

**CREATIVITY THAT MAKES UNREASONABLE IMPACT**

**Ogilvy**  
**CANNES**





OGILVY



***“IF YOU WANT TO ACCELERATE CHANGE, CREATIVITY IS THE WAY TO DO IT.”***

**Devika Bulchandani**

Global CEO, Ogilvy



***“AGENCIES ARE FOREVER”***

**Tor Myhren**

Marketing Chief, Apple



***“WE NEED ‘MORE LIGHTHOUSE WORK, NOT JUST FIREWORKS’”***

**David Droga**

CEO, Accenture Song



**01** The Talks

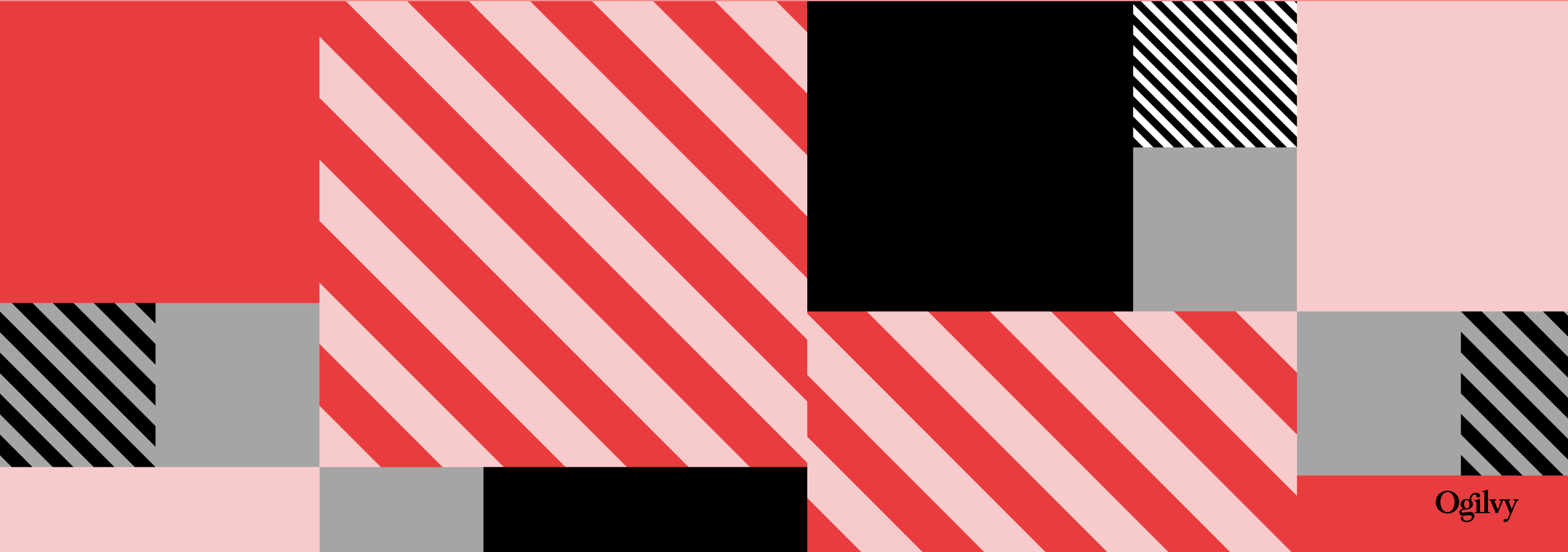
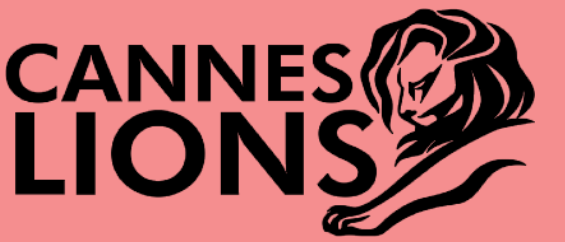
**02** The Work

**03** The Social Convo

**AGENDA**

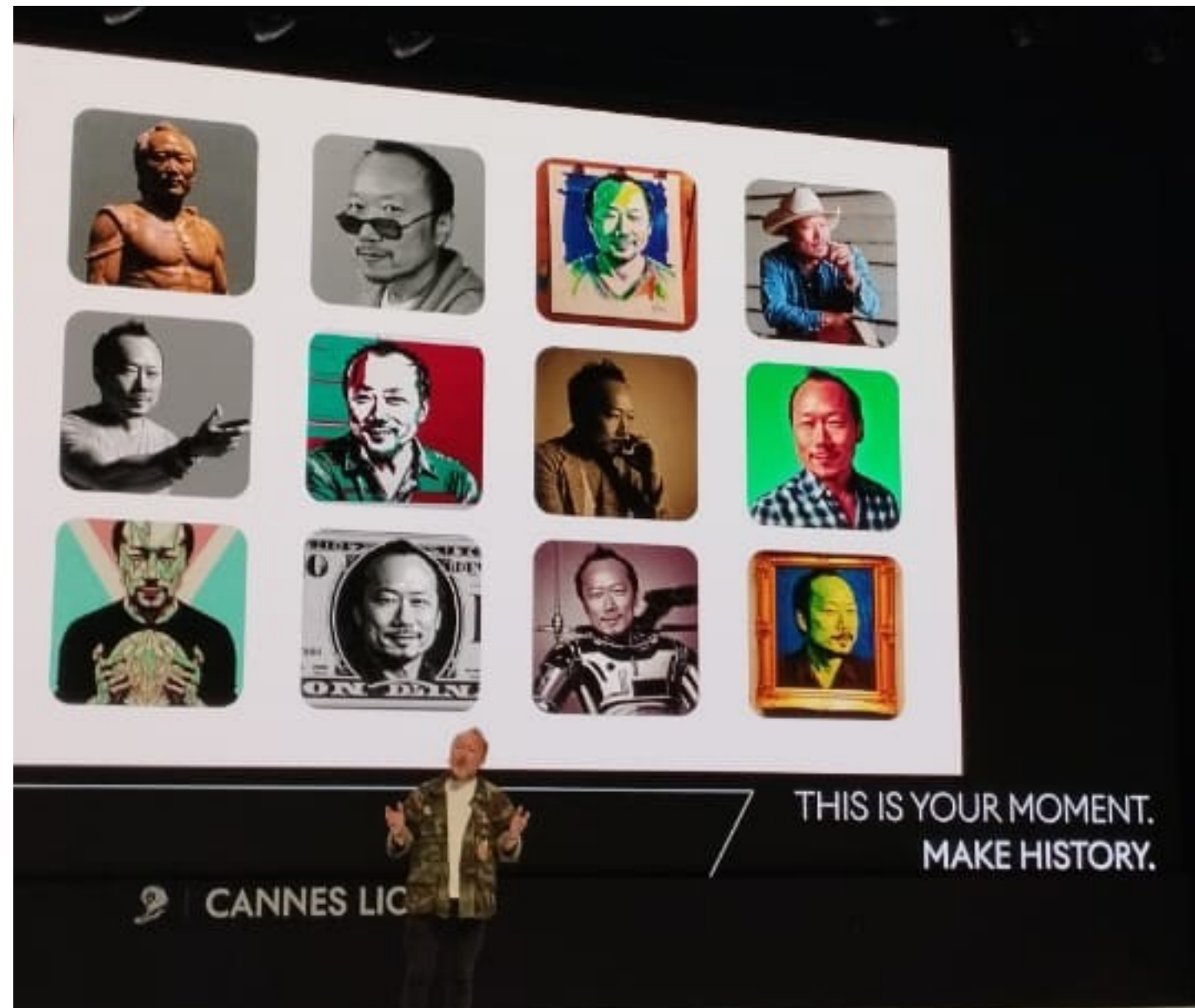


# THE TALKS





# THE TALKS: TRENDS AND TAKEAWAYS



OGILVY

## FLAVOR OF THE YEAR: AI

Each year at Cannes brings a new innovative technology that everyone claims to be the future—but as we saw with things like NFTs or the Metaverse, those frontiers can be fleeting. This year, AI was undoubtedly the hot topic of the festival. While some were already exhausted by the festival’s focus, others spoke to the industry-changing lasting power of AI. Rather than a techy trend, AI is predicted by some to become a necessary tool for creativity.



