THE BUSINESS CASE FOR CREATIVE BRAVERY
Cannes Lions actively awards brave creative work. Work that takes chances in pursuit of excellence and changes the status quo.

We believe in the commercial case for creative bravery, and would like to help you make this case to clients and organisations.

Here are some ways to support your case for why investment in creative brilliance and bravery is a safe business decision.
“10/10 work drives business results that 7/10 work doesn’t”
Andy Fennell, Chief Marketing Officer at Diageo

“(Sandwich) was a risky campaign, but ultimately one that delivered remarkable rewards. It exceeded all of its objectives and our expectations. A brilliant idea, executed flawlessly”
Greg Lyons, Vice-President of Marketing at Walkers

Source: Cannes Lions 2013
“At McDonald’s we’ve seen ROI 54% higher with creative that wins Cannes Lions than creative that doesn’t”.

Matt Biespiel, Sr. Director of Global Brand Development at McDonald’s
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Award-winning brave creative work is proven to drive share price performance.

Source: Cannes Lions 2012 & James Hurman ‘The Case for Creativity’ 2011

In the year preceding them winning the Cannes Lions Advertiser of the year each company below recorded an all-time high share price. ONCE IS AN EVENT, TWICE IS A COINCIDENCE, THREE OR MORE TIMES IS A PATTERN

Note: 2011 and 2012 Advertisers of the year were Ikea and Mars, privately held companies so no share price data is available.
The relationship between award-winning brave creative work and market share growth is increasing significantly.

"Creatively awarded campaigns generate 11x more market share growth than non-creatively awarded campaigns"  
Alexis Nasard, Chief Commercial Officer at Heineken

"The (Gorilla) campaign helped grow the UK Cadbury business by 10% and gained market share"  
Mark Choueke, Editor at Marketing Week UK

Source: Cannes Lions 2013
In Summary:
Two decades of international measurable research demonstrates that:
• World-leading senior clients are committing to creative bravery
• Award-winning brave creative work drives increased ROI
• Award-winning brave creative work is proven to drive share price performance
• The relationship between award-winning brave creative work and market share growth is increasing significantly
Find out more about creative bravery:

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http://www.youtube.com/watch?v=YcrWI7zUMyQ