



# MEC@CANNES

## 2016



# KEY TAKEAWAYS

# CELEBRATE THE CREATIVE CAPITAL

Cannes Lions Festival of Creativity 2016 is 8 days of programme; 15,000 advertising, media, innovation, tech and data professionals from more than 100 countries; celebrity speakers; workshops and – what we should never forget in all the other noise – the awards.

To steal a quote from David Rowan from Wired, the magic happens when our industry fuses its 'creative capital' to the 'innovation capital' championed by new tech and start-up businesses.

The opportunity to create successful, innovative work for brands is now bigger than ever - **Vive la Creativity!**





# TALENT@CANNES

**Student Talent Mentoring.** We partnered with Cannes Lions to match students with industry luminaries.



"Thank you so much for pairing me with a fantastic mentor. Charles Courtier has strengthened my understanding of the industry and has talked me through his predictions for its future. Spending time with him has helped me get closer to figuring out what I want to do with this life, the person I aspire to be, the career I'll work hard for. I look forward to keep in touch and receive his invaluable advice."  
- Shane Brennan, mentee, North America

## The Talent Thrive Team.

We brought 16 winners of our global competition to the Lions, to share in the inspiration and report back what they saw and heard across social media channels.



**#MECLiveHire.** Thirteen rising stars were interviewed in our innovative recruitment initiative. One offer was made on the spot for MEC Germany, with several more to follow.

**DON'T JUST LIVE. THRIVE.**



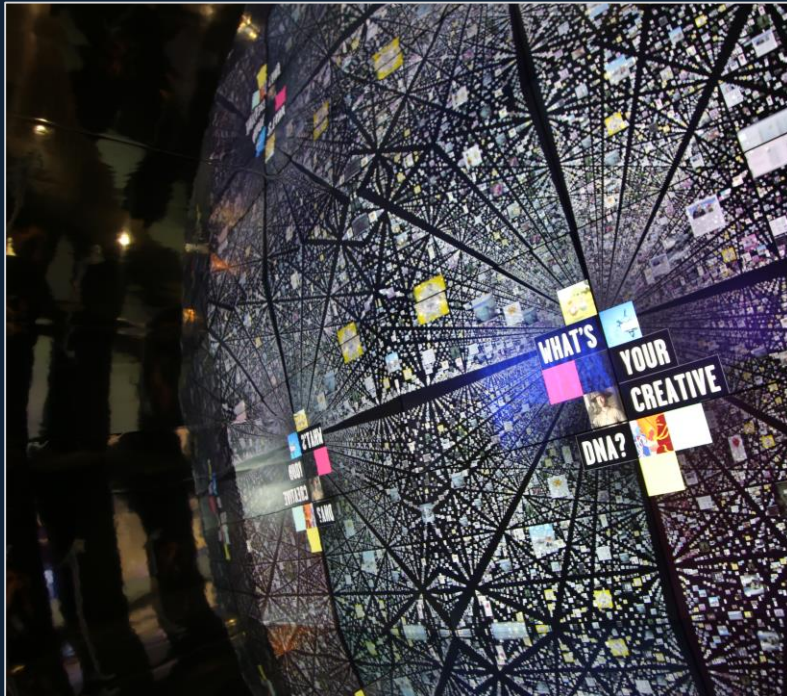


# INNOVATION

As a founding sponsor of the Lions Innovation Festival, MEC presented an interactive digital artwork, created together with digital studio Holition.