## FORGING AHEAD IN THE BACKLASH

AB InBev accepted the coveted “Marketer of the Year” award this year, while Bud Light simultaneously lost the title of America's best-selling beer. The paradox raised questions of what it means to be marketer of the year. Reaching the pinnacle of marketing means taking risks, and in this climate, it is hard to keep everyone happy. Backlash is becoming table stakes for brands, and they need to be prepared to deal with potentially mixed reviews when they take a stance. But, as they say, "a value isn't a value unless it costs you something."



## IT’S BROKE, LET’S FIX IT

We've known for a while that internet is flawed, but a talk with Pinterest dove deep into the reasons why social media is harming us. Social media platforms take the tactic of getting people "enraged" to get them "engaged," contributing to cycles of division and intense mental health issues that plague the internet. As advertisers, we cannot overlook our role in this. We must investigate where we put our ad dollars, and have an honest conversation about the contributing roles we may play in the deeply rooted issues that exist online and on social media.



# THE TALKS: TRENDS AND TAKEAWAYS



## SKATE TO WHERE THE PUCK IS NOW

In a culture that can get preoccupied with future forecasting, some talks emphasized there are lessons to be learned in the present. Gary Vee discussed how the industry fixates on the past and future (like AI), while ignoring where the present attention is—on social media, a space treated as an after thought by our industry. McDonald's spoke about the present in the form of listening to their consumers "fan truths," using fan quotes or memories to spark their strategy and campaign ideas. Paying attention to how our consumers are acting in the present, not how we predict they will act in 5 years, can unlock strategies and creativity that resonates with them today.

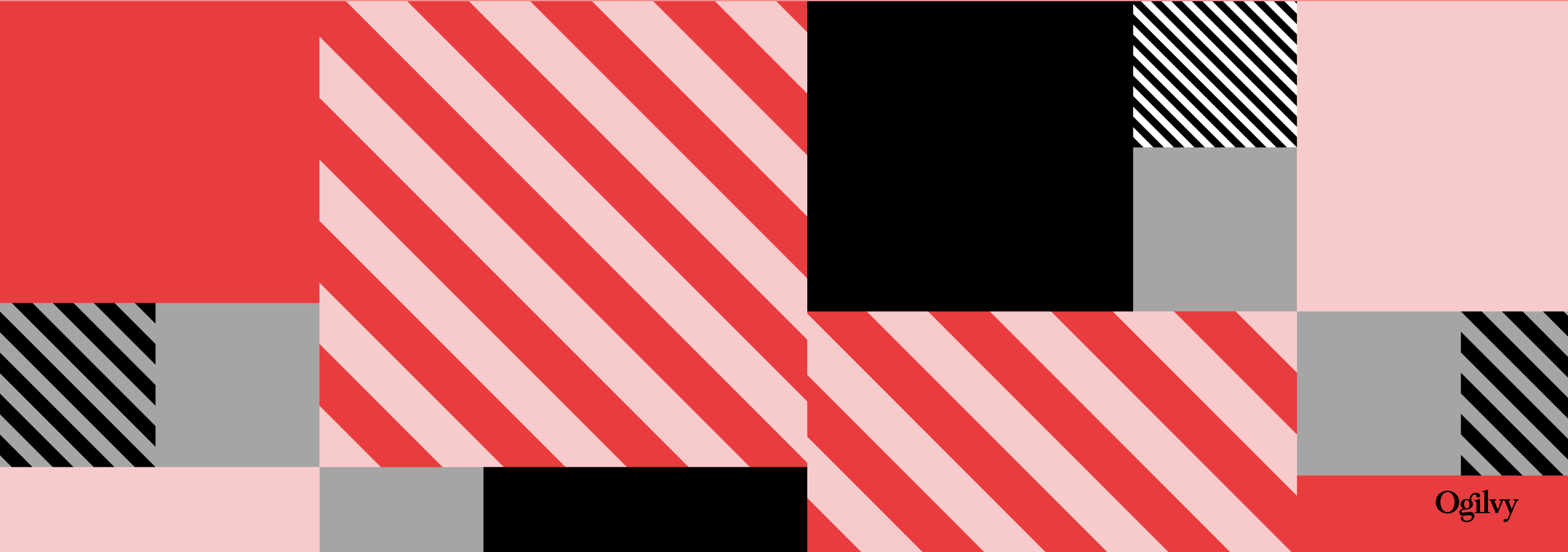
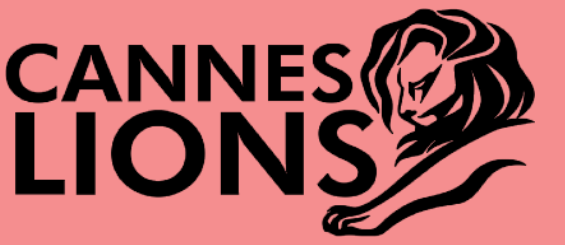


## THE PERSONALITY ECONOMY

Is an influencer just as valuable to a brand as a creative accepting a Lion on stage? Some may think so. Influencers and creators had a stronger presence at this year's festival. While they will not replace the value that agencies bring, some of the talks hit on the importance of co-creation. Influencers have a unique connection with their audience, and instead of handing them pre-packaged scripts to recite, brands are better off co-creating with them to make things that truly resonate with their communities.



# THE WORK





# THE WORK

Themes and takeaways

1

LET'S GET  
BACK TO  
BUSINESS

2

CREATIVITY  
WINS... NOT  
AI

3

DESIGNED FOR  
ACCESS

4

MAKE THE  
KIND OF  
IMPACT  
THAT LEAVES  
A LEGACY

5

GET THE  
ROSÉ, FUN IS  
IN THE  
CROISSETTE



# LET'S GET BACK TO BUSINESS

*AS DAVID OGILVY ONCE SAID, "WE  
SELL, OR ELSE."*

In years past, the work that won at Cannes was often the splashiest and most soul-touching work, with the brand name flashing only at the end. This year, Cannes reminded us that the purpose of advertising is to sell products. Like Spike Lee said to Adland, **"Your priority is to sell shit, by hook or crook."**

Film jury chief president Bruno Bertelli of Publicis noted that the jury made an effort to award spots that sell, stating "Clearly today the issue is selling... we saw so much good stuff that was about selling a product or a feature."

Big brands with classic commercial campaigns brought home Lions this year, showing a shift back towards the essence of advertising—using creativity to make an impact on the bottom line.





