

2019



# ACTIONABLE INSIGHTS FOR MARKETERS

Compiled by



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# From The CEO's Desk



## Aji Issac Mathew

CEO, Indus Net TechShu

To be honest, every marketer gets a sense of some of the trends. It's because when you are observing the industry keenly, you can sense the direction of the wind. Here're my takes on the trends from Cannes Lions 2019 -

Woke washing is not great for long term, if you believe in the social cause, use it for your brand connect, else use your product and offerings to connect. I have seen many brands, including some of my own clients who want to leverage the trending social conversations for their business goals. I feel it is like a double-edged sword. The overuse of social causes for promotion is leaving a bad taste for the consumers. My suggestion is to use it sparingly, use it only when you want to live it. Because when you point one of your fingers at someone, don't forget that the other four fingers point towards you. Let the social storytelling happen from the internal team by living the story and then the story will spread organically. And another important point to consider is to not let the marketing team outshine the operation team with over promise.

Don't promote irresponsibility, be it around consumerism, social issues, and environmental issues. Today's customer is ready to put themselves second by putting the bigger purpose first. There is a strong wave against consumerism. The blame falls on marketers and the businesses. Being both a marketer and a business owner, I think we have done too much harm by creating and showing an unsustainable picture of success to our consumers. As a marketer, my suggestion will be to understand the need and be cautious in your approach, even when your clients may want to create a campaign promoting over-the-top consumerism.

Go direct, speak direct, speak honest - and you might find more takers, an outcome of all the trends combined. Last but not the least, enjoy being a marketer, keep observing, and keep learning.

At [DigitalMarketingUniversity.com](https://DigitalMarketingUniversity.com) we keep sharing more such trends that will impact the industry. Stay in touch.

Wishing you digital success.

Thanks,

Aji Issac Mathew

# Summary

Every year tech pros, ad gurus, and creative leaders from across the globe discuss disruptions shaping the marketing landscape at The Cannes Lions Festival. It's always good to keep an eye on the trends discussed and celebrated at the Festival - rightly known as the Oscars of Advertising. From the conversations and themes emerging, it's clear that gender equality, diversity, inclusivity, responsible consumerism, sustainability, and brand purpose - all are hot topics. Marketers and advertisers by staying in the know will consider innovative ways to tap into the conversations around these topics and create experiences that do actual good.

This document covers how the industry is evolving and the trends that will impact your business performance and results.

## Trends

### **Trend 1 Brands need to walk the talk**

Jumping on to something purposeful that's on news or is trending can't be the basis of purpose-driven campaigns. They come off as pretentious, tasteless, and lame.

- ▶ Woke washing is polluting the industry, according to Unilever CEO Alan Jope.
- ▶ A lot of chatter was around brands taking action, because the industry has already seen a lot of awareness campaigns around gender equality and racism. Nike's 'Dream Crazy' starring Colin Kaepernick - one of the most discussed campaigns in the festival - is a nod to the former NFL player's controversial decision. The campaign won the Outdoor Grand Prix.

### **Trend 2 Sustainability, biodiversity, and responsible consumerism**

These were the hot topics this year at the Cannes Lions -

- ▶ Cannes Lions partnered with Deloitte Digital to reduce the amount of single use plastic at this year's Festival.
- ▶ 'Do Black - The Carbon Limit Credit Card' world's first credit card with a carbon limit won the Creative eCommerce Grand Prix at Cannes.
- ▶ Carrefour won the Cannes Lions Grand Prix for Creative Effectiveness for its "Black Supermarket" project, which took aim at the Europe's Official Catalogue of Authorized Species.
- ▶ Amid all the conversations around brands and sustainability, the festival witnessed protests from an activist group.

### Trend 3 Technology lets everybody in

Technology is transforming the way brands and agencies look at inclusivity. It's helping them make inclusivity real - and yes, with a human touch.

- ▶ Ikea's "ThisAbles" (a suite of product adaptors that make the company's furniture accessible for people with disabilities) wins the Grand Prix for Health and Wellness at the Cannes Lions festival this year.
- ▶ See Sound, the 'world's first' smart home hearing system for the deaf, won the Innovation Grand Prix for Early Stage Technology.
- ▶ Google's "Creatability," an initiative to make creativity tools accessible for those with disabilities earned the Design Grand Prix at the Cannes Lions Festival of Creativity.
- ▶ "Changing the Game" by Microsoft won the Grand Prix for Brand Experience & Activation. The campaign centred around the new, adaptive Xbox controller designed to meet the needs of people with limited mobility, to play their favorite video games.

### Trend 4 Finding the sweet spot between data, analytics, and creativity

"Data needs a story. And that doesn't start in a spreadsheet, but in our imaginations." – Ben Jones, Global Creative Director, Unskippable Labs, Google.

- ▶ Burger King's geo-mobile campaign, "Whopper Detour" which won the Mobile Grand Prix and Direct Grand Prix used data and analytics to create brand connectivity outside of traditional transactional environment.
- ▶ 'Go Back to Africa' by Black & Abroad, a travel & lifestyle company for black people, leveraged the power of data and analytics to transform the way people think about Africa. It took home the Creative Data Grand Prix.
- ▶ Volvo's Equal Vehicles for All (E.V.A.) project, which won the first ever Cannes Lions Grand Prix for Creative Strategy, is a textbook example of how data can be used for raising awareness and innovation.



## Trend 5 Less is more

- ▶ Hinging on minimalism, the Scandinavian retailer Carlings designed the 'adDress the Future' campaign ( an all-digital clothing line which aims to prevent wasteful buying of clothes) which won the top prize in the Digital Craft category.
- ▶ Marie Kondo shared her insights on the magic of decluttering and buying less.
- ▶ Call for less awards but great awards.

## Trend 6 A new form of social

- ▶ A lot of entries focussing on social commerce.
- ▶ KFC Shanghai developed the idea of "Pocket Stores" to boost its sales and increase its presence. The campaign which won Gold in the Mobile and Creative eCommerce categories lets users own and personalise their KFC "store" inside WeChat.
- ▶ Social gaming taken to the next level. When Fortnite, the biggest online game in the world, installed a new expansion called Food Fight, pitting Team Burger against Team Pizza, Wendy's found an opportunity to reach the community of gamers with a message - the evils of frozen beef + Wendy's never uses frozen beef. Wendy's took home the Social & Influencer Grand Prix at the Cannes beating Nike's Dream Crazy.

