

OMNICO  
**COVE**

**A LOOK BACK AT CANNES 2024**

Creativity & Effectiveness in Action

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# Connections & Reflections

## CONNECTIONS & REFLECTIONS

The industry once again rallied around the Palais for The Cannes Lions International Festival of Creativity – and Omnicom colleagues, clients, and partners gathered at the Omnicom Cove to connect, collaborate, and celebrate for the second year.

This year's Festival was more global than ever. Cannes Lions Chief Diversity Officer Frank Starling opened the week at the Cove, sharing that through their ERA Programme, they offered complimentary passes to 300 people from 52 countries, 98% of which were new communities to Cannes. This was also reflected in our 33 awarding jurors from around the world, who had a front row seat to the work that's moving not only the industry, but culture and society on a global scale.

The work remains central to us at Omnicom, which is why we incorporated intimate 'Walk the Work' tours into our programming this year, keeping creativity and the work front and center. Our tours sparked meaningful conversations between individuals from different disciplines and verticals about the depth of the creative brilliance on display at this year's Lions. Along with our daily programming, themed around Artificial Intelligence, Content, Commerce & the New Consumer, Creativity, and Talent, these shared moments of connection in Cannes enable us to double down on the value of creativity and to emphasize the role of not just marketing but long-term brand building in driving tangible business impact.

We were thrilled to spend the week amongst our brilliant peers from across the world – and are equally excited to share their insights and experiences to inspire us on our journey to Cannes Lions 2025 and beyond.



# OUR 2024 JURORS

Leading experts from across Omnicom set the global creative benchmark for our industry



**Simon Vicars**

Colenso BBDO



**Rahul Mathew**

DDB Mudra Group



**Lucie Vallotton**

TBWA



**Frank Hahn**

BBDO Germany



**Chanikarn Sitthiaree**

BBDO Bangkok



**Clara Nogueira**

DDB Paris



**Iikay Gurbinar**

TBWA Istanbul



**Henrique Del Lama**

AlmapBBDO



**Caroline Winterton**

adam&eveDDB



**Keith Manning**

TBWA



**Elda Choucair**

Omnicom Media Group



**Mike Solomon**

PHD Media



**Gavin McLeod**

CHEP Network



**Jose Maria Roca de Viñals**

DDB



**Louise Johnson**

Fuse



**Ben Williams**

TBWA Worldwide



**Matty Burton**

DDB



**Marcia Esteves**

TBWA



**Chantal Silva**

DDB



**Steve Rogers**

Haygarth Group



**Kyoko Yonezawa**

TBWA



**Atiya Zaidi**

BBDO Pakistan



**Divya Dileep**

TBWA



**Tracey Brader**

DDB Remedy



**Andreas Dahlqvist**

NORD DDB



**Charlotte Lee**

OMD



**Ali Rez**

IMPACT BBDO



**Antony Nelson**

adam&eveDDB



**David Guerrero**

BBDO Guerrero



**Andre Sallowicz**

AMV BBDO



**Kunanun Manusutthipong**

TBWA Thailand



**Raúl Forero**

DDB



**Joe Abou-Khaled**

IMPACT BBDO

“

To me, progressive marketing is not just a piece of marketing. Progressive marketing *is* marketing.



**Cristina Diezhandino**

Chief Marketing Officer, Diageo

“

The brilliant ideas of our people is what will ensure Gen AI is harnessed in a way that properly and cleverly captures the depth, complexity and unpredictability of consumers. So, while Gen AI is having a profound effect on our industry, it will always only be a partner to our people's creativity.



**John Wren**

Chairman & CEO, Omnicom

“

There are 3 filters for brands: #1 is to truly stay true to your brand, #2 is to be in the space where our customers are and not expecting them to come to us, and #3 is to always think about how we want our consumers to feel.