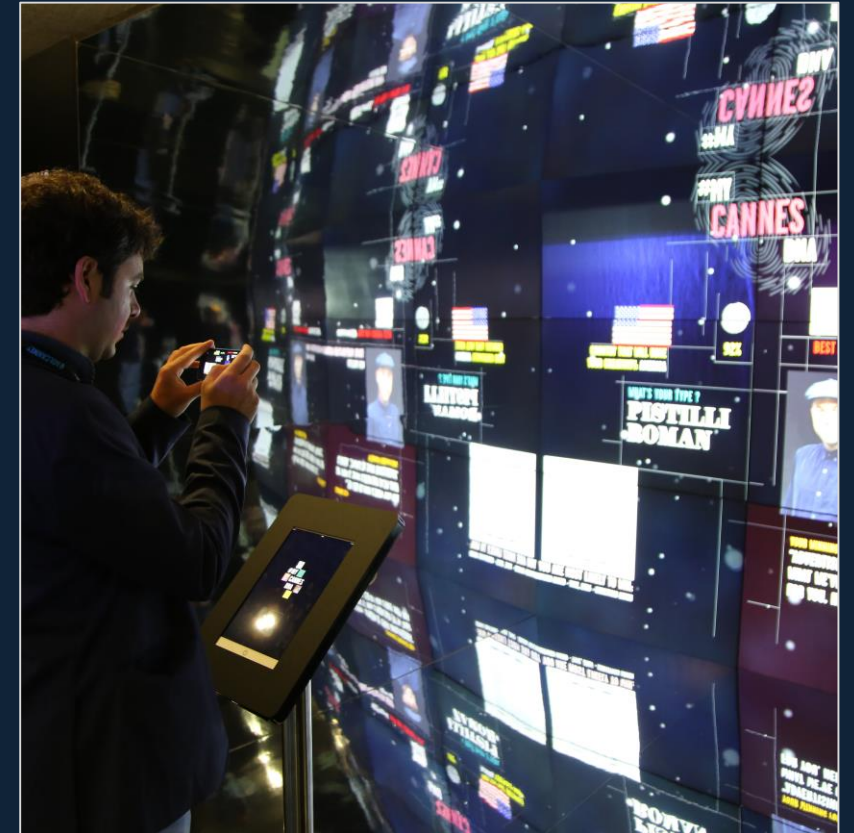


The installation represented MEC's capability to take vast amounts of data, uncover the real-time insights and turn them into intuitive, forward-thinking visualisations.



The installation was opened by MEC CEO Charles Courtier, MEC Chief Analytics and Insight Officer Stephan Bruneau and Lions Innovation CEO Rob Dembitz.

FOUNDING SPONSOR | **INNOVATION** LIONS





## CONTENT

MEC Wavemaker took to the stage to demonstrate how powerful content and targeted social engagement can resonate with an audience.



Alastair Aird, MEC COO and global head of Wavemaker announced MEC's early adopter role in YouTube's new Brand Partner Program Certification.



In only 10 weeks, MEC Wavemaker helped formerly unknown and unsigned Birmingham rock-blues band **Broken Witt Rebels** secure multiple record deals.

**WAVEMAKER** | **MEC**





# 5 TRENDS FROM CANNES 2016 & WHY THEY MATTER TO YOU





# 1 SMART DATA KNOWS WHAT YOU DID THIS SUMMER (AND NEXT SUMMER TOO)

Parse it, ingest it, or scrape it. Data washed ashore in Cannes this year in a big way. While technology is now an established theme at the festival, this year the conversation shifted from “How much data can I collect?” to “What can I do with it?”. A host of smart, intelligent data led applications for brands were in evidence:

- To power a more emotionally intelligent response to digital interactions
- To build self-learning bots that have algorithmic conversations with the consumer
- To generate augmented and virtual experiences for the consumer
- To accurately predict consumer behaviour.

These are not the pipe dreams of technologists. David Rowan of Wired, speaking at Cannes, forecasts that 80% of apps will be replaced by bots, while Kevin Kelly, also of Wired, suggested that Artificial Intelligence (AI) will be the launchpad for nearly every major start-up going forward. He even went as far as to suggest that AI will be Google’s major revenue stream (ahead of advertising) by 2026.







# 1 SMART DATA KNOWS WHAT YOU DID THIS SUMMER (AND NEXT SUMMER TOO)

## What this means?

Smarter, more intelligent use of data is setting a new level of expectation for the consumer. At the same time, in a hyper personalised, predictive communications future, what's the role and relevance of the brand?

Brands must use data and technology to reimagine how they can be even more useful, entertaining and memorable to their customers.



## 2 MICRO HUGS

Many brands have enjoyed success from championing good causes on a large scale, Dove and OMO being perhaps the most famous examples, but this year's Cannes winners demonstrated how brands are leveraging technology and data to make everyday differences to people's lives.

