

# CANNES LIONS

The Cannes Lions 2024 logo features the words "CANNES" and "LIONS" in a large, bold, white sans-serif font. The word "LIONS" is partially obscured by a circular emblem containing a stylized, black and white illustration of a lion's head and front paws. The background is a vibrant orange-to-red gradient, with a black silhouette of a palm tree on the right side.

2024

PORTER  
NOVELLI

# PORTER NOVELLI



## Cannes Decoded

- Major Themes
- Key Moments
- The Work that Won





# Major Themes

Five key conversations emerged during this year's Cannes International Festival of Creativity



**AI +  
Technology**  
Integration



**Humor** on  
Center stage



**Creator Power**  
Growing



**Creative**  
Collaboration



**Sustainability  
+ DE&I**  
Entwined



# AI + Technology Integration

AI was a dominant theme and recognized throughout the festival as an essential tool for modern marketing. Discussions emphasized the importance of using AI to enhance media processes and improve performance through AI-driven efficiencies and effectiveness. This trend reflected a significant shift from AI being a novel concept to an expectation in the industry.

- **12% of Lions entries in 2024 used AI in some capacity**
- **Pedigree's "Adoptable" Campaign used AI for personalized shelter dog ads, winning the Grand Prix in Corporate Purpose and Social Responsibility**

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**"AI FREES US FROM MUNDANE TASKS, ALLOWING US TO FOCUS ON GENUINE CREATIVITY. WE ARE THE DRIVERS; AI IS THE COPILOT."**

Alex Schultz,  
Meta







# Humor on Center Stage

# LAUGH

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**IF A  
BRAND  
USES  
HUMOR,  
80%  
OF PEOPLE  
ARE MORE  
LIKELY TO  
BUY FROM  
THE  
BRAND  
AGAIN.**

The festival introduced a new "Use of Humor" category to celebrate outstanding work that effectively employs comedy in advertising and creative campaigns.

The high quality of entries in this category demonstrated humor's power to captivate audiences, convey messages, and drive engagement. Notably, 4% of all entries in the humor category won awards, exceeding the global average of 3.1% across all categories.

Humor at the festival was not just about eliciting laughter but served as a strategic tool for creating memorable and shareable content. Winning campaigns showed that well-executed humor can cut through the noise, build emotional connections, and enhance brand recall.