## Trend 7 Culture and technology aren't on the opposite sides of the table

- ▶ Nike's "Air Max Graffiti Store" campaign in São Paulo, which won the Grand Prix in Media, saw the brand tapping into Brazil's niche graffiti culture.
- ▶ India's "Hagglebot" designed by Flipkart in collaboration with Google lets customers to bargain with a version of the Google Assistant and help them snag the best deal while shopping. It won a Bronze Lion in the Creative eCommerce; and a Bronze Lion in the Brand Experience and Activation Lions category.
- ▶ GlaxoSmithKline's (GSK) mobile app called "Breath of Life" on China's popular WeChat lets people self-test whether they have chronic obstructive pulmonary disease (COPD) or not. COPD is a serious health problem in China and is severely underdiagnosed. To encourage people to use the app, GSK used traditional Chinese blow art ( blowing on paint to create images of flowers or trees).

## Trend 8 Social media bashing

▶ “It’s becoming uncool to be on Facebook. And Instagram is just starting to go south. It’s becoming less and less about artistic expression, which is what I thought was wonderful about it at the get-go.”

- Kathy Delaney, global chief creative officer of Publicis Health

▶ “Social media is like an infection which is highly contagious. The visual mis-information that is spread through this platform infects the youth, most of whom are in the age bracket of 16-24 years. It affects their mental health.”

- Jude Kelly, British theatre director and founder of Women of the World Festival (WOW)

▶ “You are what you see. If you have a diet of poor visual content that can have severe consequences for your mental health.”

- Mimi Gray , M&C Saatchi’s head of visual content

# Actionable Insights for Marketers From Cannes Lions 2019

Cannes Lions, the Oscars of advertising, is not merely a place where brands and agencies showcase their best work. It's more than that. It gives a fresh perspective on the shifts happening in the current landscape. It gives an idea of what lies next for the marketing and advertising industry. What will be the new challenges? And how marketers and advertisers can turn those challenges into opportunities? Let's look at some of the key trends that dominated the conversations at Cannes Lions this year.

## Brands need to walk the talk

There was a lot of chatter about brand purpose and authenticity. And there's enough data to support these trends -

- ▶ *1 in 3 consumers trust the brands they buy. (2019 Edelman Trust Barometer Special Report, In Brands We Trust?)*
- ▶ *81% say brand trust is a major consideration for purchase. (2019 Edelman Trust Barometer Special Report, In Brands We Trust?)*
- ▶ *73% say they're willing to pay more for a product that promises total transparency. (Transparency ROI study by Label Insight)*
- ▶ *88% would buy products/services from purpose-driven companies. (2018 Cone/Porter Novelli Purpose Study)*
- ▶ *77% say they feel a stronger emotional connection to purpose-driven companies. (2018 Cone/Porter Novelli Purpose Study)*

The problem starts when brands act on these stats without taking any real action. Basically when they start **woke washing**.

# Woke Washing: Using social justice as a marketing strategy

Jumping on to something purposeful that's on news or is trending can't be the basis of purpose-driven campaigns. They come off as pretentious, tasteless, and lame – such as Pepsi's Kendall Jenner ad in response to the Black Lives Matter movement. The ad with its cool politically aware millennials in color-coordinated denim outfits trying to bring change with a can of soda came off as a "tone deaf" campaign and was practically trashed by everyone on social media.



Gillette's ad addressing the #MeToo movement was called "hideously woke". The video urges men not to conform to toxic male stereotypes and to step up when they see fellow men bullying or sexually harassing women. It received immense backlash from users as they saw right through the phony messaging – and knew what Gillette was trying to do – selling razors using a social message.

The need for brands to act on the social causes they champion for their purpose-driven campaigns was reiterated by Unilever CEO Alan Jope during Unilever session at the Cannes Lions 2019. He said

*"Purpose is one of the most exciting opportunities I've seen for this industry in my 35 years of marketing. Done properly, done responsibly, it will help us restore trust in our industry, unlock greater creativity in our work, and grow the brands we love...There are too many examples of brands undermining purposeful marketing by launching campaigns which aren't backing up what their brand says with what their brand does. Purpose-led brand communications is not just a matter of 'make them cry, make them buy.' It's about action in the world."*

As consumer scepticism over what brands say and what they do increases, marketers and advertisers must work to close the gap through action-oriented messaging. For instance, Domino's Paving for Pizza campaign which won an Outdoor Gold Lion this year, was about filling potholes in 50 states to make sure customers' pizzas were delivered safely and smoothly.

One of the most discussed campaigns at Cannes this year was Nike's 'Dream Crazy' starring former NFL player Colin Kaepernick with the line, "Believe in something, even if it means sacrificing everything," endorsing his controversial decision to kneel during the national anthem at NFL games, thus, putting his own career at risk. The campaign took home the Outdoor Grand Prix.





# Experts Speak

*“We’re past the point of seeing themes like inclusion and gender equality being done only for awareness sake...Now we need to see brands taking action and really being a part of the solution, not just talking about something that we heavily discussed.”*

- Jaime Mandelbaum, chief creative officer for VMLY&R Europe and jury president for the Brand Experience and Activation Lions

*“You need to be consistent about purpose, it needs to be built into the profit and it needs to be a fundamental belief.”*