Insurance brand IF introduced their Slow Down GPS, the SatNav which changes to a child's voice in the vicinity of schools and areas where children congregate.

Toyota turned their LandCruisers into an emergency wifi relay system for people in trouble in the Australian outback.

And Valspar Paint helped create new optical lenses which allowed colour-blind people to see colour for the first time: never before seen sunsets and your children's eyes.

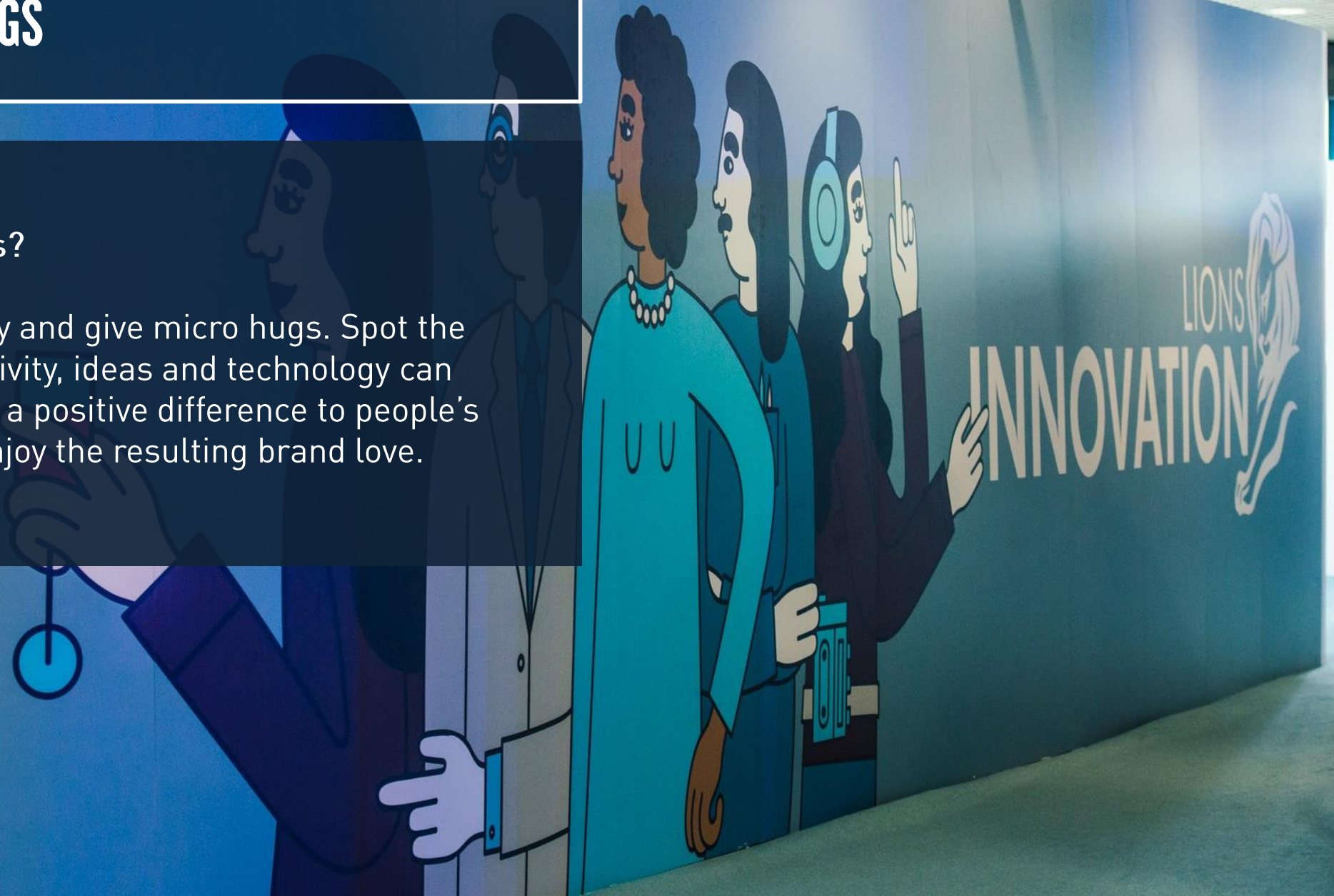




## 2 MICRO HUGS

### What this means?

Do good every day and give micro hugs. Spot the gaps where creativity, ideas and technology can combine to make a positive difference to people's daily lives, and enjoy the resulting brand love.