**APPLE**

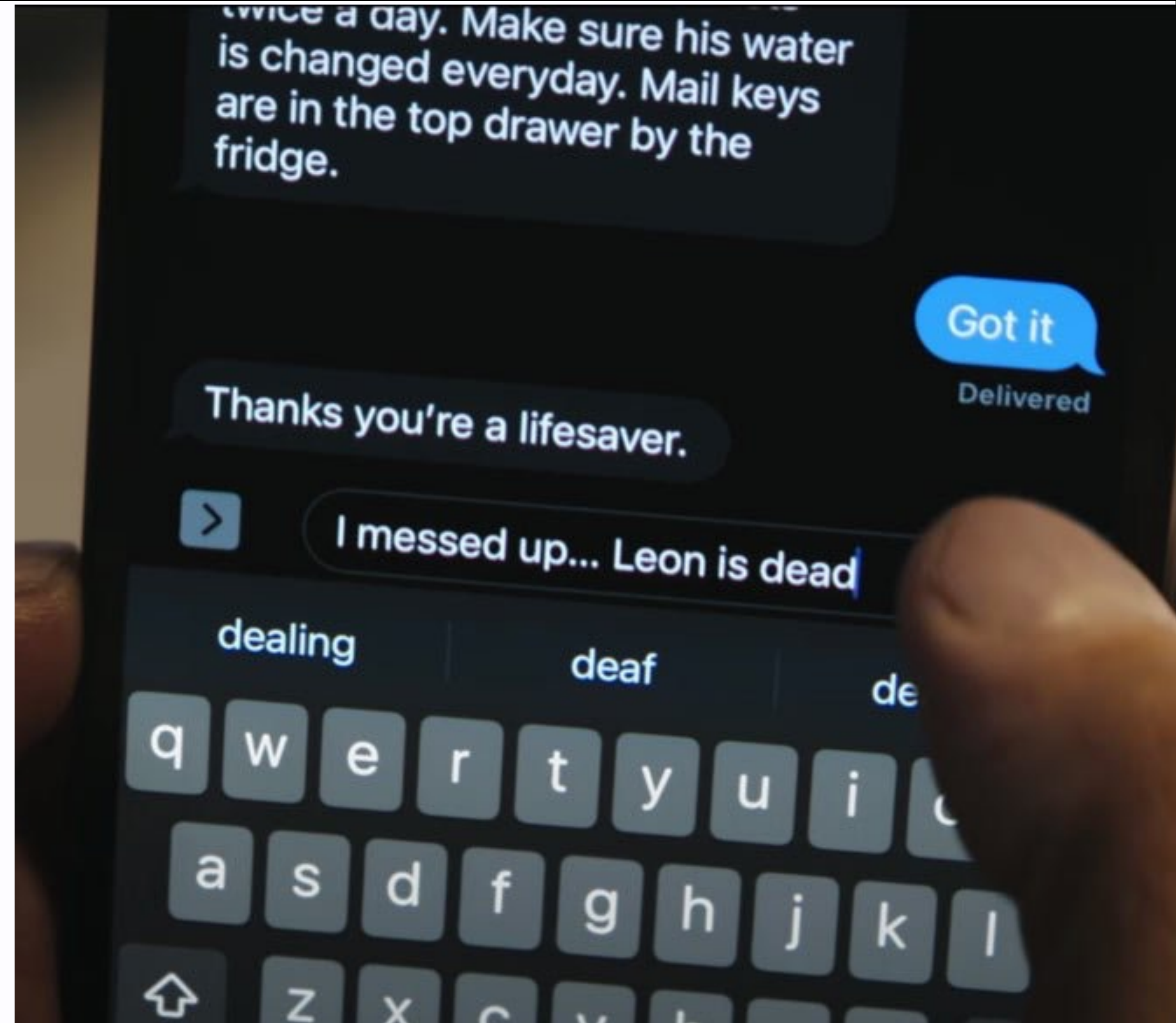
## *Relax, it's iPhone: R.I.P Leon*

Grand Prix: Film

**Agency:** Apple Cupertino

**Summary:** In order to share the new edit and unsend text features in iOS 16, Apple created a lighthearted film starring a lizard. When speaking about Apple's Grand Prix winning spot, Film Jury president Bertelli said, "It would have been so easy to go more dramatic, Instead, they edited the existing footage and landed on the insight—so simple." The spot reminded us that great campaigns do not always need to solve globally catastrophic problems — it can be just as impactful to solve everyday "catastrophes" instead.

**Key Takeaway:** The clever spot earned 766 million views.



1 CANNES LIONS AWARD

Grand Prix 🏆



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**RENAULT**

# *Renault Plug-Inn*

Grand Prix: Creative Strategy

**Agency:** Publicis Conseil Paris

**Summary:** Despite the over 1 million electric vehicles in France, there are only 80,000 public charging stations, concentrated mainly in cities. To address the problem of running out of charge on the road, Renault created “Plug-Inn,” an app which allows people to rent out their home charging stations to drivers across the nation. The car brand’s creative solution not only helps their brand, but also aids in the transition to electric vehicle usage.

**Key Takeaway:** The app drew in 16,000 users, reached 107 million impressions and over 500,000€ in earned media.

Renault presents



8 CANNES LIONS AWARDS

Grand Prix 🏆 Gold Lion ●● Silver Lion ● Shortlisted ○○○○



Ogilvy







**IKEA**

# *Proudly Second Best*

Gold: Film

**Agency:** DAVID Madrid + Ingo Hamburg

**Summary:** Using a clever connection between parental care and their furniture, IKEA found a way to both resonate with their target consumer emotionally and highlight their products. This campaign highlighted that some of the best campaigns can take an emotional approach, without being overly complex and losing the product in the spot.

**Key Takeaway:** The spot achieved \$235 million in earned media and drove a 7.4% increase in the Children's Collection online revenue.



SMÅGÖRA

Cot  
Dhs

495

Proudly Second Best

7 CANNES LIONS AWARDS

Gold Lion ● Silver Lion ●●●● Shortlisted ○○



Ogilvy





**ANTILOP**  
Highchair  
Dhs **99**





## BRITISH AIRWAYS

# *A British Original*

Grand Prix: Outdoor

**Agency:** Uncommon Creative Studio

**Summary:** In response to COVID's impact on how and why people choose to travel, British Airways channeled the distinct spirit of their country through 500 unique print, digital, and outdoor executions showcasing the endless variety of reasons why people travel. The execution positioned the brand as a culturally aware leader in the market, who understands and caters to their travelers' unique desires.

**Key Takeaway:** Due to this campaign, British Airways saw the highest consideration scores they have had since January 2018, and their site traffic and revenue increased by over 50% compared to Winter 2019 benchmarks.



5 CANNES LIONS AWARDS

Grand Prix 🏆 Gold Lion 🥇 Bronze Lion 🥈 Shortlisted ○



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# IMPLICATIONS

*How can we take creative risks and still deliver on business results?*

*How can we balance purpose-driven, brand-building communications and product-forward communications?*

*How can we combine the two to deliver both on brand-building and selling?*



# CREATIVITY WINS... NOT AI

*TECHNOLOGY TRENDS COME AND GO, AND WHILE AI IS HERE TO STAY, IT IS NOT AN IDEA IN AND OF ITSELF*

50% of case studies submitted into the digital craft category this year used Chat GPT, AI or machine learning, with many of the winners leveraging this emerging technology.

Some see this as a window into what the future of advertising will look like. While many in the industry may worry that AI will steal creative jobs, this year's judging demonstrates that AI is a tool. AI is not the idea in itself -- winning work embedded AI as a tool within creativity.

The Lion winners in this category used AI to develop ideas that would not have been possible even a decade ago. These spots are a demonstration of how creativity and tech can come together to solve business problems, engage audiences and even influence future NPD.

to take the local store names in the ads.



**CADBURY**

## *Shah Rukh Khan-My-Ad*

Grand Prix: Creative Effectiveness

**Agency:** Ogilvy Mumbai

**Summary:** Ogilvy Mumbai and Cadbury used AI and a very famous face to create hyper-personalized advertisements for local shops during Diwali. This second iteration built off the previous “Not Just a Cadbury Ad,” and expanded the tech-enabled campaign to allow small businesses to advertise themselves using Shah Rukh Khan’s endorsement. The spot used AI as a tool to make their idea giving small businesses a big celebrity endorsement a reality. AI allowed the spot to have greater impact for both Cadbury and the small businesses, acting as a tool for their idea rather than the star of the show.

**Key Takeaway:** The use of AI gave over 130,000 small businesses access to a big time spokesperson, driving 35% growth in business across participants.



3 CANNES LIONS AWARDS

Grand Prix  Silver Lion  Shortlisted 



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## HUNGERSTATION

# *The Subconscious Order*

Grand Prix: Creative Commerce

**Agency:** Wunderman Thompson Riyadh

**Summary:** Looking to tackle the issue of food ordering choice paralysis, Hungerstation and Wunderman Thompson Riyadh used eye-tracking analysis to make an ordering decision for a consumer by determining which food images resonate with consumers' subconscious cravings.

**Key Takeaway:** Using tech to tell consumers what they want before they even know it resulted in 2.5 million impressions, 630,000 portal visits and 6,000 new customers per day.