# Creator Power Growing

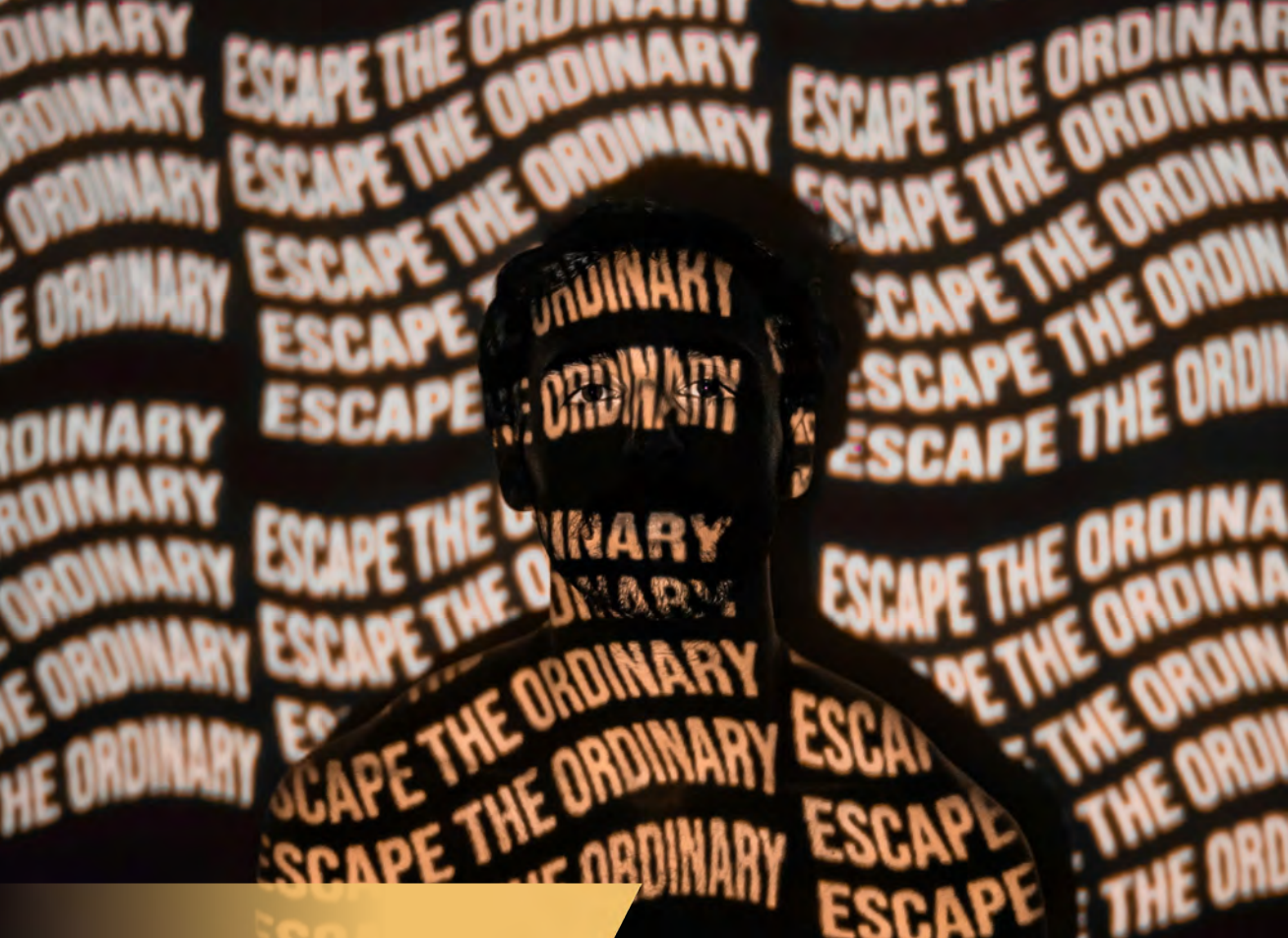
Cannes Lions 2024 emphasized the growing influence of the creator economy – which Goldman Sachs projects will reach \$480 billion by 2027 – with the newly introduced Lions Creator experience. This initiative aims to enhance learning and networking opportunities between creators and agencies.

This year, a dedicated content track was introduced in collaboration with Viral Nation, featuring notable speakers from various creator backgrounds. Influencer and talent agencies had a strong presence alongside social media platforms. The event also showcased the growing importance of influencers in B2B marketing.

**“FOR BRANDS, CREATORS  
REPRESENT A DIRECT LINE TO NEW  
AND ENGAGED AUDIENCES AND AN  
OPPORTUNITY TO STAY IN TUNE  
WITH OUR EVOLVING CULTURE.”**

Grace Kao - Spotify





# Creative Collaboration

While technological innovation is omnipresent, Cannes speakers overwhelmingly viewed tech as a tool to boost human creativity, versus a creative force in itself.

Agencies are leveraging their creative power and enhancing it with tech stack tools, resulting in campaigns that make immediate impact. They are also exploring new routes and platforms to reach wider audiences. The traditional 'insular' mindset in creative industries is rapidly giving way to a more collaborative approach.

**Notable examples of collaborations included partnerships between major brands and animation studios (Nike x Dreamworks), international organizations and creative agencies (UNICEF x Havas), and tech giants with digital agencies (Google x RG/A).**





# Sustainability & DE&I Entwined

Diversity, Equity & Inclusion (DE&I) and sustainability were focal points at Cannes 2024. The festival showcased groundbreaking work that emphasized these themes, with a notable increase in entries centered on promoting diverse voices and sustainable practices.

- **Sustainability-themed campaigns saw a 20% increase in entries**
- **15% of all shortlisted campaigns addressed issues related to diversity and inclusion**



# Key moments



1

Will **Emotional Intelligence**  
Laugh In the Face of AI?



3

**Travis &  
Jason Kelce** @Sport Beach



2

**Elon Musk**  
takes the stage



4

**Has PR Cracked the code?**  
Provoke CEO Roundtable

# Will Emotional Intelligence laugh in the face of AI?



This panel discussion focusing on emotional intelligence (EI) in the AI age was led by Porter Novelli Global CEO, Jillian Janaczek.