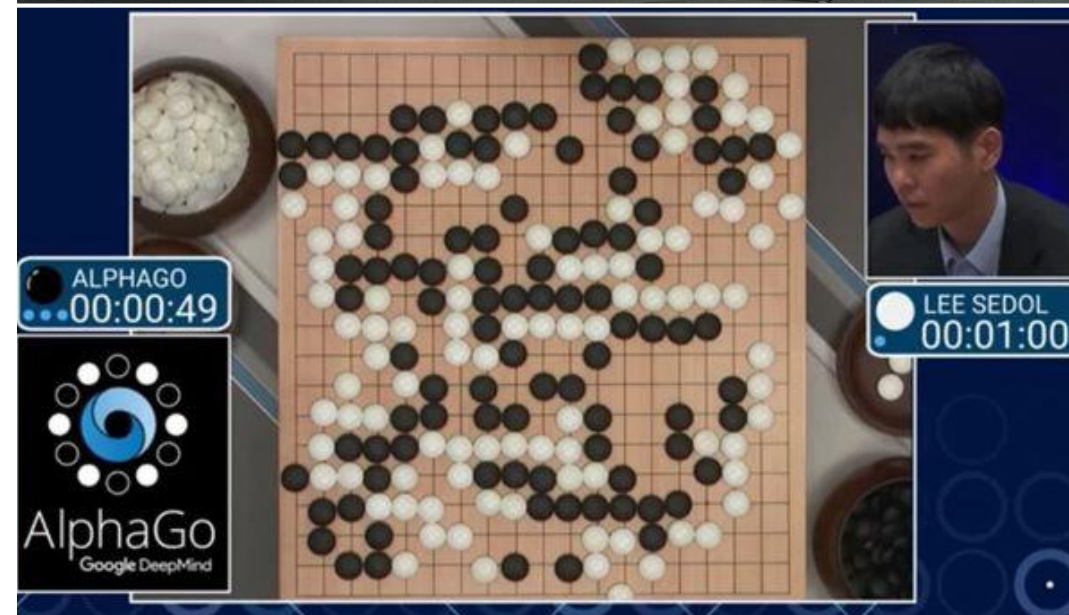


# 3 LOOK TO THE EDGES

The speakers, exhibitors, delegates and, most importantly, the award winners at Cannes represent an increasingly eclectic set of creative interests. Data specialists, drone technologists, app developers and more. Innovation in all its forms is happening at the 'edges'.

Brands and agencies need to look at these edges to identify new opportunities for creativity and commercial success and act quickly, before emerging innovations are brought in to the centre and become mainstream. The sentiment in Cannes is that everything, from food to banking, is ripe for 'disruption', and winning work from the Digital Craft and Innovation categories provides an illustration of the opportunity.

Emad Tahtouh, Innovation Lions jury president describing Alpha Go, an Innovation Lion winner for Google that uses machine learning to play the board game in a human-like way, said: "I'm sure we'll be seeing more and more machine-working projects over the next few years, and I think awarding this a Grand Prix is a great message that this is the future."





# 3 LOOK TO THE EDGES

## What this means?

What is happening at the edges is not incremental, it is brand new, requiring new skills, models and approaches, not bolt-ons and lip service. Marketers and agencies alike should avoid the temptation for incremental change, and take bold steps to experiment 'at the edges', before it's too late.





# 4

## 7BN STORY-TELLERS

Live streaming video is here. Properly here, now that Facebook Live and YouTube Connect have just made it even easier to do. But while we're all potential film directors now, the craft of video is at a crucial juncture, dramatically illustrated by a number of tech companies who wowed the Cannes crowds with what's new in drone technology and 360 video.