- Todd Kaplan, VP of marketing at PepsiCo



## Trend 2

# Sustainability, biodiversity, and responsible consumerism

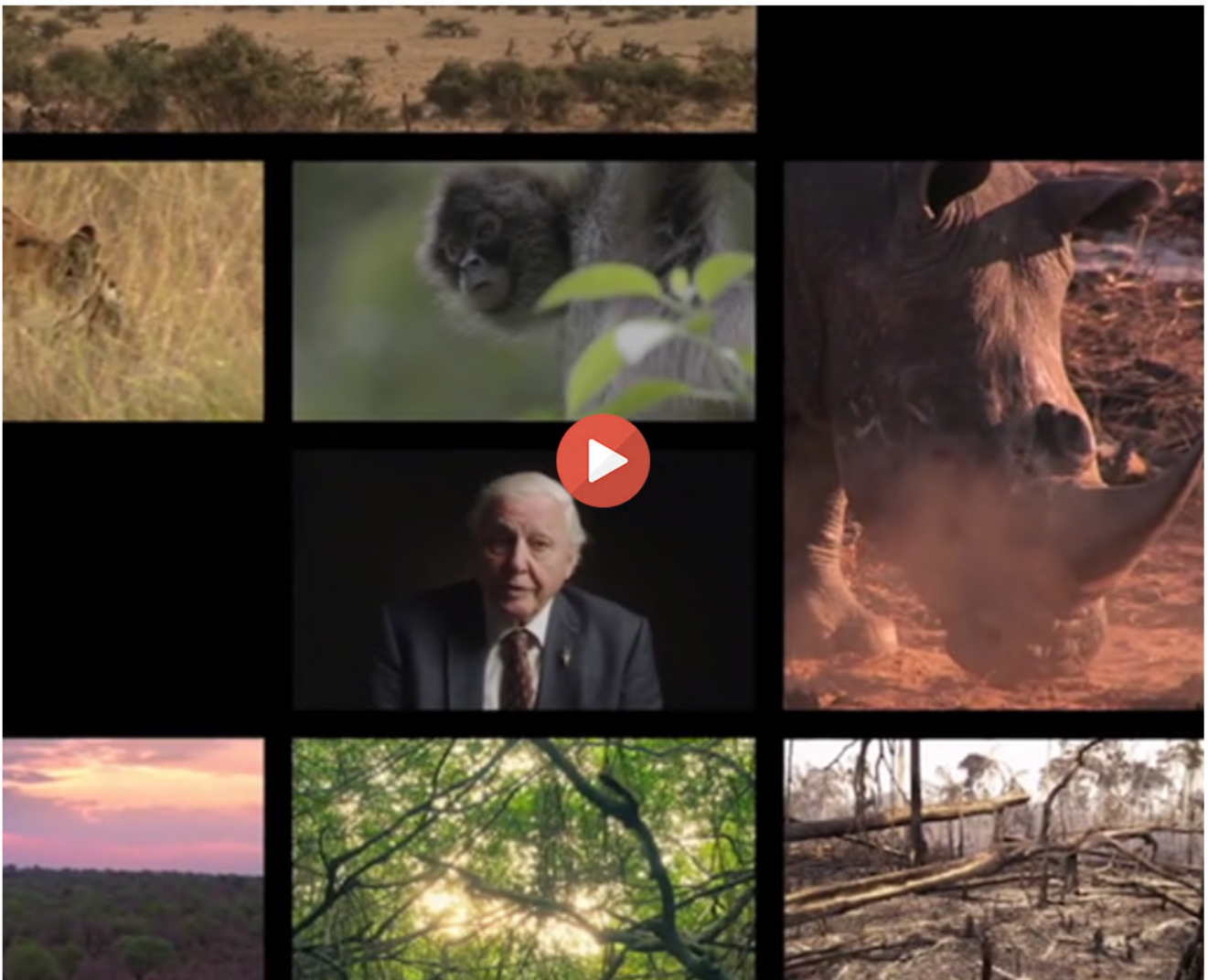
Cannes Lions partnered with Deloitte Digital to reduce the amount of single use plastic at this year's Festival. They set a sustainability goal of saving 150,000 single-use plastic bottles from ending up in the ocean throughout the Festival week. The delegates were handed bags made from fully biodegradable materials. Recyclable paper cups and water cartons were used throughout the Festival and plastics used at the Closing Party was sent to a nearby venue for recycling.

Work that championed environmental causes were applauded and awarded -

1. 'Do Black - The Carbon Limit Credit Card' for Swedish fintech company Doconomy won the Creative eCommerce Grand Prix at Cannes. It's the world's first credit card with a carbon limit. It helps users track their CO<sub>2</sub> emissions and if they outspend the limit, their next transactions will be blocked.



2. 'The Lion's Share', launched by the United Nations Development Programme (UNDP) and initiated by Mars, won the Sustainable Development Goals Grand Prix at the Cannes Lions International Festival of Creativity. The fund is created based on the insight that images of animals appear in 20% of all advertisements we see. And 9 out of the 10 most popular animals we see in the ads are endangered or threatened. The fund is aiming to raise \$100m a year by urging advertisers to contribute 0.5% of their media spend on ads that feature animals.



3. French supermarket Carrefour won the Cannes Lions Grand Prix for Creative Effectiveness for its “Black Supermarket” project, which took aim at the Europe’s Official Catalogue of Authorized Species, which “dictates which seeds are eligible for sale and cultivation.” The campaign was activated across 40 stores in the Paris and Brittany areas which sold a range of “forbidden” fruits & veggies in a “black market” context. The campaign forced the European Parliament to ratify a new organic agriculture regulation.



4. Another example of promoting responsible consumerism was CAR-2-BIKE campaign by Veloretti, an Amsterdam bike manufacturer to find a solution to the increasing number of cars on the streets of Paris and the rapidly growing pollution levels. The users had to visit Veloretti.com, add their bike to the cart and type their plate number in the promo code box. Veloretti then analysed each car’s data - its model, year of manufacture, fuel type, and CO<sub>2</sub> emissions. The more the level of CO<sub>2</sub> emissions, the higher the discount - thus, offering incentives to users to ditch their environmentally unfriendly old cars in exchange for a new Veloretti bike.

Amid all the conversations around brands and sustainability, the festival witnessed protests from an activist group which blocked the entrance to the Palais and sailed onto the Facebook beach from rafts.



# Experts Speak

*“Cannes Lions is a platform to engage the very best creative minds and encourage them to embrace sustainability to ensure the future of our world. We go beyond just raising awareness to hosting conversations that create action in our industry.”*

- Cannes Lions' Chairman, Philip Thomas

*“What’s our portion of the responsibility? I think it’s big. We’re an industry that spurs commercialism, buying things that people don’t necessarily need.”*

- Colleen DeCourcy, co-president, Wieden + Kennedy

*“The Grand Prix we chose is truly innovative and ambitious. A signal and future of responsible consumerism that is doable in the present.”*

- Jury President, Daniel Bonner, Global Chief Creative Officer, Wunderman speaking on “Do Black”

*“Purpose is a hot theme at Cannes, but it’s the examples of how purpose-driven programming delivers real impact that breakthrough.”*

- Jane Wakely, lead chief marketing officer for Mars

### Trend 3

## Technology lets everybody in

Inclusivity and accessibility were explored both on stage and in the winning work.

