

10 LESSONS FROM CANNES

CANNES X10

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60
YEARS
OF
INSPIRING CREATIVITY



SUMMARY

EVERYTHING ABOUT THE 2013 CANNES FESTIVAL OF CREATIVITY WAS BIG:

THE CROWDS (A RECORD-BREAKING 12,000), THE AWARDS (MORE CATEGORIES THAN EVER), AND THE CELEBRATIONS (THE FESTIVAL TURNED 60 THIS YEAR, AND YES QUITE A FEW PARTIES WERE HELD).

BUT NOT EVERYONE HAS THE TIME OR INCLINATION TO BATTLE THE CROWDS IN CANNES, SO WE'VE CAPTURED TEN OF OUR LEADING TAKEAWAYS FROM THIS, THE BIGGEST EVENT IN THE MARKETING WORLD, FOR YOUR EDIFICATION AND AMUSEMENT. (VISIT OUR BLOG FOR THE DAILY SUMMARIES, PHOTOS AND VIDEOS WE POSTED FROM THE FESTIVAL.)

A CAVEAT: THIS IS HOW WE EXPERIENCED CANNES AS A BRAND EXPERIENCE AGENCY. OTHERS MIGHT SEE THINGS DIFFERENTLY. THE QUOTES AND LESSONS HERE ARE FROM THE DOZENS OF SEMINARS WE ATTENDED, BUT WE DIDN'T ATTEND EVERY ONE.

A CALL TO ACTION: THESE LESSONS APPLY TO ALL BRANDS. THE DEGREE OF URGENCY MAY VARY, BUT ALL OF US CAN LEARN FROM THESE LESSONS AND APPLY THEM IN SOME WAY, SHAPE OR FORM IN OUR WORK AS MARKETERS.

**AND OF COURSE,
WE'RE HAPPY TO HAVE THAT
CONVERSATION WITH YOU.**

10 LESSONS FROM CANNES

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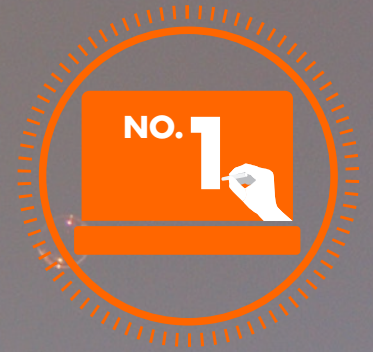
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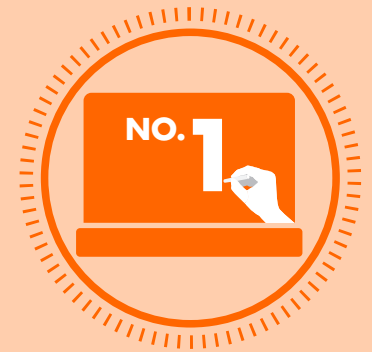


BE BRAVE

NOW MORE THAN EVER, MARKETERS CAN'T AFFORD TO PLAY IT SAFE.

BE BRAVE

LESSON



We counted at least three occasions when executives of The Coca-Cola Company—honored as the festival’s marketer of the year—told the gathered throngs to be bolder in their creative ideas. Asked what he wants from agencies, Coke’s global CMO, Joe Tripodi, answered simply: “Challenge us. Push us to be greater.”

It’s not surprising that, at a festival devoted to creativity, we’d hear a lot of talk about bravery; the key thing is to actually *be* brave. That’s hard. Architect Rem Koolhaas suggested in his Cannes seminar that our business culture too often prioritizes comfort over challenge, but it’s out of challenge that new ideas emerge.

“Be bold,” said Burberry’s Christopher Bailey. “You can’t build a business case around every decision.”

What makes us more confident that our industry will actually be brave in 2013? The simple economics of standing out, for one. Coke has seen a turnaround in recent years in part because it aggressively pushed its marketing into new territories; it was brave. “Safe” marketing can actually represent a bigger waste than a bold idea that tries but fails. “The thing clients fear most,” said Fernando Machado of Dove, “is that nothing happens, because nothing is different.”

Agreeing from the agency side (albeit in more colorful language), industry legend George Lois practically bellowed: “It’s not enough to have talent. You have to have the courage to fight for your work”—especially when people at first say “no” to your ideas.