The Phantom 4 drone has a new visioning system which allows it to target a subject and create footage unachievable by man and helicopter. 360 video says goodbye to the director's singular, structured vision and creates an immersive world where the viewer can look anywhere. Film directors are being replaced by film 'preditors' – producer/director/editors in one. How long before VR experiences and gestural interfaces are the norm?

Brands who experiment in this area are getting a head start. Lockheed Martin overhauled the windows of a school bus to create an unforgettable Field Trip to Mars for the children inside – a group VR experience. Intel used a range of new technology in partnership with Lady Gaga, transforming her live performance and giving her motion control of the stage.



# 4 7BN STORY-TELLERS

## What this means?

360 video, VR and drone tech represent exciting new opportunities for brands to tell stories. But the craft is different and narrative, structured sequenced story telling doesn't apply. It's not easy, it's new territory, but those brands prepared to give it a go are getting a head start.



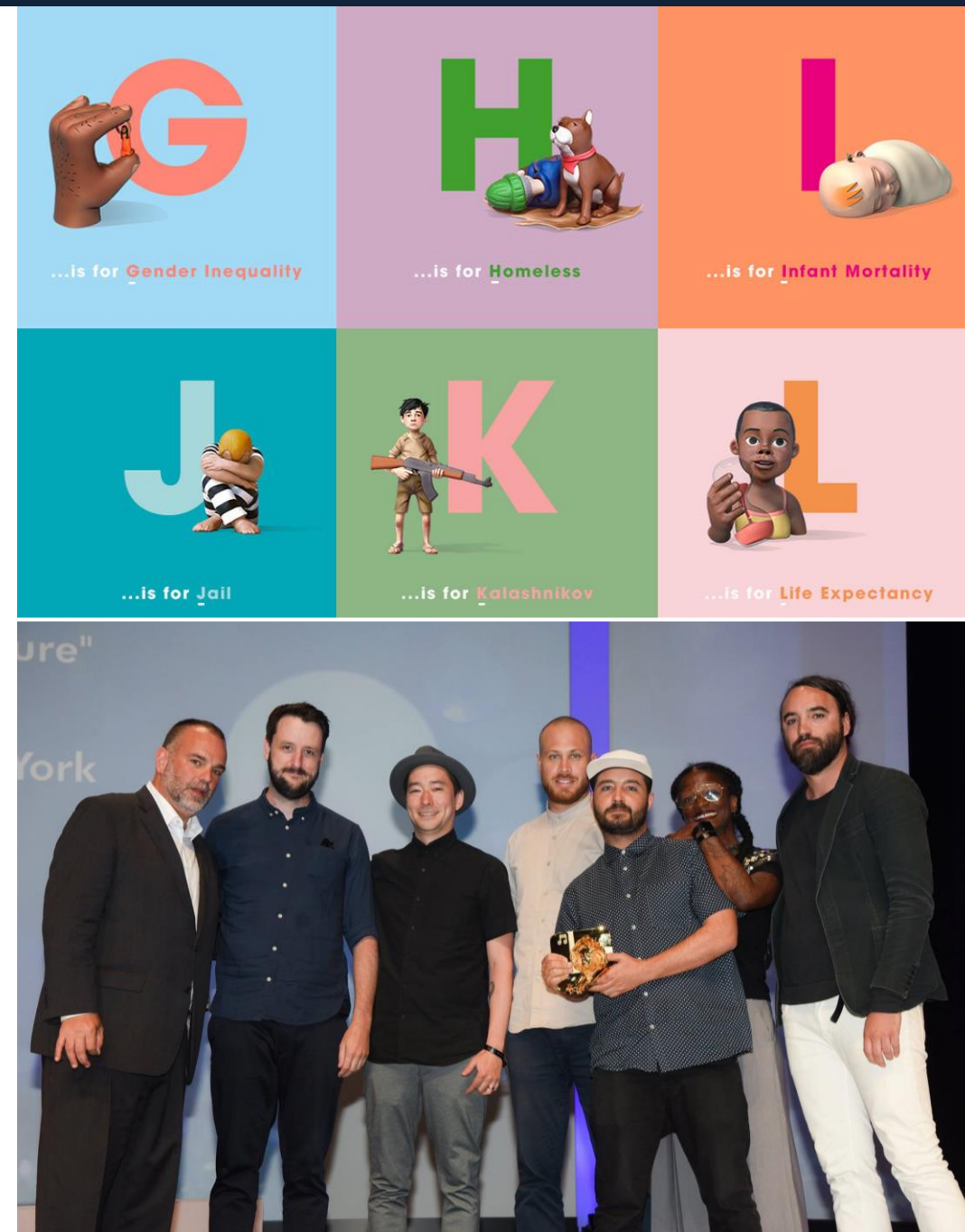


# 5 SELF-CONSCIOUS CANNES

As Artificial Intelligence develops, so does the collective Cannes consciousness. This year saw Cannes continue to drive the equality agenda in the industry.

While Golds, Silvers and Bronzes continue to feature work that tackles inequalities, including the excellent Alphabet of Illiteracy by education company Pearson, many conversations reflected on whether the industry itself is moving fast enough and showing leadership in this area. Keith Weed, CMO of Unilever, said the company is starting a strategy to 'unstereotype' adverts: "The time is right for us as an industry to challenge and change how we portray gender in our advertising."