1. Ikea took home the Grand Prix for Health and Wellness at the Cannes Lions festival this year for “ThisAbles”. It’s a suite of product adaptors that make the company’s furniture accessible for people with disabilities. Ikea’s “ThisAbles” include free add ons, such as extended couch legs, an oversized switch - all of them are created using a 3D printer in Ikea stores. However, these add-ons can also be printed by anyone, anywhere online.

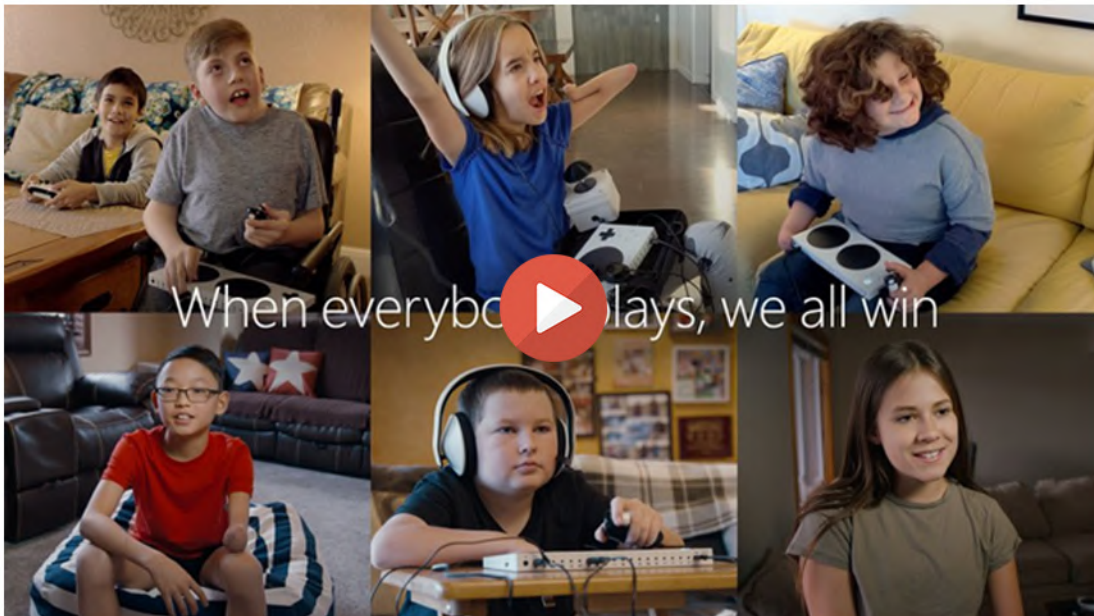


2. Google’s “Creatability,” an initiative to make creativity tools accessible for those with disabilities earned the Design Grand Prix at the Cannes Lions Festival of Creativity.

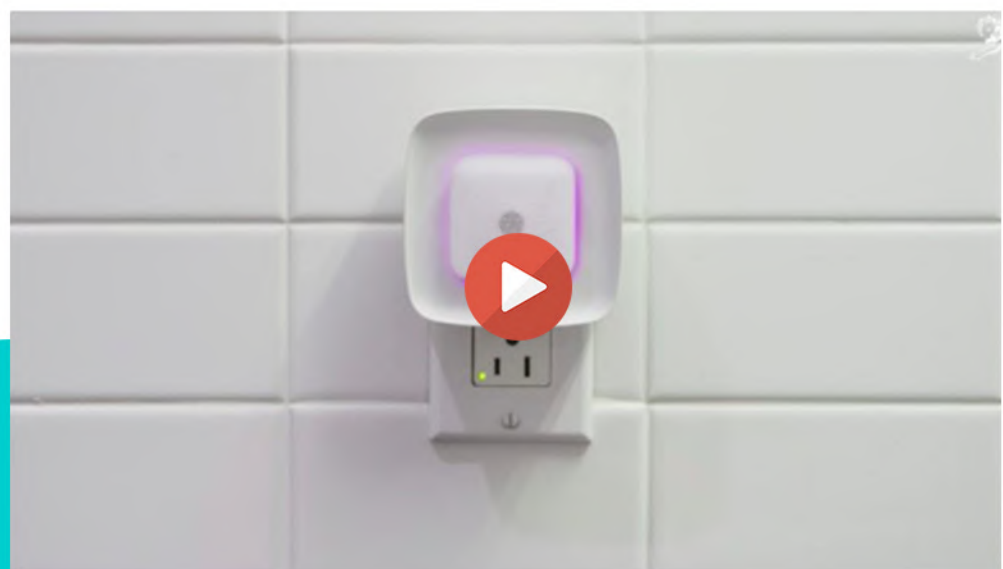
Using machine learning algorithms and open-source software, they developed a way for users who can’t see to draw, composers who can’t hear to see music, and physically disabled musicians to play instruments.



3. One of the most-talked about Super Bowl campaigns “Changing the Game” by Microsoft won the Grand Prix for Brand Experience & Activation. The campaign centred around the new, adaptive Xbox controller designed to meet the needs of people with limited mobility, to play their favorite video games.



4. See Sound, the 'world's first' smart home hearing system for the deaf, opens up entirely new possibilities for people who are hard of hearing ( 5% of the world's population). The See Sound unit can be directly plugged into a wall outlet and connected via wifi to the mobile app. The mobile app enabled by machine learning through a collaboration with Youtube can interpret 75 different sounds and notifies users of a wide range of sounds ( like a dog barking or a baby crying) in and around the home with text-based notifications on their smartphones. Essentially, it allows the deaf to see sound. It won the Innovation Grand Prix for Early Stage Technology.





