CANNES FOR CLIENTS
Welcome to the advertisers’ guide to the Cannes Lions International Festival of Creativity. If you’re a senior marketing executive, this is for you.

With the help of some words of wisdom from your peers, we’ll show you the Cannes Lions experience through advertisers’ eyes.

From a simple explanation of the Festival format to finding networking opportunities and creative inspiration, this is how to get the best return on your investment at Cannes Lions.

Cannes rewards creativity that makes an impression; not that just delivers impressions. For McDonald’s, we’ve seen ROI 54% higher with creative that wins Lions than creative that doesn’t.

Matt Biespiel, Global Brand Development, McDonald’s Corporation
The Festival is the only truly global meeting place for marketing, advertising, technology, media, PR, design, production and communications professionals. In 2013 more than 12,000 delegates from 94 countries attended for seven unmissable days of learning, networking and celebration.

THE AWARDS

The Cannes Lions trophies are the most prestigious awards in the worldwide creative communications industry. During the week-long Festival in June, more than 35,000 entries from all over the world are showcased, judged and, if deemed worthy, rewarded with the coveted Lions.

There are awards for Film, Press, Outdoor, Direct, Media, Cyber, Radio, Promo & Activation, Film Craft, Mobile, Branded Content & Entertainment, Design, Product Design, PR, Innovation, Creative Effectiveness and Titanium and Integrated, as well as a range of special awards including Creative Marketer of the Year (which has previously gone to IKEA, Volkswagen and Mars).

BEYOND THE AWARDS

The awards provide the focus of the Festival but advertisers and agencies alike tell us that one of the most valuable experiences is the opportunity to learn from their peers around the world.

The comprehensive Cannes Lions content programme offers the chance to engage with the industry’s most innovative thinkers. It includes more than 100 sessions covering a diverse range of topics, presented by renowned speakers such as Alain de Botton, Bill Clinton, Mark Zuckerberg, Sir Ken Robinson, Biz Stone and many more.

We view Cannes Lions as the epicentre of creativity in our industry. We want to be inspired, we want to be educated and then we want to take back what we’ve learnt from Cannes to our entire organisation, so we can apply it.

Marc Pritchard, Global Marketing & Brand Building Officer, P&G
I think creative excellence is pivotal to drive business performance. I can almost prove that ten-out-of-ten work drives business results that seven-out-of-ten work doesn’t. We’ll risk a three-out-of-ten, in pursuit of a ten, because tens change the trajectory of your business.

Andy Fennel, President, Chief Operating Officer, Africa, Diageo

ADVERTISERS AT CANNES LIONS

Advertisers make up almost 25% of our delegate base. Here are some of the 1,200 organisations that sent representatives in 2013.
I get very frustrated with the ongoing debate about creativity and effectiveness because I do not believe you can have one without the other.

Jonathan Mildenhall, SVP, Integrated Marketing Content and Design Excellence, The Coca-Cola Company

MAKE THE MOST OF THE FESTIVAL

NETWORK

Cannes Lions brings the entire communications industry together in one place, from advertisers and agencies to tech companies and media specialists. There are countless ways to take advantage of this unique networking opportunity.

NETWORK DIGITALLY

Cannes Connect is an online networking tool to help you communicate with other Cannes Lions delegates before, during and after the Festival. By connecting with fellow attendees ahead of your arrival, you can make the most of your time at the world’s biggest celebration of creativity in communications.

NETWORK NATURALLY

Our programme of galas, award ceremonies, seminars and workshops provide natural and relaxed environments for making new contacts. Every evening, we also host a Cannes Connect Bar with complimentary drinks for delegates.

NETWORK FORMALLY

Whether it’s a roundtable meeting, an intimate drinks reception or a large-scale party, we’ll help you host your own memorable events at Cannes Lions. Through our partnerships with the Festival venue, the Palais des Festivals, and most of the 5-star hotels in Cannes, we can secure the most prestigious venues in the city. Or you can book our screening theatre for a private audience with your agency, at no charge.
At its core, Cannes Lions is about the work. Game-changing brand communications from more than 90 countries are showcased and celebrated at our Awards Ceremonies.

EXHIBITIONS, KIOSKS AND SCREENINGS

Take the opportunity to see your own and your competitors’ advertising in context. Review the work at our exhibitions and digital kiosks, and be inspired by the best of the best.

AWARD CEREMONIES

The winners of the much-coveted Lion trophies will be honoured at four award ceremonies:

Monday 16 June
Creative Effectiveness, Direct Lions, PR, Promo & Activation Lions Awards + Young Lions PR Competition

Tuesday 17 June
Media, Mobile, and Outdoor Lions Awards

Wednesday 18 June
Design, Cyber, Press, Product Design, Radio Lions Awards + Young Lions Cyber, Design and Print Competitions + Media Person of the Year Award

Saturday 21 June
Branded Content & Entertainment, Film, Film Craft, Innovation, Titanium and Integrated Lions Awards + Young Lions Film and Marketers Competitions

Several special awards will also be celebrated on Saturday 21 June, including: Palme d’Or; Creative Marketer of the Year; Independent Agency of the Year; Grand Prix for Good; Lion of St. Mark; Holding Company of the Year; Network of the Year; Agency of the Year.

CREATIVE EFFECTIVENESS LIONS

Creative Effectiveness Lions honour creativity that has had a measurable and proven impact on an advertiser’s business. The aim of the award is to establish a direct correlation between creativity and effectiveness. The Festival has always been, and always will be, a festival of creativity, but now more than ever ROI is paramount and it is important that we acknowledge and reward this.