Panelists including Sofia Hernandez from TikTok and Cathy Graham Kidd from Pepsi Lipton were in agreement that AI cannot replace or replicate our human emotions. Sofia explained, “[it can] help marketers cost cut and move quickly – but in no way replace creativity.”

Alison Moore from Comic Relief US, also on the panel, expressed concerns about AI widening the digital divide and marginalizing communities without access to technology. Noël Paasch from Google highlighted efforts to democratize AI tools for creators, noting a significant increase in AI-driven content creation on YouTube. As Cathy pointed out, “while AI cannot replace us, it can certainly aid creativity by reducing manual tasks, with a high percentage of creators already integrating AI into their work.”

**“IT’S AN ENABLING TOOL TO BUILD UNDERSTANDING OF OUR AUDIENCES, BUT STAYING CONNECTED, EMPATHY, AND HOW WE SHOW UP IN CULTURE IS THE NEVER-ENDING TASK OF MARKETERS.”**

Cathy Graham Kid – Pepsi Lipton



# Elon Musk takes the stage



**"I THINK THERE WILL PERHAPS BE A  
CRISIS OF MEANING - IF THE AI CAN DO  
EVERYTHING THAT YOU CAN DO, BUT  
BETTER, THEN WHAT IS THE POINT OF  
DOING THINGS?"**

Elon Musk

Elon Musk took center stage to discuss key topics such as advertising, freedom of speech, and artificial intelligence (AI).

Musk defended his controversial remarks to advertisers on X last year, clarifying that his statement was aimed at preserving free speech on the platform. He emphasized the importance of advertisers having the freedom to choose where their ads appear but opposed the idea of them dictating content on the platform. Musk stated, "Censorship and money, or free speech and losing money. We are going to support free speech."

In terms of AI, Musk highlighted its transformative potential, predicting significant changes within the next few years. He suggested that AI would soon outpace traditional search engines like Google by providing more accurate and useful results. Musk also noted AI's potential to enhance creativity, allowing for more innovative and personalized advertising solutions.



Musk also touched on other ventures, including SpaceX, reiterating his goal of making life multi-planetary. He explained that moving people to Mars is essential for expanding the lifespan of human consciousness and ensuring survival amidst Earth's precarious situation.

# Travis & Jason Kelce @ Sport Beach



Travis and Jason Kelce participated in Cannes Lions Sport Beach 2024, which featured a mix of sports personalities and activities, focusing on the intersection of sports, creativity, and culture. They hosted a live recording of their popular podcast, "New Heights with Jason and Travis Kelce," during the event. Travis Kelce's high-profile relationship with Taylor Swift brought a new demographic of listeners to their show, and the brothers discussed how they've adapted their content to cater to both their long-time football fans and new listeners from Swift's fan base.

In addition to the podcast, the Kelces showcased their alcoholic beverages, Garage Beer and Casa Azul Tequila Soda, at the first-ever Wine & Spirits Festival at Cannes Lions.

**"YOU GOTTA LISTEN TO YOUR VIEWERS, YOU HAVE TO LISTEN TO THE COMMENTS AND YOUR DEMOGRAPHIC AND SEE WHO YOU'RE TALKING TO."**





# Has **PR** Cracked the code?

Provoke Media hosted a CEO roundtable to answer that very question



In the PProvoke CEO roundtable discussion, leaders in the industry reflected on the two key winners of Cannes Lions: humor and joy. All winning campaigns reflected this desire for a much-needed break from the intense focus on AI and reminded people of the importance of human connection.

CEOs also debated the balance between creativity and commercial impact in award-winning work as well as the importance of building PR's reputation for creative work.



**"I LOVE THE HUMOR IN THESE WINNING CAMPAIGNS, BECAUSE IT GETS PEOPLE AWAY FROM ALL THE INTENSITY AND REMINDS US THAT HUMAN CONNECTION IS STILL REALLY IMPORTANT."**

Jillian Janaczek – CEO Porter Novelli



The background of the image is a vibrant orange and yellow sunset. A bright, glowing sun is positioned in the upper center, partially obscured by the dark, silhouetted fronds of palm trees that hang down from the top. The overall mood is warm and tropical.