# Experts Speak

*“This is not CES...Did the technology bring a level of humanity? The ideas that broke through were very scalable.”*

- Shaheed Peera, jury president and executive creative director of Publicis LifeBrands, Publicis Resolute and Real Science

*“You have Google stepping forward and rethinking how the tools that exist are being designed for people that are shut out of the process.”*

- Richard Ting, Design jury president, R/GA’s global chief experience officer and U.S. chief creative officer

## Trend 4

# Finding the sweet spot between data, analytics, and creativity

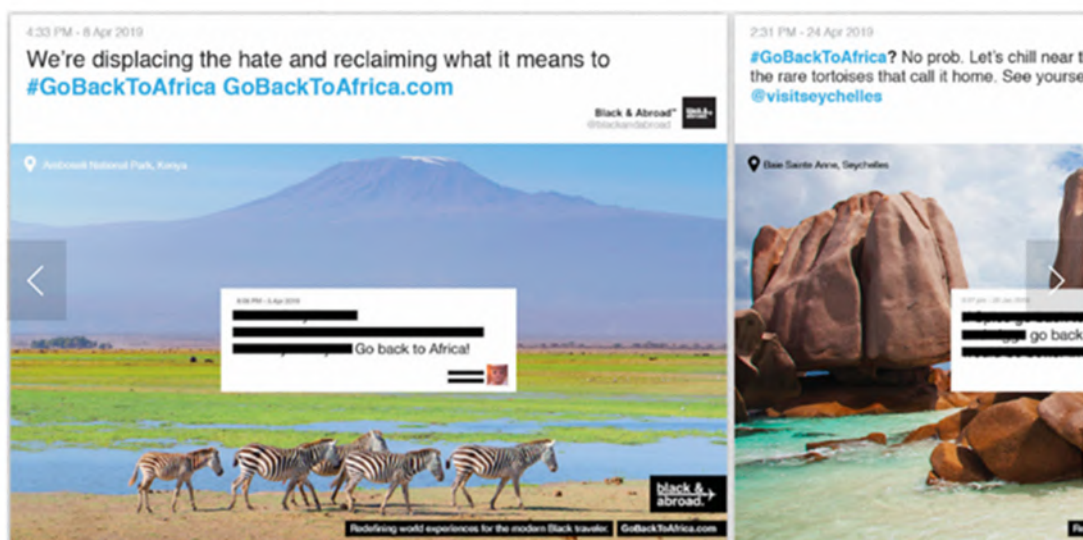
***“Data is the fuel and analytics the engine of new economy”***

- Oliver Schabenberger, CTO SAS Institute

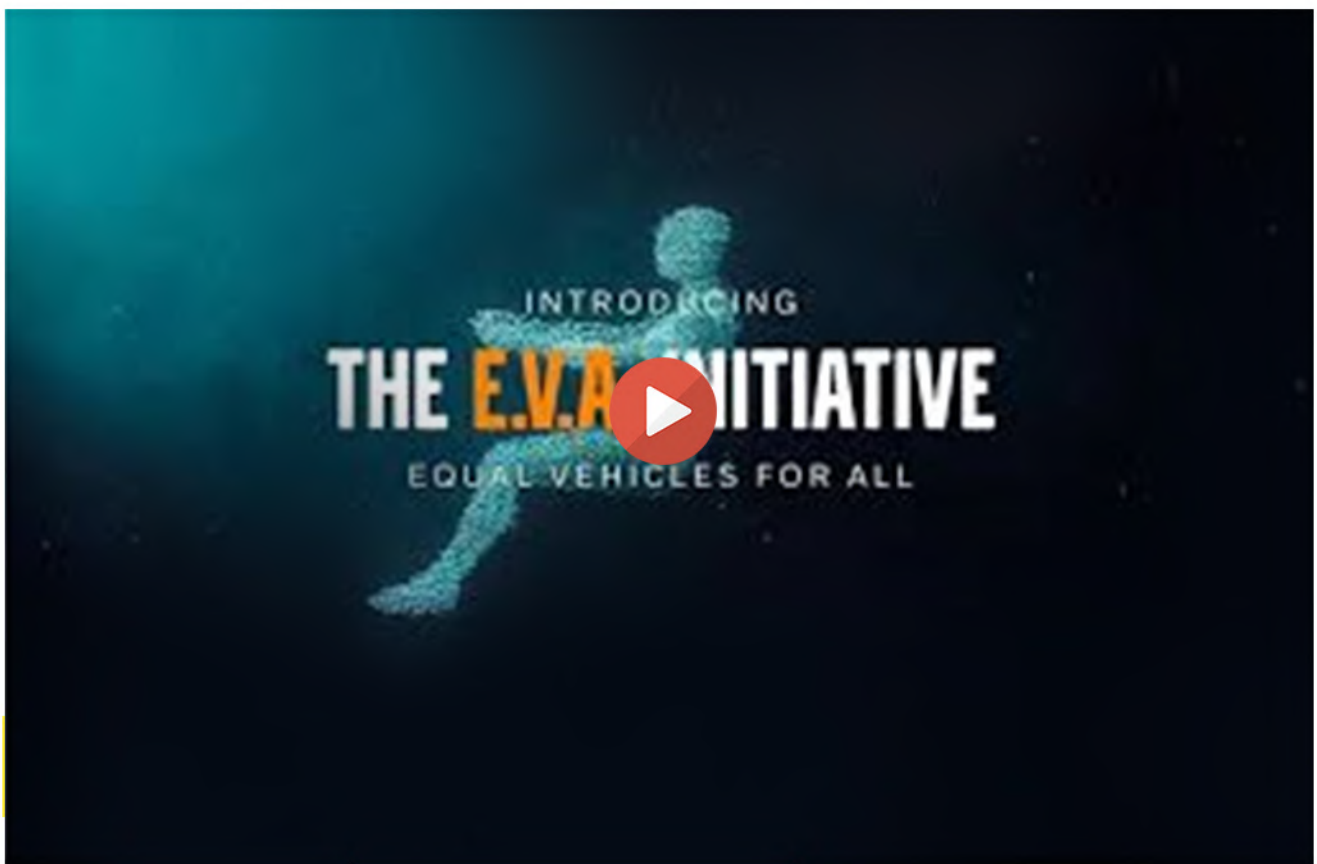
And when these two blend seamlessly, we see an opportunity to create experiences that drive emotions. That excite consumers. That stimulate users wherever they are to take action, the one that brands want them to take. Here're a few award-winning campaigns that used data and analytics creatively.

1. Burger King's geo-mobile campaign, “Whopper Detour” which trolled its rival McDonald's set a perfect example of how to use data and analytics to create brand connectivity outside of traditional transactional environment. Burger King offered its iconic sandwich, Whopper, to its customers just for 1 cent, the only catch was that only smartphone users who downloaded the upgraded Burger King app and were near rival McDonald's locations could redeem the offer. The campaign won the Mobile Grand Prix and Direct Grand Prix.

2. ‘Go Back to Africa’ by Black & Abroad, a travel & lifestyle company for black people, is another campaign that leveraged the power of data and analytics to transform the way people think about Africa. Each time someone posted the racial slur “go back to Africa” on social media, the agency responded with exquisite images from all the 54 countries within the continent, while also using the hashtag #GoBackToAfrica. The campaign won the Creative Data Grand Prix.