Analysis by Razorfish and Contagious revealed that of job roles with the highest Cannes win ratio over the last 10 years, only 11% were women, and this hasn't changed much in the last 5 years. However we also learned that big cross discipline teams are more successful, that the era of the creative rock star may be over (as success at Cannes correlates with less involvement from senior management), and in a poke in the eye to procurement worldwide, that client and agency relationships that last 10 years are more than 2 times as likely to win.





# 5 SELF-CONSCIOUS CANNES

What this means?

Teams win. Lasting relationships with clients win.  
But it's still 'must try harder' on gender equality  
in our business.





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**“SAYING A STORY IN A MINUTE IS LIKE CAPTURING THE ESSENCE OF THE OCEAN IN A DROP OF WATER”**

- Alejandro González Iñárritu, Academy Awards-Winning Director, Writer, Producer



**“WE CAN DOUBLE THE PRODUCTIVITY OF THE WORLD THROUGH GREATER GENDER EQUALITY”**

**“HELP US CREATE THE BIGGEST CAMPAIGN IN THE WORLD FOR HUMANITY”**

- Ban-Ki Moon, Secretary-General, United Nations



**“AIM HIGHER. DARE TO BE DIFFERENT. USE ALL YOUR GOLD. MAKE INTERESTING FRIENDS”**

- Anna Wintour, Artistic Director Condé Nast

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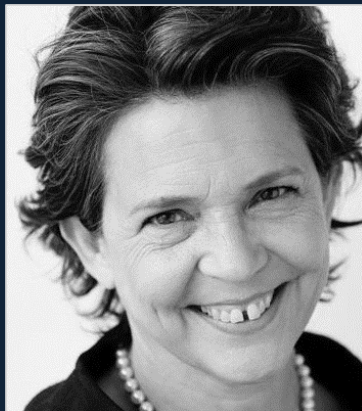
**“ANYTIME YOU ARE TRYING TO CREATE CHANGE IN A LARGE ORGANISATION, FOLLOW THE ENERGY OF PEOPLE TO DRIVE THE SHIFT”**

- Jim Stengel, CEO, The Jim Stengel Company



**“WATCHING CONTENT IS THE TOP THREE THING WE SPEND TIME ON, BEHIND SLEEPING AND WORKING”**

- Kelly Merryman, Vice President Content Partnerships, YouTube



**“IN ADVERTISING, WE HAVE THE POWER TO CHANGE MINDS, CHANGE BELIEFS AND CHANGE THE WORLD”**

- Madonna Badger, Chief Creative Officer / Founder ,  
Badger & Winters



# THANK YOU

## TO ALL THE #MECATCANNES CONTRIBUTORS

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For more information visit MEC on [YouTube](#) or at  
[www.mecglobal.com](http://www.mecglobal.com)

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