# **The work that won**

# PR Grand Prix Winner ‘The Misheard Vision’

For Specsavers  
by Golin





# PR Highlights



**MICHAEL CERA VE**  
for Cerave, by Ogilvy PR, New York



**WOMENS FOOTBALL**  
for Orange, by Marcel, Paris

# PR Highlights



## DOORDASH ALL-THE-ADS

for DoorDash, by Wieden & Kennedy, Portland



## HEINZ KETCHUP FRAUD

for Heinz, by Rethink, Toronto



# PR Highlights



**THE LAST BARF BAG**  
for Dramamine, by FCB, Chicago



**PUB MUSEUMS**  
for Heineken, by LePub, Milan

# Including 12 wins for Porter Novelli



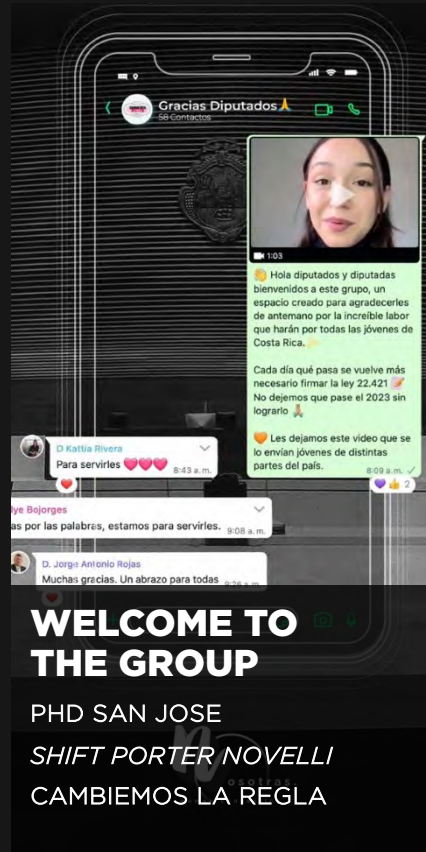
## ADOPTABLE.

COLENSO BBDO AUCKLAND

GRC PARTNERS X  
PORTE NOVELLI

PEDIGREE

Chained Dog  
Rehabilitation



## WELCOME TO THE GROUP

PHD SAN JOSE

SHIFT PORTER NOVELLI

CAMBIEMOS LA REGLA



## THE AI PRESIDENT

IMPACT BBDO DUBAI

IMPACT PORTER NOVELLI

ANNAHAR NEWSPAPER

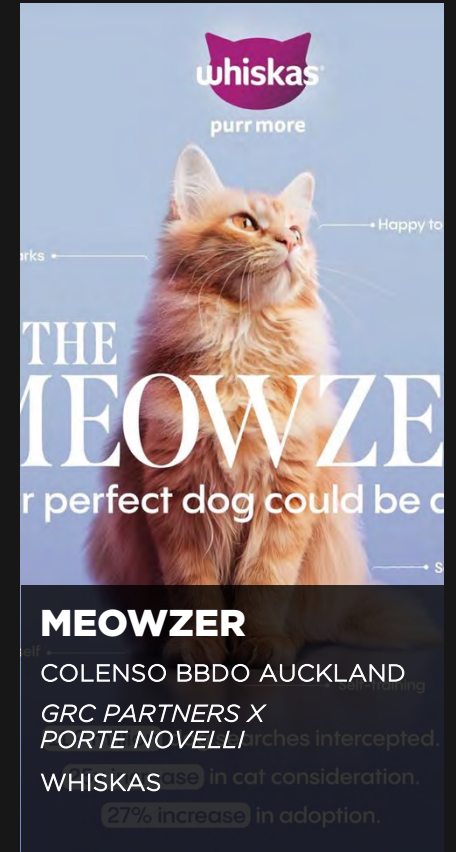


## THE E-COMMERCE OF TRUST

DDB MEXICO MEXICO CITY

PORTER NOVELLI MEXICO

GAHR WECAPITAL



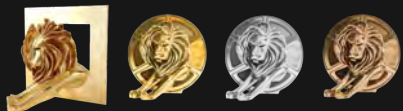
## MEOWZER

COLENSO BBDO AUCKLAND

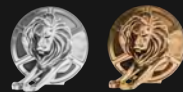
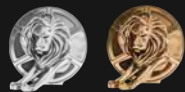
GRC PARTNERS X  
PORTE NOVELLI

WHISKAS

27% increase in adoption.