**Alyson Griffin**

Head of Marketing, State Farm

# A Home Base for Creativity, Insights, & Connection in the Heart of Cannes

# A Home Base for Creativity, Insights, & Connection in the Heart of Cannes

## Daily Candid Cannes Show



Candid Cannes, our high-energy livestream show, returned to the Cove to bring the best of the Festival to our clients and colleagues around the world. Our hosts guided the audience through daily debates, behind the scenes of winning work, to our all-new Hot Seat, and more!

[WATCH NOW](#)

## Annual 'Toast to Cannes'

IN PARTNERSHIP WITH AMAZON



We gathered our colleagues, clients, and partners to celebrate our collective achievements this year, our brilliant talent across the world, and of course, creativity.

## AT&T's Cannes Connection



Because connection creates new opportunities, because brands benefit from each other, because we can achieve more together, AT&T gathered select brand leaders at the Omnicom Cove for a curated conversation around how they can show up together to unlock deeper resonance and untapped growth opportunities.

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Day 1

# Artificial Intelligence

## Day 1

# Artificial Intelligence

The reality of artificial intelligence was in full force across the Croisette. We saw not only progress, but proof – AI-enabled campaigns [took home major hardware](#), proving that when harnessed in the right way the technology can be a powerful partner to human creativity.

Conversations moved past the buzz and short-term opportunities to strategic transformation across entire marketing organizations to seamlessly connect and scale experiences across a brand ecosystem. AI is not only creating in the traditional sense, it's creating connective tissue between all the people, platforms processes, and data that contribute to a true omnichannel campaign.

While the journey to innovate and implement responsibly is complex, there was an overwhelmingly positive outlook throughout the Festival, a sentiment we wholeheartedly share at Omnicom.



## Creative Horizons: AI's Role in Breaking Bias

Today's marketing landscape demands agility and precision, where smart AI investments make significant impact. These technologies enable brands to swiftly adapt to trends and legislative changes, capturing "data that matters" to craft globally resonant and locally relevant content. AI's role extends beyond real-time data gathering, helping to identify patterns and insights across multiple streams, thus informing strategies that engage diverse audiences effectively.

