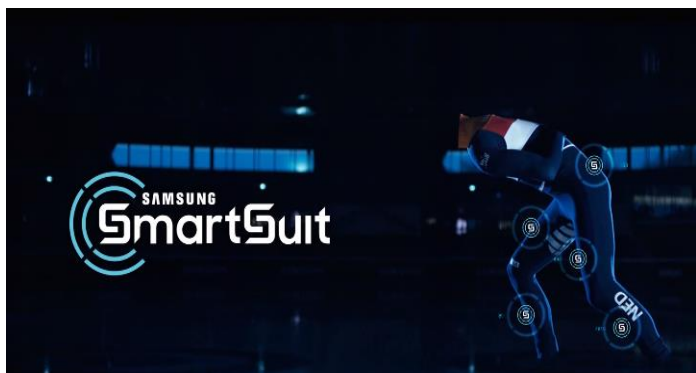
## DESTINATION PRIDE, PFLAG CANADA

Safety is not a given for all people. Tech-powered visualization makes the world a safer place for the LGBTQ community to explore. PFLAG Canada created a utility driving impressive global application and impact:

- Simplicity & elegance of design and experience eased adoption
- Dynamic data powered real-time relevance
- Heightened pressure on awareness fueled multi-pronged momentum to drive change

Selected by:

**E.T. FRANKLIN, EVP, MANAGING DIRECTOR  
SPARK FOUNDRY**



## SAMSUNG SMARTSUIT, SAMSUNG ELECTRONICS

In "SmartSuit" from Samsung, we see Samsung not only putting a logo on speed skaters' suits for the Olympics but also leveraging the Internet of Things, in this case, a speed skating suit that measures the height the skater is above the ice to create buzz for the brand.

It's been said that in the Internet of Things, every "thing" can become media.

- Integrating a brand's technology into an athlete's performance reimagines the sports sponsorship, with the potential to elevate awareness around its ability to innovate.

Selected by:

**JOE REINSTEIN, GLOBAL GROWTH OFFICER  
PERFORMICS**



## THE LEAST ACTIVE KIDS IN HISTORY, OMO

To drive change with youth inactivity OMO launched a "dirt is good" campaign with a 23-hour Facebook Livestream featuring sedentary children, igniting a groundswell in the Middle East, where dirt is associated with socioeconomic stigmas. Coupled with branded content and changes to children's TV programming, the campaign enabled a community movement with a 90% sales increase.

- With this concept in mind, brands must identify social issues that intersect with their core values/products and integrate those products authentically within a solution that advances humanity.

Selected by:

**JON LOPES, GROUP VICE PRESIDENT  
DIGITAS**



# BIG & BOLD IDEAS

The most powerful ideas are those that not only change minds or bottom lines, but also change the world.



This Coke is a Fanta, so what?

## THAT COKE IS A FANTA, COCA-COLA

“That Coke is a Fanta” has been a longstanding homophobic expression in Brazil. In support of international LGBT/Pride Day, Coca-Cola launched a limited-edition product – its iconic red Coke can with Fanta inside. It featured the message: This Coke is a Fanta. So What?

Coca-Cola took a negative brand association and turned it on its ear, transforming it into an empowering rallying cry for Brazil’s LGBT community.

- It’s inspiring to see how Coke used its brand and physical product to build human connections, challenge labels and combat prejudice.

Selected by:

**KATHY KLINE, GLOBAL STRATEGY OFFICER  
STARCOM**



## BLACK SUPERMARKET, CARREFOUR

Carrefour sought out to protect biodiversity through the sale of high-quality produce and change the laws that a producer can only grow and sell what’s in the catalogue of authorized species. Carrefour ultimately defended independent farmers right to grow ‘prohibited’ vegetables.

With this campaign Carrefour influenced the political agenda and changed the EU regulation on organic agriculture.

- This is a strong example of the power that a category-leader can positively wield through mobilizing consumers and key opinions leaders.

Selected by:

**STINE HALBERG, CEO  
PUBLICIS MEDIA DENMARK**