2 CANNES LIONS AWARDS

Grand Prix 🏆 Shortlisted ○



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**NIKE**

# *Never Done Evolving*

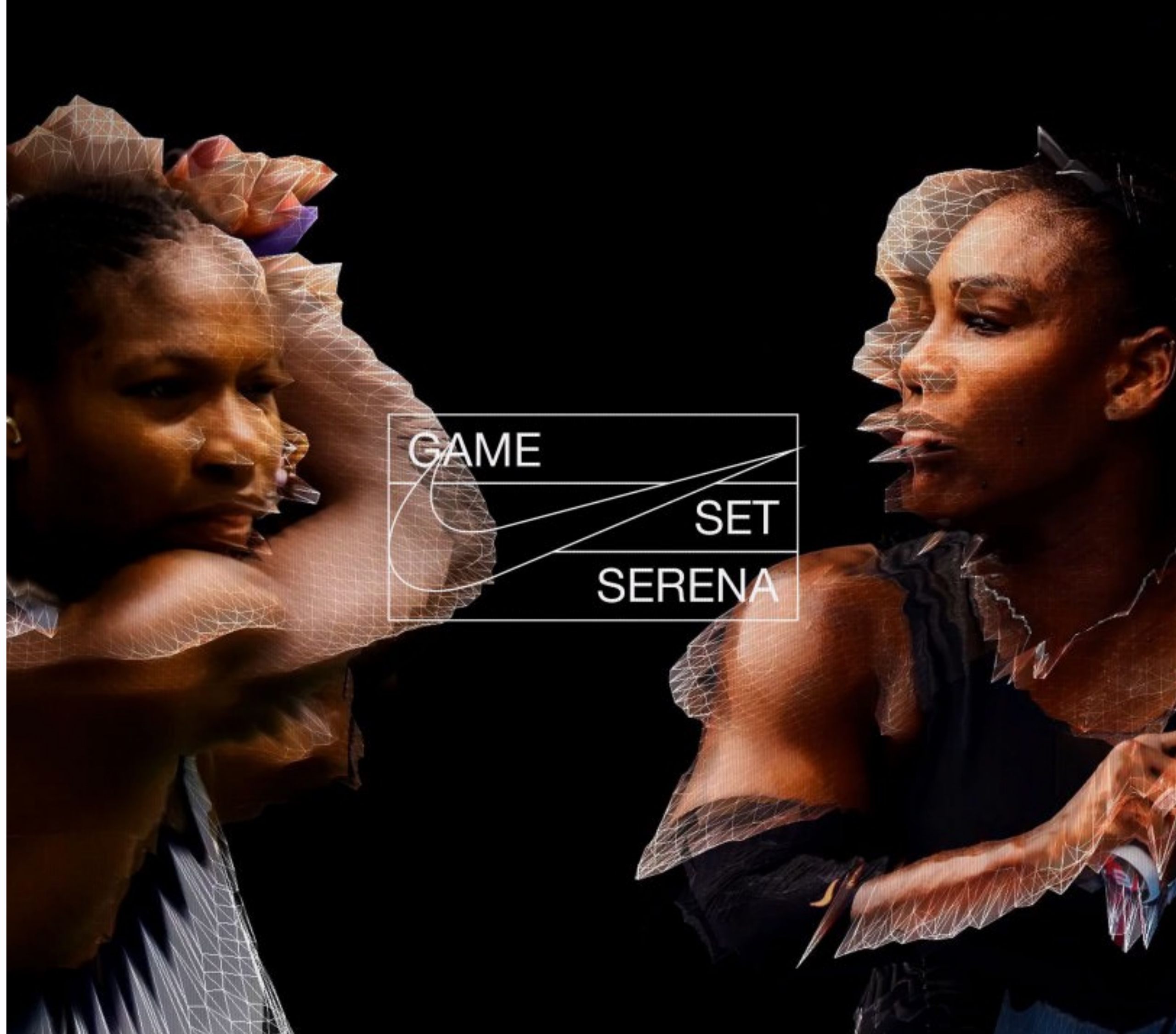
Grand Prix: Digital Craft

**Agency:** AKQA

**Summary:** Using AI and machine learning, AKQA and Nike created a matchup between 1999 Serena Williams and 2017 Serena to show off her evolution as a tennis player in celebration of her retirement last fall.

McEnroe vs McEnroe - more about enjoyment and just showing the tech, so much has evolved in a year that now its about using that tech to learn (developing new products, teaching the next gen)

**Key Takeaway:**



6 CANNES LIONS AWARDS

Grand Prix 🏆 Silver Lion ● Bronze Lion ● Shortlisted ○○



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## ARTOIS X BELLAS ARTES MUSEUM

# *The Artois Probability*

Grand Prix: Creative Data

**Agency:** Gut Buenos Aires

**Summary:** Using historical data and an AI algorithm to determine if the beer in paintings from 600 years ago was Stella Artois, the brand and Gut Buenos Aires seamlessly combined art and technology to tell a story about the brand's lengthy heritage.

**Key Takeaway:** Stella Artois's ability to combine art and technology drove 7.28 million impressions and 6.7 million users on the adjacent app.



6 CANNES LIONS AWARDS

Grand Prix 🏆 Gold Lion ●● Silver Lion ●● Shortlisted ○○









# IMPLICATIONS

*How can we enhance creativity and the creative process while using AI as an enabler of the idea?*

*How can we leverage new tools and technological frontiers to bring creative ideas to a level we couldn't without them?*



# DESIGNED FOR ACCESS

*USING THE POWER OF CREATIVITY TO  
SOLVE PROBLEMS, NOT STOPPING AT  
REPRESENTATION*

Accessibility

The Greatest

According to the Cannes database, case studies that reference inclusion have grown their share across entries, shortlists and awards over the last 10 years. This year's awards showed continued strong growth in brands being rewarded for how they think about, portray and design for inclusive audiences.

We saw a number of winning brands demonstrate inclusion by helping to solve the various challenges people with disabilities face.

Brands that excelled at inclusivity are going beyond a box ticking exercise. They show an understanding about misrepresented or under-represented audience experiences, what they need and what matters to them. The festival awarded brands that designed products, experiences, and advertising to make the world a more accessible and inclusive for everyone.



ADIDAS

# Runner 321

Grand Prix: Direct

Agency: FCB Toronto

**Summary:** In an industry where numbers are tied to thoughts of iconic sports figures, Adidas and FCB Toronto looked to redefine what audiences envisioned when they thought of the number '321'. A number often used to signify the Trisomy 21 chromosome that causes Down Syndrome, this work looked to honor neurodivergent runners by asking all major marathon organizers across the globe to hold bib #321 for them. Partnering with Chris Nikic, Adidas' first neurodivergent athlete, "Runner 321" changes a number into a symbol of inclusivity that amplifies the voices of an often-underrepresented community within sport. This shows that inclusivity is more than just inviting diverse people into spaces. It's about celebrating and lifting their voices.