PORTER  
NOVELLI



CANNES  
LIONS



# Adoptable.

For PEDIGREE  
By Colenso BBDO  
& GBYRC Partners  
PorterNovelli





# The E-Commerce of Trust

For GAHR WECAPITAL  
By DDB Mexico &  
Porter Novelli Mexico



# The AI President

For AnNahar Newspaper

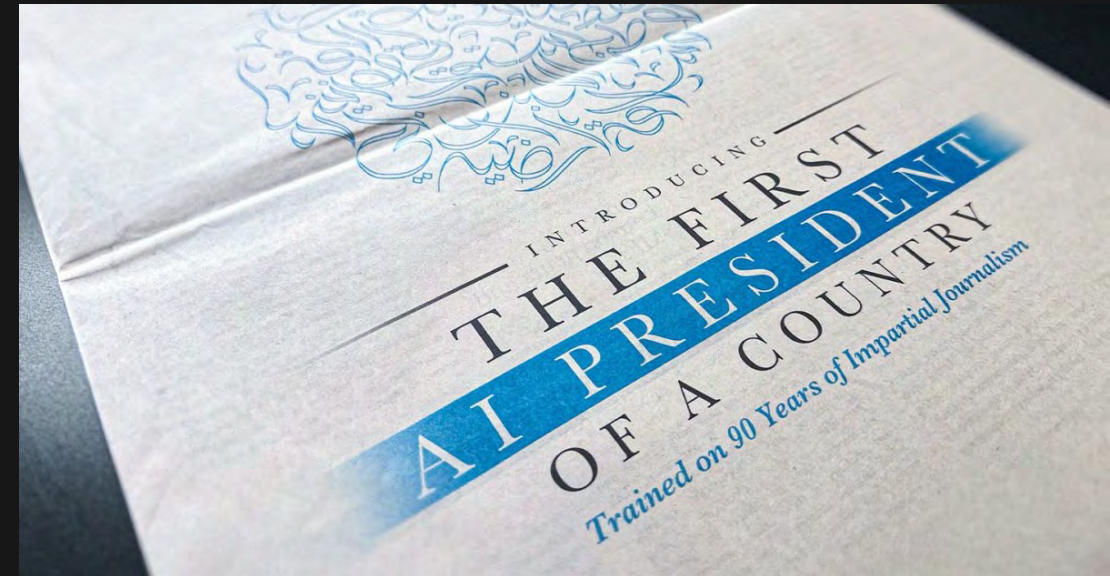
By IMPACT BBDP & Impact Porter Novelli

## IDEA:

With no President since 2022, Lebanon was politically paralyzed when AnNahar Newspaper stepped in to show the importance of objective and rational leadership, in a way political elites and the world could not ignore. Using 90 years of impartial reporting, AnNahar engineered the world's first AI President, synthesizing historical and current data to generate potential solutions to the challenges facing Lebanon. The new figurehead not only possessed extensive knowledge of the country's past, but could make decisions devoid of corruption, bias, and personal agendas.

## IMPLEMENTATION:

The arrival of a new leader was teased to the Lebanese public through a nationwide campaign across outdoor, TV, and social platforms, keeping the identity hidden. The AI President was then revealed in a nationwide broadcast, with a live interview with the Editor-in-Chief of AnNahar, answering in-depth questions on Lebanon's situation. AnNahar then transformed its daily edition into a full-fledged political platform, authored by the AI President - containing informed solutions and policies to reform Lebanon and urging citizens to access its wealth of knowledge online and ask questions, facilitating an informed and country-wide dialogue.



## IMPACT:

AnNahar saw its highest readership in its history, with the physical edition selling out in just a few hours, website visits increasing by 31% and subscriptions by a further 28%. Meanwhile, the campaign garnered \$25 million+ in earned media with coverage spanning the world. But perhaps most impressive of all, government officials used the AI platform in cabinet sessions to help shape policies, seeding new hope for fair and effective leadership in Lebanon.

# Welcome to the Group

For Cambiemos La Regla  
By PHD &  
Shift Porter Novelli







# Meowzer

**For Whiskas**  
**By Colenso BBDO &**  
**GRC Partners Porter Novelli**



# Thank You

We hope you found this 'Cannes Decoded' round up interesting and informative.

If you would like to take a deeper dive into any of the content, reach out to our Global CEO Jillian Janaczek using the below link.

[CONTACT US](#)

A TOAST TO  
*Cannes*

IN PARTNERSHIP WITH  
**amazon ads**