Speaking from the comedian’s corner, Jack Black (in Cannes to talk about the original series he’s created with Priyanka Mattoo for Yahoo) said: “Avoid the cliché. Fight the instinct to go to the safe space.”

LESSON

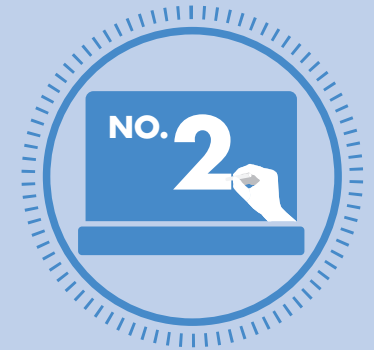


IT'S A MAKER'S CULTURE

WHAT PEOPLE EXPERIENCE ISN'T THE IDEA. IT'S WHAT YOU'VE MADE.

IT'S A MAKER'S CULTURE

LESSON



"WE MAKE STUFF," SAID JUST ABOUT EVERYONE AT CANNES.

We've always known that there is a terrific craft behind the filmmaking represented in Cannes' traditional award categories, but our industry requires a much broader definition of the "stuff" that's being made.

Today marketers need to create not only ideas, but physical and digital experiences, digital apps, and products themselves. So marketers need to think and act like makers.

At Jack we talk a lot about our "maker culture", which reflects the fact that we've always created moments, environments and experiences that people interact with.

This year's Cannes reinforces that brands that are obsessive about the experiences they create will thrive in today's maker culture. Christopher Bailey spoke passionately about what Burberry makes: not just luxury fashion and accessories, but groundbreaking fashion shows and live events, retail stores and music, and experiences like Burberry Kisses, a collaborative project with Google.

We also saw changes to how agencies are structuring their teams to be more seamless makers. CP+B shared that they've merged their teams so that there are no "digital creatives", and Japanese creative technology company Party has gone so far as to eliminate all account director positions so that "everybody is a maker".



LESSON

NO. 3

CANNES
LIONS
60

PEOPLE FIRST

WE DESIGN HUMAN EXPERIENCES.

PEOPLE FIRST

LESSON



Johnny Marques, ECD of Jack Morton's New York office, led a workshop at Cannes on Principles of Brand Experience Harmony. For us, one of the first principles of a great experience is to build around the user. As experience designers, any experience, regardless of medium, starts with people; it has to be relevant and customizable to their needs.

This was a big theme at Cannes. Nick D'Aloisio, the teenage founder of artificial intelligence company Summly, now part of Yahoo, predicted that "the web ordered for you" will be the digital experience that sets successful brands apart in the future. He believes that any brand that wants to do well must adapt its digital experience to give people three things that shape the web around their needs: summarization, personalization and curation.

Microsoft's Stephen Kim and Bill Buxton spoke of reinventing experiences around people to enhance their lives.

Buxton asked why we continue to try to put advertising in apps on mobile devices, an experience that consumers consistently rate somewhere between neutral and annoying. "Instead of annoying people by putting a pop-up ad in your app, why not give people something of value?" Buxton asked. "Why not put an app in your ad?"

There's an even more fundamental "people first" point here: for Buxton, "People are the real mobile devices. Not the computing kind." We're the ones that carry the mobile experience with us, after all, and his advice to marketers is to design experiences with that in mind.

LESSON

NO. 4

#MAKELIFEBETTER

IN THE FUTURE, MARKETERS WILL BE PROBLEM-SOLVERS.

#MAKELIFEBETTER

We believe that a core principle of great brand experiences is to go beyond simply communicating an idea and actually add value to people's lives.

Cannes showed us countless examples of brands using new thinking and new platforms to make life better (and thus engage consumers in a whole new way). In the best examples, they went the next step to actually solve consumer problems.

The very best examples of this #makelifebetter attitude came out of this year's Future Lions winners, comprised of student teams from the US, UK, Japan and Germany.

Among the winning Future Lions ideas, our favorite was "Pebble: Sense Danger" by Thomas Bender and Thomas Corcoran of School of Communication Arts 2.0. (Of course, we're a bit biased as our London team regularly works with their school and were already big fans of "the two Toms".) Their idea is a simple tweak of an existing product—the Pebble—to help improve the lives of the hearing impaired.