**Key Takeaway:** The campaign drew 268 impressions and resulted in 252 races committing to adding a Runner 321.



11 CANNES LIONS AWARDS

Grand Prix 🏆 Gold Lion 🥇 Silver Lion 🥈 Bronze Lion 🥉 Shortlisted ○○○○○○



Ogilvy







APPLE

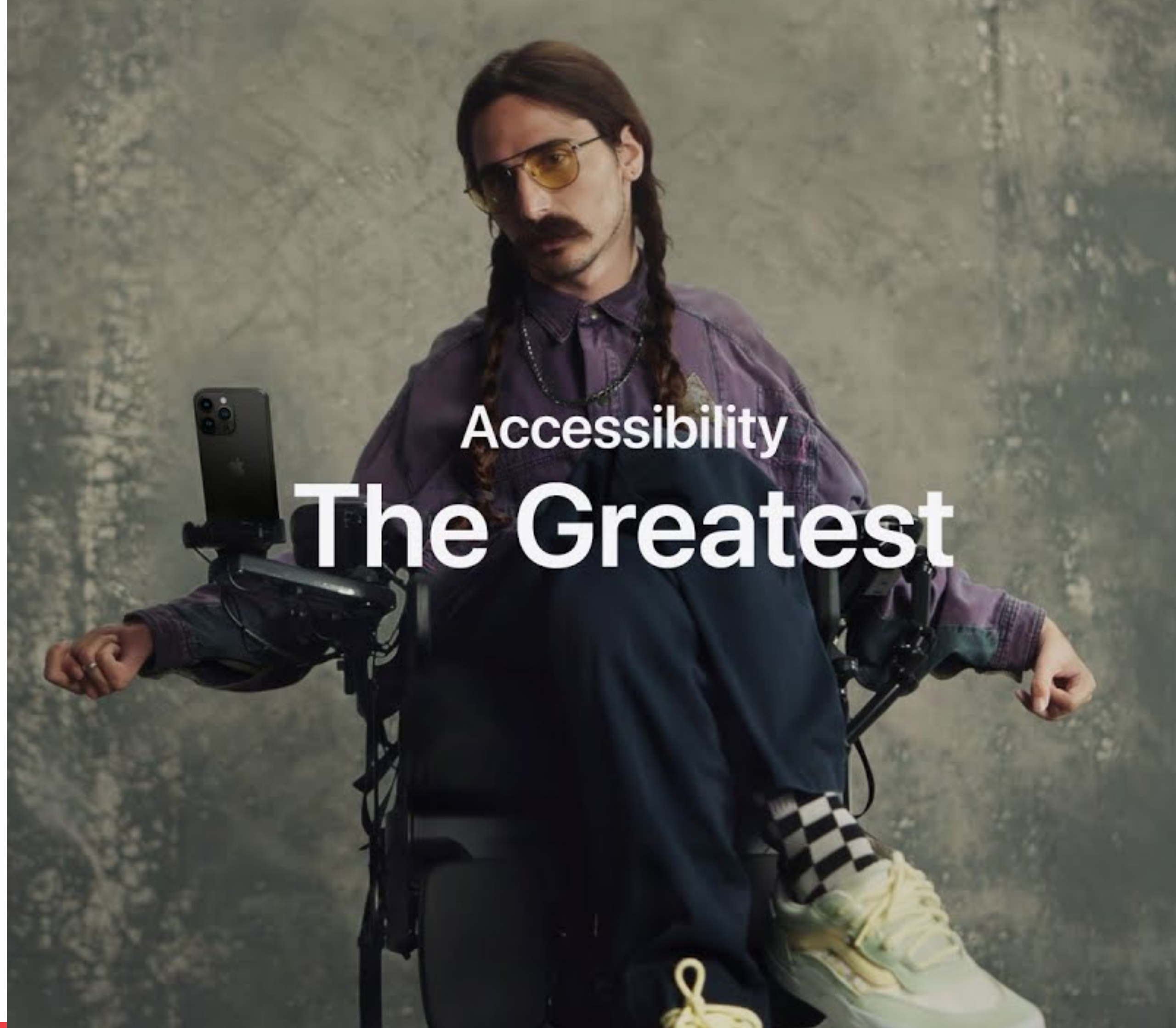
# *The Greatest*

Grand Prix: Entertainment Lions for Music

**Agency:** Apple (Produced In-House)

**Summary:** An in-house campaign developed by Apple to showcase the brand's commitment to designing accessibility features with those with disabilities in mind. Through the showcase of the heartwarming stories of an all-disabled cast, Apple not only spoke to the brand's innovative accessibility features, but also reframed perceptions of disability by displaying the ways in which disabled individuals adapt to their conditions.

**Key Takeaway:** The film gained over 17 million Youtube views in the first week of its release.



10 CANNES LIONS AWARDS

Grand Prix 🏆 Gold Lion ●● Silver Lion ●●● Bronze Lion ●●●● Shortlisted ○○



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**MICHELOB ULTRA**

# *Dreamcaster*

Grand Prix: Entertainment Lions for Sport

**Agency:** FCB New York

**Summary:** Using technology to make a dream a reality, FCB New York and Michelob ULTRA collaborated to help a blind man provide TV commentary for a basketball game. Aptly named "Dreamcaster," this technology-filled initiative involved helping Cameron Black, a blind avid basketball fan, experience a Basketball game through generative AI and Braille to give him the chance to offer play-by-play commentary. Black's commentary was aired on MSG during a New York Knicks game and helped to showcase that, even without sight, one could enjoy a sport loved by millions. Michelob demonstrated their commitment to inclusivity by using technology to make the enjoyment of the sport more accessible.

**Key Takeaway:** Cameron's broadcast captivated 10.4 million viewers and drove a 55% increase in organic search volume for Michelob ULTRA.

*Michelob* **ULTRA.**

# DREAMCASTER

A BLIND PERSON COMMENTATED AN NBA GAME LIVE ON TV. CHANGING THE GAME FOR EVERYONE.



19 CANNES LIONS AWARDS

Grand Prix 🏆 Gold Lion ● Silver Lion ●● Bronze Lion ●● Shortlisted ○○○○○○○○○○○○○○○○



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Michel **ULTRA** Courtside

Spectrum

State Farm

Spectrum

DELTA

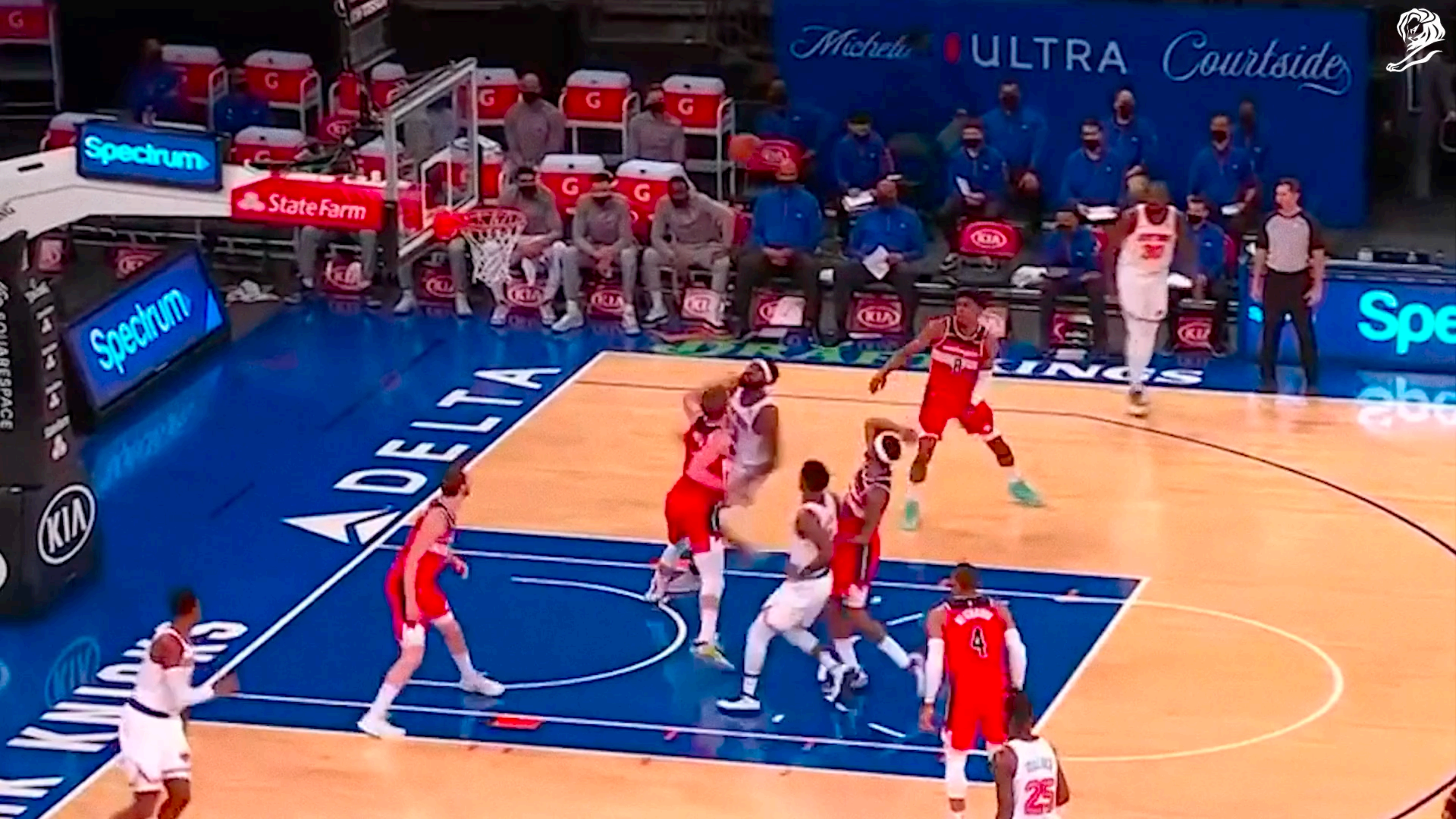
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30 SQIARESPACE