My company gave me the option to go to Cannes and I jumped at it. I want to elevate the creative product in our company and Cannes is a way to inspire me to do that.

Kimberly Bealle, Senior Director Global Advertising, Kraft Foods
The learning opportunities at Cannes Lions are staggering, with more than 100 sessions over the seven days. Hosted by high profile industry personalities, the seminars and workshops cover a diverse range of topics, tackling the most important issues facing the industry and offering actionable insights.

In 2013, highlights included talks from innovative thinkers Lou Reed, Martha Stewart, Vivienne Westwood, Rem Koolhaas, David Karp, Conan O’Brien and Sean Combs.

From the advertising community, words of wisdom came from Lee Clow, James Hilton, George Lois, David Lubars, Paul Bennett, Sir Martin Sorrell, Maurice Lévy and Nick La.

Leading advertisers who spoke included Unilever’s Keith Weed, Coca-Cola’s Jonathan Mildenhall and Muhtar Kent, Heineken’s Jean-Francois van Boxmeer, Diageo’s Andy Fennell and Alfredo Gangotena from Mastercard.

These days marketers have a tremendous amount on their minds. They’re looking at this brand new digital platform and they’re realising that the world and everything they know about it has radically changed.

Laurence Boschetto, former CEO and President, Draftfcb
Cannes began the twenty-first century by naming Sony its 2000 Advertiser of the Year. Sony’s 1999 was extraordinary. The share price increased 242%, ten times the S&P500 and Sony’s decade average. On February 28, 2000, Sony’s stock hit an all-time high of $149.72, a figure it’s never met since.

From The Case for Creativity, by James Hurman

CREATIVE MARKETER OF THE YEAR

This award honours advertisers that have distinguished themselves by the quality of their campaigns, or who inspire innovative marketing of their products or services. For winners of the accolade (previously known as Advertiser of the Year), there is a strong correlation between the strength of the creative output that led to it and the strength of their share price at the time.

In his book, The Case For Creativity, Colenso BBDO Auckland’s Planning Director James Hurman points out that Sony’s share price increased 242% the year before it won the Cannes Lions Advertiser of the Year Award in 2000.

This is not a coincidence; there are many examples of a seemingly casual link between Advertiser of the Year winning levels of creativity and extraordinary stock market performance:

- VW’s share price shot up in the two years prior to its win in 2009 (89 per cent in 2008 and 74 per cent in 2009).

- In 2008, the Cannes Lions Advertiser of the Year was P&G. On December 12, 2007, P&G hit its all-time share price high of $74.67.

- At the end of 2006, six months before Cannes Lions crowned Honda its 2007 Advertiser of the Year, the Japanese carmaker hit its highest recorded share price of $38.50.

- Cannes Lions awarded adidas Advertiser of the Year in 2006, at the end of a period of 35% share price growth, more than four times the S&P500.

To read more, click here to download a chapter from The Case for Creativity.
Perhaps the biggest change in the industry in the last ten years has been clients’ attitude to creativity. In 2004, the owners of the Festival conducted research with advertisers about how they viewed creativity in general and Cannes Lions in particular. In 2004, Nestlé, one of the world’s biggest marketers, said this:

Cannes is not something we would normally attend. We do not really pay any attention to the awards. We pay more attention to the results our agencies achieve.

Nestlé Marketing Director, 2004

When we asked the same question in 2012, this was the reply from the same company:

We have this firmly locked in our calendars as we believe in the amplification of Big Ideas, and Cannes Lions provides the inspiration for our brand builders to take creative and media to best-in-class delivery. We use Cannes Lions as our benchmark and talk openly to our agencies about the desire to deliver work of the same standard.

Nestlé spokesperson, 2012

Nestlé is not unusual. This change can be seen right across the marketing spectrum.
Passes are now available to buy online at www.canneslions.com, until 21 June 2014.

KEY DATES

Entries open
23 January 2014

Entries deadline
7 March 2014 (Creative Effectiveness Lions)
28 March 2014 (All other categories)

The Festival
15–21 June 2014

BEFORE YOU GET HERE – ORGANISE YOUR OWN EVENTS

Our team can help arrange the perfect venue for your event, be it a daytime meeting or an evening cocktail reception. From beaches to meeting rooms and party venues, we’ll use our expert knowledge of the city and connections with local businesses to assist with locating and booking the best possible location.

We offer, free of charge:

• Help and advice with organising events, no matter how big or small
• Expert knowledge of the city of Cannes, thanks to our long-standing relationships with local businesses and the tourist board
• Specially negotiated rates with partner venues around the city
• Delegate and venue liaison, including on-site assistance
• Destination management expertise for all Cannes Lions delegates

For events in the Palais des Festivals, contact Ray Suitters: rays@canneslions.com.
For events outside the Palais, contact Camille Sabarros: camilles@canneslions.com.

WHEN YOU GET HERE – TAKE A TOUR

If it’s your first time at Cannes Lions, attend a ‘How to Cannes’ session. Held every Festival morning at 9.30am for 30 minutes, a Cannes Lions veteran will advise you on making the most of your visit. A Festival Official will also be on hand to answer any questions.

This was always a secret thing. The creatives would go to Cannes and we weren’t really sure what happened. For us, as a client, to come here is really special. I can see why [creatives] come. To see them celebrate excellent work is the most exciting thing for me.

Jim Farley, Group VP, Global Marketing, Sales and Service, Ford