Brands that give people things they truly want and need and that turn marketing into problem-solving immediately rise above the rest. It's always been true, and it's even more true in our noisy, distracted and time-starved age.

LESSON





LESSON



EMOTION (STILL) TRUMPS TECHNOLOGY

INNOVATION ISN'T EVERYTHING; EMOTION IS EVERYTHING.

EMOTION (STILL) TRUMPS TECHNOLOGY

LESSON



As in years past, technology was a huge presence at Cannes—but again and again, we were reminded that it's called the "festival of creativity" for a reason. Technology is a critical piece of much of the interesting marketing happening today, but it's not the core of great marketing: that's the idea. Said another way: Technology matters, but the idea matters more.

And by the way, it wasn't just creatives at Cannes saying this (they would, of course). A leading technologist from Party asserted that "Innovation isn't everything; emotion is everything." Industry legend George Lois echoed the sentiment: "The name of the game isn't technology; it's creativity."

It's common sense, of course—you don't have to go all the way to the south of France to learn that emotion is the ultimate driver of effective marketing. But it's all too easy to become distracted by a shiny new technology and forget about the message (or lack thereof).

The Titanium Grand Prix-winning "Real Beauty Sketches" from Dove is a terrific example of this. At its core is a clear brief (show women they're more beautiful than they think) that translated into a big idea (use a police sketch artist to depict women as they see themselves and as others see them), which came to life as an emotionally powerful film (the crucial moment of which is delivered in the most old-fashioned way, as we see one of the women tearing up as she sees her two sketches). The fact that the video was shared online was incredibly important (that's how it became the most-viewed viral video of all time), but the idea mattered more.

Everyone agrees on one thing: technology has not replaced ideas. You need big ideas, not big technology solutions. And don't be fooled by the latter.

LESSON



OUTSIDE IN-NOVATION

CHALLENGE OVER COMFORT.

OUTSIDE IN-NOVATION

LESSON



Everyone at Cannes seemed to agree that innovation is a good thing. At a festival of creativity, that statement falls into the “duh” category, but there was an important distinction. It’s not about innovation for innovation’s sake, but innovation that truly reframes the problem in new ways.

Many speakers challenged us all to be more innovative. Tumblr founder David Karp posited that many existing brand touchpoints are too limiting and rule-bound. Dana Anderson of Mondelez counseled brands and agencies to work together in ways that

require more outside-in questioning of established norms. Too much of what we call “collaboration,” she contended, is “superficial stuff”: it occurs within homogenous groups that are isolated and conflict-averse. Instead, she urged marketers to seek outside views, encourage debate and involve people with divergent experiences and perspectives.

Coca-Cola Company CEO Muhtar Kent summed it up best: “The best ideas aren’t inside the company; they’re outside.”





CREATIVITY → BUSINESS

**THERE'S A DIRECT LINE OF SIGHT BETWEEN
CREATIVITY AND PERFORMANCE IN THE MARKETPLACE.**

CREATIVITY → BUSINESS

LESSON



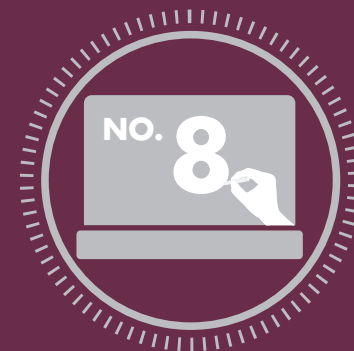
It's a simple formulation that shouldn't really need to be stated (but here we go): better creative thinking leads to better business results. Yet there's enough cynicism around creative awards generally (and Cannes specifically) to merit re-stating just that.

All other things being equal, companies with better creative marketing will do better. Coke is a great example of a turnaround based on a variety of factors—of which marketing was an important one. “We believe there's a direct line of sight between creativity and performance in the marketplace,” said Coke CMO Joe Tripodi at Cannes.

A few years ago, the IPA released a study that showed creatively-awarded work is twelve times more effective than work that doesn't win awards. It makes brands famous and sparks conversation, thereby driving effectiveness. That's essential to ROI—and music to the ears of even the most left-brained CFO.