3. Volvo's Equal Vehicles for All (E.V.A.) project, which won the first ever Cannes Lions Grand Prix for Creative Strategy, is a textbook example of how data when used in a responsible and creative way can raise awareness on important social issues and drive people-first innovation. Based on the data collected since the 1970s, Volvo's Accident Research Team found that women, teens, and children are more likely to die or suffer from severe injuries in car accidents than men. The reason? Most auto companies use male crash-test dummies to test the safety features of their cars. They made the data available to other auto companies to help design more inclusive safety design features.



# Experts Speak

*“This was great because it reached back into the brand history and found data to interpret in a new way...It shared its intel, allowing rivals to work on the benefits the data will bring. They are not only transforming the auto industry, but the world, to make it a safer place.”*

- Tracey Follows, jury president of the Creative Strategy Lions and founder of Futuremade on Volvo's E.V.A. project

*“Data is black and white. Creativity is colorful. Data is more rational, creativity is more emotional. But you know what? They are not independent to each other. They can be together. And I think data is a tremendous source of insight for us today and data can be a powerhouse to make our creativity magnified, amplified and brought to consumers.”*

-Aline Santos, Executive Vice President, Global Marketing and Chief Diversity & Inclusion Officer for Unilever

*“Creatives understand that data has creative potential. Now our task is to make sure we figure out the interesting tidbits and not just say, here are a bunch of Excel sheets.”*

— Kris Hoet, EVP and Global Head of Innovation, FCB

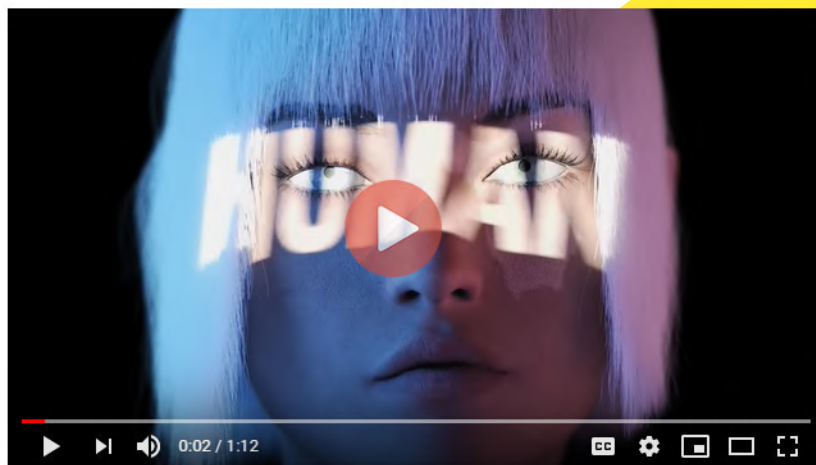


## Trend 5

# Less is more

Although not a new concept, but the minimalist lifestyle is a trending topic nowadays - thanks to **Marie Kondo's book, *The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing***. It brought minimalism to the mainstream. And she was at the Cannes Lions festival this year - sharing her insights on the magic of decluttering and buying less to a crowd that focuses on selling more!

Hinging on minimalism, the Scandinavian retailer Carlings designed the 'adDress the Future' campaign which won the top prize in the Digital Craft category. It was an innovative attempt to prevent wasteful buying of clothes. The retailer created a clothing line consisting of virtual clothes that 18-to-25-year-olds can 'wear' with a 3D look-and-feel to pose in only for social media updates to show off their trendy pieces without harming the planet. When shoppers bought a clothing piece, it would then be digitally customized to fit them in an uploaded photo. The idea was meant to raise awareness on the environmental waste created by the fashion industry.



*There was a huge outrage back in July 2018 when the news of fashion brand Burberry burning almost £30m (\$40m) of stock came into light. Fashion waste is a widely debated topic these days. In the last 15 years the industry has doubled production, while the time clothing is worn before it is thrown away has fallen by around 40%. When it is thrown away, 73% will be burned or buried in a landfill. What does get collected for recycling - around 12% - will likely end up being shredded and used to stuff mattresses, or made into insulation or cleaning cloths. Less than 1% of what is collected will be used to make new clothing.*

source : [www.weforum.org](http://www.weforum.org)

The conversation around minimalism also touched upon the need for less of award shows and fewer discerning entries.

# Experts Speak

*“We loved the potential impact this piece can have in 2019... It was the most intellectually stimulating piece of work in the entire category. It was the one piece that confused the jury in the most interesting way.”*

- Rei Inamoto, co-founder of Inamoto & Co speaking on ‘adDress the Future’ campaign

*“Let’s celebrate great awards that mean something. Let’s demand that award organisers start to be transparent about entry numbers. Let’s not enter awards that are not prepared to do this most basic of things. And let’s not support rankings that are hidden behind secret methodologies. It’s in the power of the industry to do this without effecting one bit the honouring of great work.”*

- Terry Savage, former Cannes Lions head



## Trend 6

# A new form of social

A new form of commerce is emerging via services offered on the social channels. China's Tencent gives an insight into the changing landscape of ecommerce fuelled with the rise of cashless transactions and digital shopping via platforms like WeChat (China's most popular social media platform). When it comes to digital shopping, China is way ahead of the rest of the world.

1. One of the most successful campaigns focussing on social commerce has come from China. KFC Shanghai developed the idea of "Pocket Stores" to boost its sales and increase its presence. The campaign which won Gold in the Mobile and Creative eCommerce categories let users own and personalise their KFC "store" inside WeChat. Store owners got a cut from every order, so friends eagerly ordered from each other's pocket stores. On the day of the launch 560,000 Pocket Stores were opened. One Pocket Store owner could manage to rack up \$1 million in sales. Gamified features such as ability to unlock new products and recreating KFC menus further augmented the experience.

**KFC POCKET FRANCHISE**

YOUR SOCIAL MEDIA IS VALUABLE REAL ESTATE, BUILD YOUR OWN KFC ON IT

The rise of food platform giants on China's social expanded people's dining choices; it also changed dining habits to ordering in. The challenge, how to attract today's youth to eat out at KFC.

**IDEA: OWN A KFC POCKET FRANCHISE IN YOUR SOCIAL SPACE**

Instead of launching social ads, we launched a new business model: Social Gaming Commerce.