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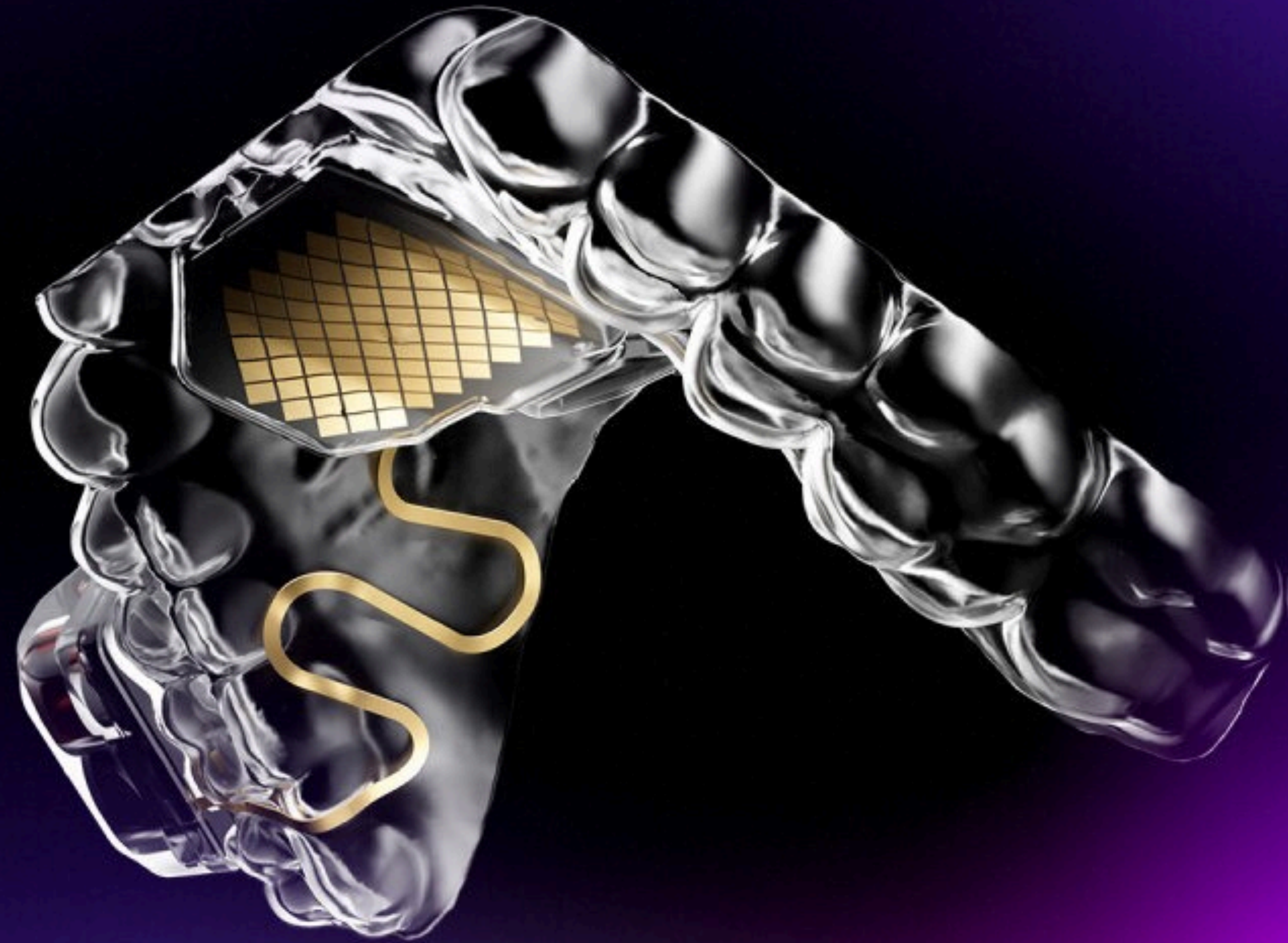
**AUGMENTAL**

# *MouthPad^*

Grand Prix: Innovation

**Agency:** Wunderman Thompson, Lima

**Summary:** Augmental designed a “MouthPad^,” a mousepad operated by the tongue, to allow individuals with disabilities to operate computers, smartphones, and other devices hands-free. The assistive tool allows people with mobility issues to have increased independence and agency in their lives. Looking beyond just representation, brands like Augmental are finding creative solutions to tangibly change lives everyday. Augmental’s investment and the festival’s recognition of this tool signifies the acknowledgment that designing solutions with accessibility in mind creates impact.



11 CANNES LIONS AWARDS

Grand Prix 🏆 Silver Lion ● Shortlisted ○○○○○○○○○○









# IMPLICATIONS

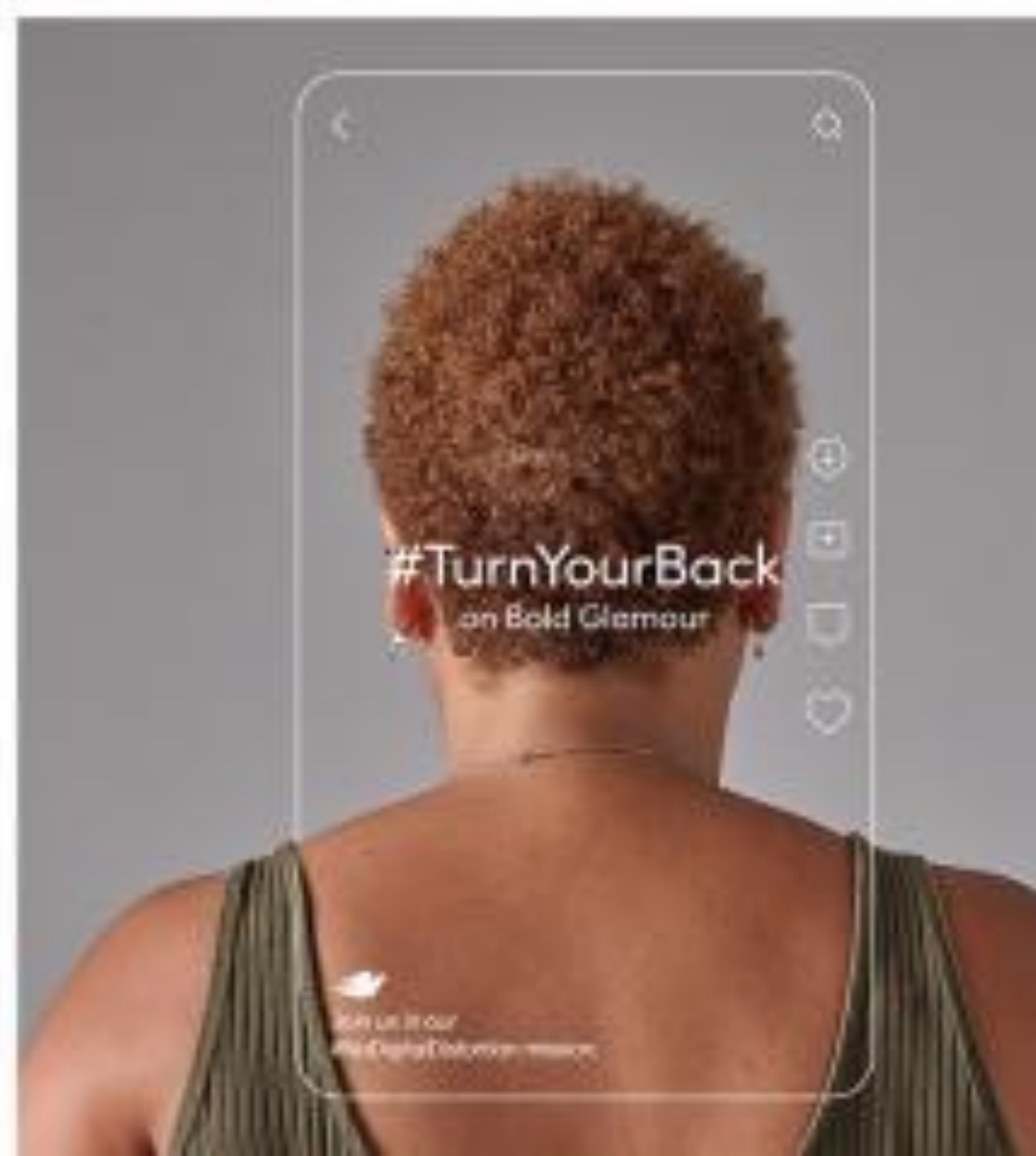
*Representation came first, solutions came second. How can brands continue to answer the call to make their communications and products more inclusive?*

*How can brands ensure inclusivity and representation isn't the idea, but instead bolsters their idea?*



# MAKE THE KIND OF IMPACT THAT LEAVES A LEGACY

***PURPOSE IS MOVING FROM “STANDING FOR SOMETHING” TO “ACTUALLY DOING SOMETHING”***



Most brands want to leave a legacy—to be so impactful that people remember them for years to come. But the way to do that in today's world is not through what you say, but rather what you do.