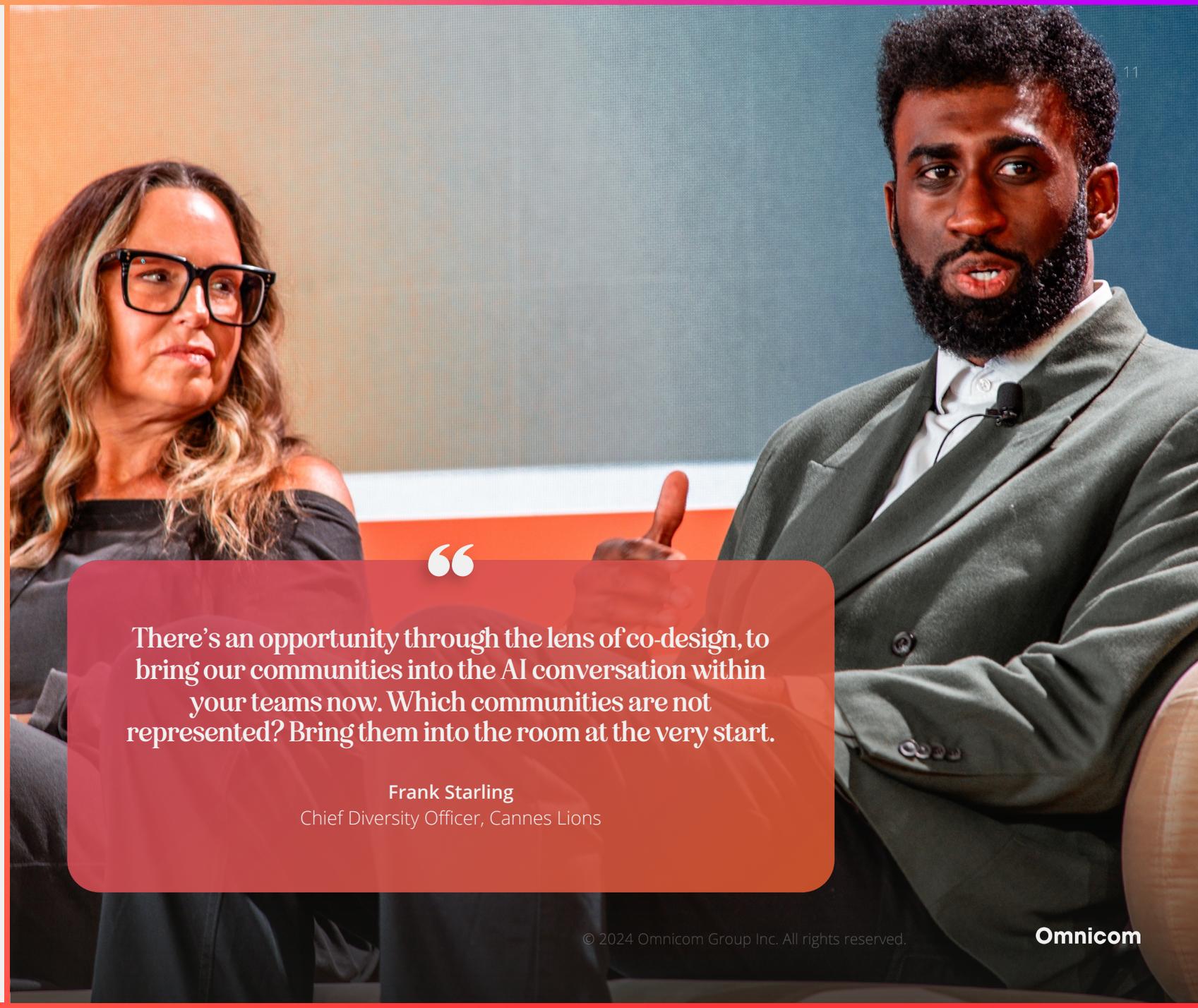
We are optimistic that AI can play a role in improving the future of the industry by ensuring diverse talent, equitable workplaces, and more creative and impactful work.

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### THE TAKEAWAY

Don't set it and forget it. Continuous testing, training, and feedback is crucial for long-term equitable outcomes.

[WATCH THE SESSION](#)



“

There's an opportunity through the lens of co-design, to bring our communities into the AI conversation within your teams now. Which communities are not represented? Bring them into the room at the very start.

**Frank Starling**

Chief Diversity Officer, Cannes Lions

## Creativity & Ingenuity: An AI Powered Approach to Brand Building

AI is fast becoming an indispensable tool in developing creative approaches, capabilities, and solutions at a speed otherwise unimaginable. VW's Sue Franz, SAP's Tim Hoppin, and Philips' Claudia Calori, joined by host Jay Pattisall, unpacked the creative and transformative roles of AI in sculpting engaging content and bringing cutting-edge marketing campaigns and capabilities to life.

Pattisall shared, "Brand new research tells us this that 61% of agencies are experimenting and using generative AI as part of their marketing execution, that is compared to 26% of marketing organizations and 10% of In-House teams," reiterating generative AI's endless possibilities for marketing and the ushering in of a new reality of strategies that reach across audiences, disciplines, and mediums to unlock greater value and brand love.

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### THE TAKEAWAY

Experimentation is essential to get ahead. Teams need to create safe spaces to learn by doing.

[WATCH THE SESSION](#)



“  
It's a new way of doing old things. When I'm talking about marketing and advertising, I'm still focused on the idea. AI has the potential to expand our ability to imagine. It accelerates our imagination, but it doesn't replace human creativity. I'm focusing on solving the problem, not solving the technology. That has to be done as well, but it comes back to idea over execution.