**IT'S SOCIAL COMMERCE MEETS SOCIAL GAMING**

**SOCIAL GAMING COMMERCE IS NOW A NEW KFC BUSINESS MODEL**

**2.5million**  
KFC POCKET FRANCHISES  
CNY 42 MILLION  
DIRECT SALES IN 120 DAYS

**CELEBRITIES ALSO JUMPED IN**

**MOBILE ACTIVATION**

1 min ago

Like Comment

2. A lot of eyebrows were raised when Wendy's took home the Social & Influencer Grand Prix at the Cannes beating Nike's Dream Crazy. When Fortnite, the biggest online game in the world, installed a new expansion called Food Fight, pitting Team Burger against Team Pizza, Wendy's found an opportunity to reach the community of gamers with a message - the evils of frozen beef + Wendy's never uses frozen beef.

# SAVING FORTNITE FROM FROZEN BEEF

**CHALLENGE:** Reach gamers through the biggest game in the world - Fortnite - a cultural phenomenon. Brands are either left tweeting about it from the sidelines or paying big bucks for in-game sponsorships.

**IDEA:** When Fortnite announced a new game mode called Food Fight, pitting Team Burger against Team Pizza, Wendy's found an organic way in.

Join Team Pizza. Because Team Burger stored their beef in freezers.

AND, WENDY'S DOESN'T DO FROZEN BEEF.

So we picked up a controller, but instead of killing other players, we killed freezers. Again and again. And we streamed it all on Twitch, where hundreds of thousands of gamers watched us wage war on Fortnite's frozen beef.

**1.5M** MINUTES WATCHED

**119%** INCREASE IN MENTIONS OF WENDY'S

**752** BURGER FREEZERS DESTROYED

After claiming dominance over brand Twitter, @Wendys has moved on to take over Twitch

I just seen Wendy's playing fortnite and all they were doing was smashing freezers lmao. That's pure genius.

Oh my god. THIS IS THE KIND OF FORTNITE CONTENT WE NEED

WHY WENDY'S SPENT 10 HOURS KNOCKING FORTNITE'S BURR BURGER

WENDY'S IS WAGING WAR ON FROZEN BEEF

They created a digital avatar with red hair and pigtails with a single mission (which happens to look a lot like their logo) - to destroy the freezers storing beef. Her shenanigans were streamed on Twitch where millions watched her destroying the freezers. This was social gaming taken to next level.



# Experts Speak

*“We saw a new spirit of creativity in mobile this year. From evolutions in social commerce to hacks that changed perspectives for the better, to tweets that ignited the cultural conversation, and new experiences that blurred the boundaries between the digital and physical world. Mobile, for better or worse, is where we live our lives, and it’s our responsibility to make it for the better.”*

- Ari Weiss, jury president and chief creative officer of DDB Worldwide

*“There’s so much to love about this—a brand jumping into a new form of social that Fortnite represents...There’s the mischievousness of this, the nimbleness of going there and figuring out the Little Red Riding Hood character looks just like their main character.”*

-PJ Pereira, , social & influencer jury chair, co-founder and creative chairman at Pereira & O'Dell on Wendy's campaign

## Trend 7

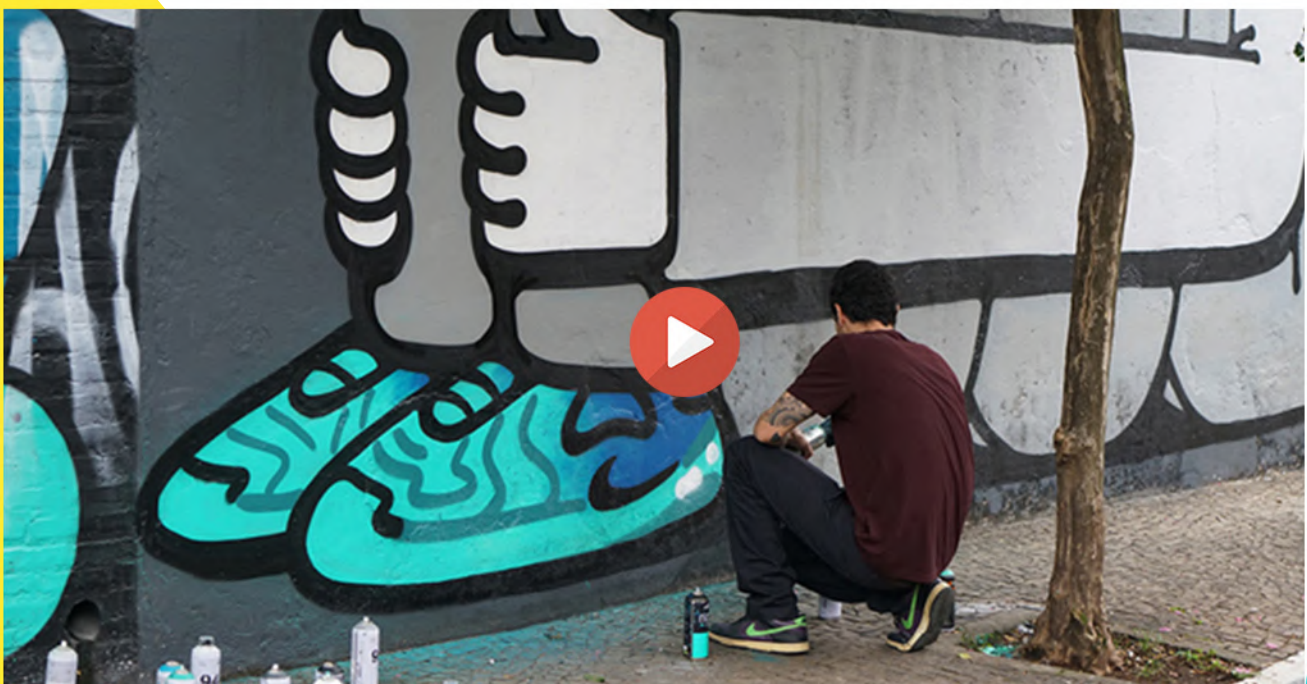
# Culture and technology aren't on the opposite sides of the table

Recent data from the **2019 Meaningful Brands survey by Havas** revealed that **77 % of brands could simply disappear and not a single customer would care**. This comes after increasing efforts by brands to create engaging and meaningful experiences for its customers. But somehow, the customers can't relate with those experiences because they don't align with the customers' beliefs, values, needs, political environment, and emotions.