Creativity in marketing is increasingly connected to creativity that benefits the whole business—witness the heavy representation by brands like Intel, Microsoft, Yahoo and Google at Cannes. They were there not only to promote partnership and media opportunities with agencies and brands, but also because they benefit from being part of a global conversation that sparks new thinking.

LESSON



CANNES LIONS

WE'RE ALL STORYTELLERS

ADVERTISING ISN'T DEAD; IT'S JUST REBORN.

WE'RE ALL STORYTELLERS

A word-cloud of Cannes 2013 buzzwords would probably show this one word bigger and bolder than any other: storytelling.

Storytelling is so old, it's new. At our best, it's what we've always done. It's a truly transmedia experience. How we tell stories will (and must) always change, but being good at storytelling is tablestakes for our industry. If you're not good at storytelling, it's time to find a new job.

We waste a lot of time worrying about the categorization of what we create, (especially when awards are involved) but storytelling is a greater uniter than the media touchpoints that divide us. In the words of Steven Althaus of BMW, "I beg us as an industry to stop talking about traditional and nontraditional. Everything is just a way of telling a story. We're all storytellers here."

Legendary creative director Lee Clow, honored this year for his lifetime achievement in the industry, believes that all brand touchpoints are part of a greater brand story. He worries, however, that most brands aren't pulling together their various touchpoints in a compelling way. "Every touchpoint is an advertisement for the brand. I still believe that brands need to be focused on who they are and what they believe. And right now things are just too fragmented."

The bottom line for brands: balance a back-to-basics approach to storytelling (i.e., be great at it) with a stronger understanding of how all the touchpoints in the broader brand story fit together.

LESSON





**MAKING IT
WORK**
**WHEN IT ISN'T
WORKING**



THE POWER OF THE BRIEF

IT'S AS IMPORTANT AS YOU THINK.

THE POWER OF THE BRIEF

LESSON



Start with a bad brief and you end up with bad creative ideas, or no ideas at all. So it's not surprising that at a festival of creativity the power of a good brief was such a frequent (albeit under-the-radar) topic.

The biggest "good brief" star at Cannes was the one-liner from Dove's Fernando Machado that led to Titanium Grand Prix winner "Real Beauty Sketches". Research had shown that just four percent of women think they're beautiful. Dove's brief was this simple: show women they're more beautiful than they think.

As Machado said, "The more you put in the brief, the harder it is to get good work."

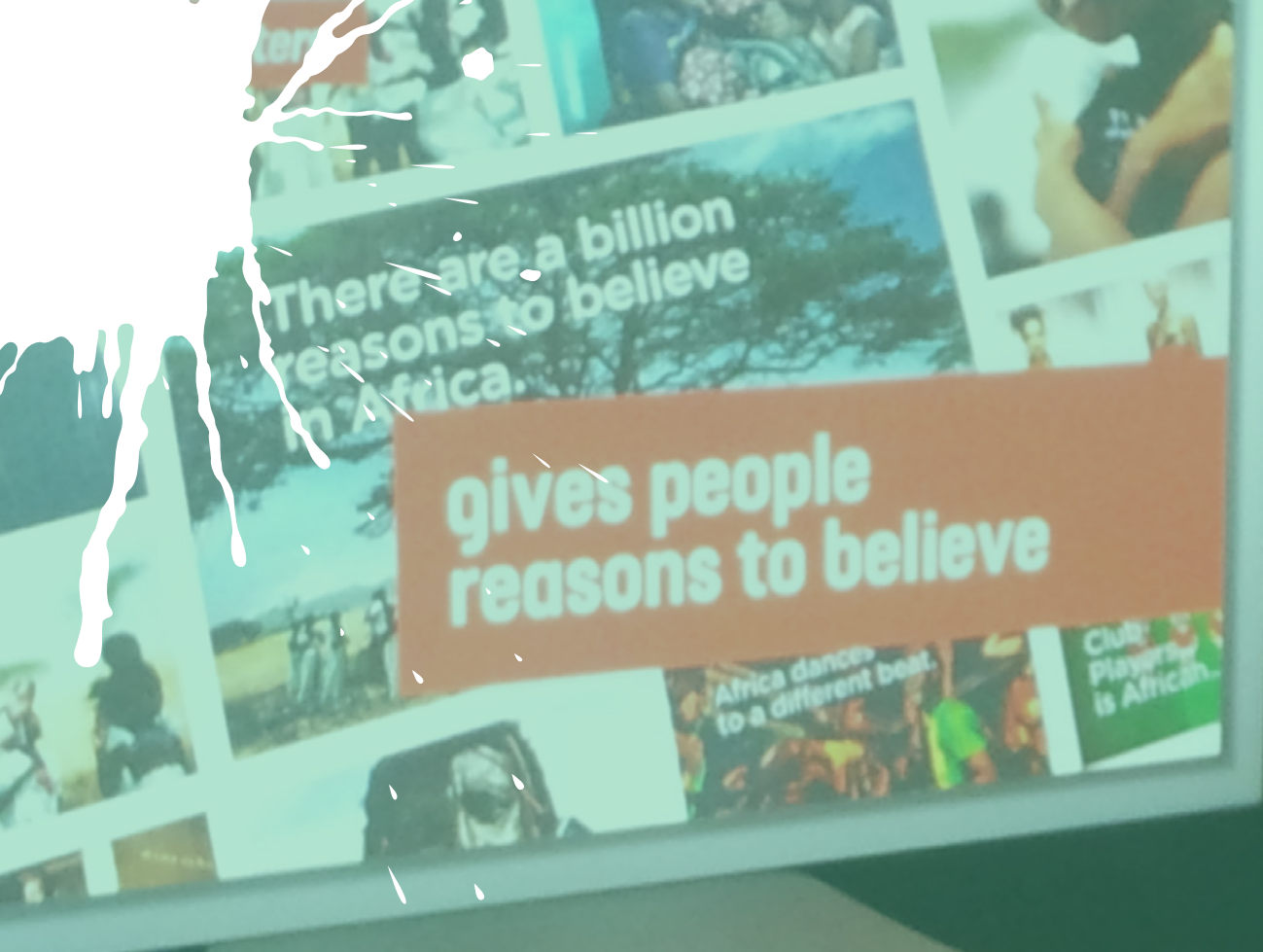
Which points to an important truth about creativity: it starts with clients.