Over the last several years, there has been a shift in how brands embody a purpose. Whereas just standing for something used to be enough, now consumers (rightfully) expect brands to actually walk the walk. The strongest brands now care less about their *image*, the typical focus of advertising, and care more about harnessing the power of creativity to create an *impact*.

This shift from Image to Impact is prevalent throughout the entire Cannes festival, but was especially prominent amongst these winners, who focused more on the legacy they were creating than the story they were telling.



DOVE

# #TurnYourBack

Grand Prix: Media

**Agency:** Ogilvy UK & David Madrid

**Summary:** Launching within 72 hours of the harmful “Bold Glamour” TikTok filter’s release, the #TurnYourBack, campaign urged influencers, celebrities and everyday people to turn their back to their phone cameras in a bold statement that rejected unrealistic beauty standards. Taking place on TikTok, this social media campaign would soon explode from the platform and feature across multiple media channels including print, billboards and the Academy Awards. The rapid response, multi-channel media strategy and simple yet effective call to action enabled everyday individuals to join in on turning their back on toxic beauty standards, further creating the connection between Dove and Real Beauty.

**Key Takeaway:** 68 influencers, including actor Gabrielle Union, created #TurnYourBack posts that garnered 54M video views, 567K+ engagements, and an 83% positive sentiment rate.



8 CANNES LIONS AWARDS

Grand Prix 🏆 Gold Lion ● Bronze Lion ● Shortlisted ○ ○ ○ ○ ○









## THE GOVERNMENT OF TUVALU

# *The First Digital Nation*

Titanium Grand Prix

**Agency:** The Monkeys, part of Accenture Song, Sydney

**Summary:** As the country of Tuvalu sinks into the ocean, their government made them the first digital nation to ensure its sovereignty in case there is no more physical land. As international law requires a nation to have “defined physical territory,” they were at risk of losing their sovereignty due to climate change. To protect their nation, the government of Tuvalu migrated their services, culture and history, preserving Tuvalu’s identity. This plan culminated with a COP27 talk to garner global support of digital statehood. Harnessing the power of digital spaces to preserve culture and history showcases that seeking out creative solutions can establish and save a legacy.

**Key Takeaway:** With \$0 media budget, the project’s launch reached 2.1 billion people.



8 CANNES LIONS AWARDS

Titanium  Silver Lion  Bronze Lion  Shortlisted    









## MAYOR OF LONDON

# *Have a Word*

Silver Lion: Audience Insight

**Agency:** Ogilvy London

**Summary:** 97% of women have been sexually harassed. Mayor of London aimed to increase awareness of the issue and prevent this harmful behavior in the future. So, they released a spot demonstrating the importance of challenging misogynistic attitudes and behaviors in yourself and your friends. By tapping into not only personal accountability but also social accountability, Mayor of London was able to highlight the issue of sexual harassment and men's role in stopping it.



1 CANNES LIONS AWARDS

Silver Lion ●















**MASTERCARD**

# Where to Settle

Grand Prix: Sustainable Development Goals

**Agency:** McCann Worldgroup

**Summary:** Following the outbreak of war in Ukraine, nearly 10 million refugees have sought shelter in Poland, primarily looking to settle in major cities. These settlement patterns caused rental hikes and increased competition for jobs, so Mastercard created a solution. The Where to Settle tool uses data to reliably present the cost of living in smaller cities in Poland, acting as a platform to help direct refugees to cities where they could settle comfortably. Rather than just releasing a film about the dire state of these refugees to reach people, Mastercard stepped up and created a tangible solution to maximize their impact and cement their legacy.

**Key Takeaway:** The solution attracted over 242k users, and it's estimated that 20% of Poland's refugees benefitted from the platform.



13 CANNES LIONS AWARDS

Grand Prix 🏆 Gold Lion 🥇 Titanium 🥈 Silver Lion 🥉 Bronze Lion 🥉 Shortlisted ○









# IMPLICATIONS

*Brands need to work much harder to prove their credibility, authenticity and impact when it comes to purpose-led communication.*

*How can brands drive social and societal transformation without looking opportunistic?*



# GRAB THE ROSÉ, FUN IS IN THE CROISSETTE

*AFTER ALL, IT'S JUST ADVERTISING.  
SHOULDN'T IT AT LEAST ENTERTAIN US?*

Last year we saw humor make a comeback as brands used dark humor to cope with dark times. This year, humor is back, but taking on a more lighthearted tone, providing a pulse check on the emotional state of the world and reminding us of a key role of advertising—entertaining our audiences.

And it is much needed. With all this social, economic and personal pressure, people are moving on from dark humor and seeking a release—brands are providing the levity they are looking for.

This year's festival reminded us that as an industry, it's okay to lighten up. These spots use the power of humor and levity to connect emotionally with the consumer.





**WORKDAY**

# *Rock Star*

Gold Lion: Creative B2B

**Agency:** Ogilvy Los Angeles

**Summary:** Looking to make a splash and establish their finance and HR platform to the world, Workday teamed up with Ogilvy LA to introduce themselves on advertising's biggest stage—the Super Bowl. This campaign partnered with five of the world's biggest rock legends to send one message to these corporate employees: Stop calling each other “Rockstars.” They took a simple common phrase heard in almost every workplace and turned into a larger-than-life campaign, using lighthearted humor to connect with consumers.

**Key Takeaway:** The campaign earned Workday 4.35 billion earned media impressions, drove brand awareness up 6 points, and increased positive associations with the brand's reputation.



1 CANNES LIONS AWARD

Gold Lion ●









**M&M'S**

# *Spokescandies on Pause*

Gold Lion: Creative Strategy

**Agency:** BBDO, New York

**Summary:** In 2022, M&M's announced several changes to the design of their candy spokespeople to make them more in line with our modern world. This sparked a heated controversy that placed all eyes on M&M's and their spokescandies. In response, M&M's did something no one expected – they fired their spokescandies and hired Maya Rudolph as their new face. The big reveal took place during Super Bowl LVII, where after a horribly cringey M&M's commercial featuring Maya Rudolph, the spokescandies appeared with a press conference announcing that they were returning for good. The brand turned media backlash into a lighthearted prank—poking fun at themselves and embracing levity.

**Key Takeaway:** The campaign gained over 25.2 billion impressions and the highest Q1 sales for the brand ever.



5 CANNES LIONS AWARDS

Gold Lion ● Bronze Lion ● Shortlisted ○○○









**MCDONALD'S**

# *Raise Your Arches*

Silver Lion: Culture & Context

**Agency:** Leo Burnett, London

**Summary:** McDonald's has been building the "Fancy a McDonald's?" Campaign in the UK for several years, but new insights revealed that an invitation to McDonald's is such a universal moment that it can even be communicated without words. Based on this, they revamped the campaign by characterizing a McDonald's invitation with a simple, knowing look – a raise of the eyebrows. The "Raise Your Arches" television spot took ownership of this unspoken association and became a viral moment with over 162 million views. People all over the world answered the call and began raising their arches on social media, inspiring 2.5 million "Raise Your Arches" videos on TikTok. Even seemingly silly observations about brands in culture can inspire huge social movements that embrace universal truths with cheekiness.