It turns out that **LOCAL & CULTURALLY RELEVANT CONTENT** can be a solution to this problem. Let's explore some of the award-winning campaigns leveraging the power of culturally relevant content.

1. Nike's "Air Max Graffiti Store" campaign in São Paulo, which won the Grand Prix in Media, saw the brand tapping into Brazil's niche graffiti culture. The campaign came after the city's mayor cracked down on graffiti art. The brand located the popular spray-painted characters across the city and collaborated with the local graffiti artists who painted them. Nike asked the artists to spray-paint a pair of Nike Air Max shoes onto the character's feet. Nike then told its customers that they could order the shoes through its app, but only if they visited the art murals and scanned them on their phone - a GPS signal from the phone would validate if they were at the location. Let's explore some of the award-winning campaigns leveraging the power of culturally relevant content.

*At the end of the campaign Nike saw its website visits increased by 22%; a 32% percent increase in Air Max sales and it reached 80 million on social media.*





2. Haggling and bargaining are common in India's markets and Flipkart took this culturally relevant topic to build "Hagglebot" in collaboration with Google. It lets customers to bargain with a version of the Google Assistant and help them snag the best deal while shopping. It won a Bronze Lion in the Creative eCommerce; and a Bronze Lion in the Brand Experience and Activation Lions category.

3. We also saw healthcare industry leveraging culturally relevant experiences to connect with users. GlaxoSmithKline's (GSK) mobile app called "Breath of Life" on China's popular WeChat lets people self-test whether they have chronic obstructive pulmonary disease (COPD) or not. COPD is a serious health problem in China and is severely underdiagnosed. To encourage people to use the app, GSK used traditional Chinese blow art (blowing on paint to create images of flowers or trees). To test, users have to exhale with full force into the phone, and then the app creates a blow-painted tree. The bigger and robust the tree, the better the user's lung volume. It won the Pharma Grand Prix.

**BREATH OF LIFE**

While 100 million\* adults in China are affected by COPD, less than 7% are properly diagnosed. Shortness of breath is commonly mistaken as a natural part of aging. So, to encourage early checkups, we turned a mobile phone into a self-testing tool.

**Introducing Breath of Life.**

Inspired by the traditional Chinese artform of blow painting, we collaborated with a well-known artist and a leading Pulmonologist, to create Breath of Life, a revolutionary new app for self-testing of COPD.

**COPD is determined by the volume of breath blown in a sec verses total volume.**

The microphone on the mobile records the sound of breath to produce a soundwave. We developed an algorithm to create the figure of a tree.

**The size of the tree represents the user's approximate lung volume. If the result is lower than 70%, a hospital check-up is recommended.**

Users can even share their beipoke tree on social platforms to encourage others to take the test. Using cutting edge technology, merged with traditional art, we connected with a lost COPD generation and offered them a 'breath of life'.

Housed on WeChat, China's most popular mobile platform, the user simply picks a tree style and flower color. And when a deep breath is forcefully exhaled, an artistic 'blowing ink style' tree grows!

\*WHO, Global Burden of Disease | ©2015, GSK

# Experts Speak

*“A brand was brave and actually tapped into something that was already part of the culture in the city and made sure it had an impact,”*

- Karen Blackett OBE, chair of MediaCom UK and jury president on Nike’s campaign

*“It struck the right chord...It did so many things to take the business forward; it was tech with a purpose. It [also] included [Chinese] blow art, which is culturally relevant.”*

- Robin Shapiro, jury president and global president of TBWA\WorldHealth on GlaxoSmithKline’s (GSK) mobile app



## Trend 8

# Social media bashing

Social media and its effect on mental health was widely discussed at the festival.

- Kathy Delaney, global chief creative officer of Publicis Health spoke about the poor mental health in the creative industries and how social media plays a negative role in the overall equation.

- Her fellow panelist Corinne Foxx talked about her experience on social media when she wrote a piece on anxiety. She got a lot of support for that piece, but alongside support she was flaked with negative and vicious comments. She added that being a millennial she had the maturity to cope with that kind of negativity. But she feared for the younger generation ( she mentioned her pre-teenage sisters) for whom social media means everything - their lives revolve around these platforms. They deeply care about what other social media users think about them.

The session discussing "Visual Diet: We are what we see. Exploring the Relationship between Imagery & Mental Health" saw the panelists discussing the addictive power of social media and how it propagates visual misinformation.

- British portrait and fashion photographer/director John Rankin said that he deleted his social accounts after realising he was becoming "obsessive" about them. He talked about an experiment called "Selfie Harm" where he chose 15 teenagers who were not big social platform users and he took portrait of them. Then he asked them to photoshop the portraits to make them "social media-ready". And almost everyone recreated those pictures with bigger eyes and lips which would fetch them more hits.

- M&C Saatchi's head of visual content Mimi Gray says we are aware of the adage, "You are what you eat". But we are also what we see. And she calls it visual diet. She adds that most of the time we consume flawed visual representation which can have severe consequences on our mental health. She says that on a personal level, we need to be careful about what to consume and how to cope with it. But brands as image creators need to be more responsible in their approach because they shape our visual landscape. **Which is why #VisualDiet has created a set of guidelines to help brands and agencies help create responsible visuals. The guidelines can be viewed at [www.visualdiet.co.uk](http://www.visualdiet.co.uk)**

- Moderating the panel was Little Black Book founder Matt Cooper who illustrated the level of aesthetics that's celebrated and praised in the social landscape by Kim Kardashian's social media followers with that of Louvre. Kim has 140 million Instagram followers. The Louvre only boasts three million.

# Experts Speak

*“It’s becoming uncool to be on Facebook. And Instagram is just starting to go south. It’s becoming less and less about artistic expression, which is what I thought was wonderful about it at the get-go.”*

- Kathy Delaney, global chief creative officer of Publicis Health

*“Social media is like an infection which is highly contagious. The visual mis-information that is spread through this platform infects the youth, most of whom are in the age bracket of 16-24 years. It affects their mental health.”*

- Jude Kelly, British theatre director and founder of Women of the World Festival (WOW)

*“You are what you see. If you have a diet of poor visual content that can have severe consequences for your mental health.”*

- Mimi Gray, M&C Saatchi’s head of visual content