Dana Anderson of Mondelez delivered a forum presentation on her company's efforts to get better creative work by educating brand-side marketers and agencies to collaborate more effectively. One product of that effort: an entire book on creating better briefs, published by Mondelez's marketing team.

Keep an eye on Mondelez's work in the coming year – if their briefs really get this good, their creative should too.



LESSON



CANNES

#WORKTHATMATTERS

PURPOSE IS THE POWER BALL THAT DRIVES BRAND LOVE.

#WORKTHATMATTERS

Building marketing efforts around a higher purpose is a proven way to inspire true brand love. As Johnny Marques, Jack Morton's New York ECD, said in his workshop at Cannes: "Purpose is the power ball that drives brand love—it's the ultimate driver of brand experience harmony."

Purpose—or #workthatmatters—was the core focus of a seminar led by Coke's Jonathan Mildenhall and Ivan Pollard, in which they traced the company's rich history of connecting to the most relevant topics of the day. We're all familiar with Coke's recent work—like Coke's multiple Gold Lion-winning "Small World Machines." But some of the work from their archives, like a civil rights-era ad called "The Bench"—that simply and powerfully communicated the Coke's point of view on a segregation—was less familiar and just as brilliant. The common theme? Coke's "stubbornly optimistic" value system. The fact that Coke can connect marketing from the 1950s to the 2010s against a consistent set of beliefs is, of course, hugely impressive.

Some of the most awarded work at Cannes this year was truly work with a purpose. One of the most impressive and most acclaimed: "Dumb Ways to Die," which took a potentially dark brief about decreasing needless deaths and injuries in the Australian train system and turned it into a viral music video phenomenon. What's amazing about this irresistible experience is that it simultaneously led to an over 20% decrease in injuries and deaths and made millions of people the world over smile.

Now that's #workthatmatters.

LESSON



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About Jack Morton

Jack Morton Worldwide is a global brand experience agency with offices on five continents. Our agency culture promotes breakthrough ideas about how experiences connect brands and people – in-person, online, at retail and through the power of digital and word of mouth. We work with both BtoC and BtoB clients to create powerful and effective experiences that engage customers and consumers, launch products, align employees and build strong experience brands. Ranked at the top of our field, we earned over 50 awards for creativity, execution and effectiveness last year.

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