**Key Takeaway:** The campaign led to a 7.1% increase in sales.



7 CANNES LIONS AWARDS

Silver Lion ● Bronze Lion ●● Shortlisted ○○○○









# WENDY'S

## Still Fresh, Never Frozen

Bronze Lion: Creative Strategy

Agency: VMLY&R, Kansas City

**Summary:** Looking to provide a fresh spin on their long-lasting “Fresh, Never Frozen” campaign, Wendy’s reinvented their brand voice on social media to be as “fresh” as their meat. They took to Twitter, roasting other companies and fast food brands as Wendy. Wendy’s quick-witted, humorous approach to their brand voice in further brand extensions in gaming, on TikTok, and even on the new national holiday “National Roast Day” have re-invigorated Wendy’s place in culture.

**Key Takeaway:** The charismatic rebrand has generated more than 54.6 billion earned media impressions and enabled Wendy’s to overtake Burger King as the No. 2 fast food hamburger restaurant in America.

# STILL FRESH NEVER FROZEN

◀ FROM OLD-FASHIONED RESTAURANT TO POP CULTURE ICON ▶

**CHALLENGE**  
How can a brand as small as Wendy's compete with half the budget of QSR corporate giants like McDonald's and BK?

**INSIGHT**  
People love people. Not corporations.

**IDEA**  
Use social media to lead the brand and establish it like a real person, reacting in real time to foster genuine interactions and real connections with fans through entertainment, wherever they are.

**FIVE TOP 10 GLOBALLY TRENDING SONGS ON SPOTIFY**

**TOP 1% OF ALL TWITCH STREAMERS**

**BIGGEST BRAND DISCORD LAUNCH OF ALL TIME**

**BIGGEST HORIZON WORLDS BRAND LAUNCH OF ALL TIME**

**MOST RETWEETED BRAND TWEET OF ALL TIME**

**MOST LIKED BRAND TWEET OF ALL TIME**

**NATIONAL ROAST DAY**

**billboard**  
Chance The Rapper Urges Wendy's to Bring Back Spicy Nuggets, Appears to Succeed

2 CANNES LIONS AWARDS

Bronze Lion ● Shortlisted ○









**MARMITE**

# *Baby Scan*

Gold Lion: Direct: Sectors and Culture & Context

**Agency:** Adam&EveDDB, London

**Summary:** Marmite's flavor can be divisive, leading parents to forgo giving it to their children. Marmite took advantage of this product truth and turned it around, challenging parents to raise the next generation of Marmite Lovers and Haters. They partnered with scientists who had developed 4D ultrasound technology that can detect whether a fetus enjoys Marmite or not by tracking their reactions after the mother ingests it. The humorous campaign inspired real moms-to-be signed up for the Marmite Baby Scan and took to social media to post their results in the style of viral gender reveals—helping Marmite connect with their next generation of consumers through levity.

**Key Takeaway:** The campaign achieved 7m earned media impressions in one week, increased online conversation around Marmite 37% in the two weeks following, and saw a 267% increase in Marmite press coverage.



9 CANNES LIONS AWARDS

Gold Lion ●● Bronze Lion ●● Shortlisted ○○○○○○









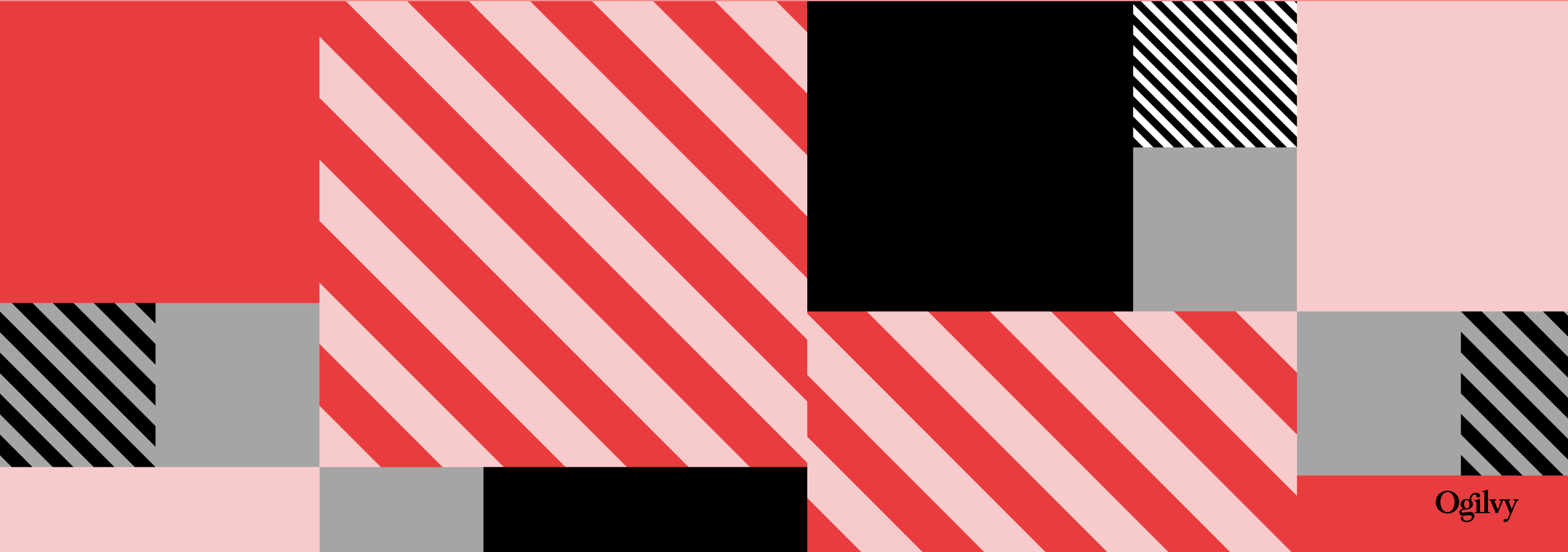
# IMPLICATIONS

*Humor tends to vary based on local cultures  
—how can humor be used on a global scale?  
How can we tailor campaigns to make sure  
the joke lands around the world?*

*How can brands balance to “need to sell”  
with the audiences’ “desire to be  
entertained?”*



# THE SOCIAL CONVERSATION





**WHAT TALKS,  
IDEAS OR  
EVENTS**

**WERE PEOPLE  
TALKING ABOUT  
THE MOST?**



# SOCIAL CHATTER AROUND THE FESTIVAL...

OGILVY



## VERAVIEWS KICK OFF LUNCH

This year, many people had positive feedback surrounding the Veraviews Annual Kick-Off Lunch. This networking event for advertisers and publishers focuses on important conversations and insights around the creative festival. Online, Veraviews was praised by advertisers for growing their team, rolling out new products, and rebranding themselves. The brand proved how they are focused on forging more connections with advertisers and publishers moving forward, something that was received well on social.

## COCA-COLA, WPP OPENX + VMLY&R SERENADING GEN Z

Grammy-winning artist Jon Baptiste partnered with Coca-Cola to sing their new Coke Studio song "Be Who You Are," looking to connect with a Gen Z audience. Baptiste opened his set by saying "I'm connecting with you right now and you're connecting with me, so I love you even if I don't know you." Gen Z, the most active generation on social, is increasingly becoming a target audience for brands. As seen on social, this performance resonated deeply with Gen Zers.

## LIZ TAYLOR AND WHITE LOTUS CREATOR, MIKE WHITE

Global Chief Creative Officer Liz Taylor interviewed Mike White for Ogilvy's Creative Masterclass, speaking about how to continually find creative sparks through White's lengthy career. White gave advice to creatives, "You are the ambassador to your work. If you're alive, if you're excited, if you're stimulated by what you do, that translates into your work and how people perceive you, so protect yourself and go towards what exciting." Given White Lotus's popularity, White's stint on Survivor, and the theme of recharging one's creativity, the talk resonated with multiple communities on social.



# SEE YOU NEXT YEAR!



Ogilvy