Tim Hoppin

Chief Brand & Creative Officer, SAP

## AI Isn't Creative, You Are

IN PARTNERSHIP WITH MICROSOFT



How can we ensure AI contributes to cultural production without diluting the unique perspectives and emotional depth that human creators bring to the table?

Experts across disciplines shared how they bridge the gap between inspiration and implementation to keeping human creativity front and center across an AI-charged campaign lifecycle.

### THE TAKEAWAY

AI is creativity without judgement. Be intentional and define clear moments within the creative process where you lean into AI and where you rely on humans.

[WATCH VIDEO](#)

## The Pulse of AI: Revolutionizing Creativity & Connectivity with will.i.am



Drawing from his investments in recent AI tools and experiences working with Mercedes-AMG, and Intel, will.i.am shared his perspective on AI commenting, "AI isn't just some fancy tech. It's like having the ultimate creative sidekick who never sleeps, never gets tired and is always ready to brainstorm with you - whether you're crafting the perfect marketing campaign or designing the next big product or strategizing for your business. AI can supercharge your efforts - think of AI as your creative amplifier."

### THE TAKEAWAY

Dive into AI headfirst and become a power user. Dream up the most expansive ideas and then pull it back to reality and implement bit by bit.

[WATCH VIDEO](#)

## Navigating AI Innovations: Strategic Insights for Google's Ecosystem



Leaders from Omnicom, Google, and AT&T discussed the rapid advancements in AI and how these shifts are set to transform marketing strategies. What we aim to do as marketers hasn't changed - we want to connect with consumers and give them things that are valuable to them in the moments that matter - AI is merely changing the way we do that and giving us opportunities to reach more people in more ways. Brands are not competing against AI. They are competing against other marketers that leverage AI.

### THE TAKEAWAY

The job of technology is to make sure the platform that exists for insights and creativity is as uninterrupted as possible.

[WATCH VIDEO](#)

## Artificial Intelligence, Real Creativity

We're making AI real for our colleagues and clients right now – and we're having fun doing it. That's why we decided it wasn't enough to just talk about AI; we invited guests to interact with and get inspired by our creative work and capabilities in our **first Omnicom AI Science Fair**.



### NISSAN IRUYO

Iruyo, developed by TBWA\HAKUHODO and Nissan, is an intelligent puppet system designed to revolutionize family drives. Inspired by Nissan's sensing technology, it uses two-way cameras and microphones to maintain visual and emotional contact between parents and children.



### “AI GUT CHECK”

DDB is focused on understanding emotions to drive growth. To do this smarter and faster, they've created an AI tool that analyzes social data, uncovering insights on how people feel about our clients' products and generating thought-starters for creative solutions.



### OMNI ASSIST

Omni, the industry's first marketing orchestration platform, now features Omni Assist, a generative AI-powered virtual assistant embedded throughout the workflow — from audience and cultural insights to optimization.



### ARTBOT AI

ArtBotAI solves a persistent client problem: how to optimize content to deliver highly personalized digital marketing quickly at scale without sacrificing quality.

ArtBotAI's intelligent content orchestration platform, leveraging Gen AI solutions powered by Omni, assembles clients' content assets, with the ability to adapt to existing client technology to create and deliver high quality personalized experiences to customers.



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Day 2

# Content

## Day 2

# Content

Cannes underscored a pivotal shift in the content landscape. The battle for consumer attention is fiercer than ever – platforms and mediums are ever-evolving and brands need to produce more content than ever to reach consumers and stay relevant. There is also more pressure to ensure that every asset works – advances in analytics demand precise measurement of engagement and effectiveness, ensuring that content strategies are not only creative but also data-driven.

We can't talk content without creators. Last year, creators were a central topic of conversation in Cannes, but this year they were actually on the Croisette (and in the Cove!), shaping the conversation as strategic partners who bring authenticity and fresh perspectives to brand storytelling and cultural connection.



## Unleashing Imagination: The Next Generation of Creative Talent

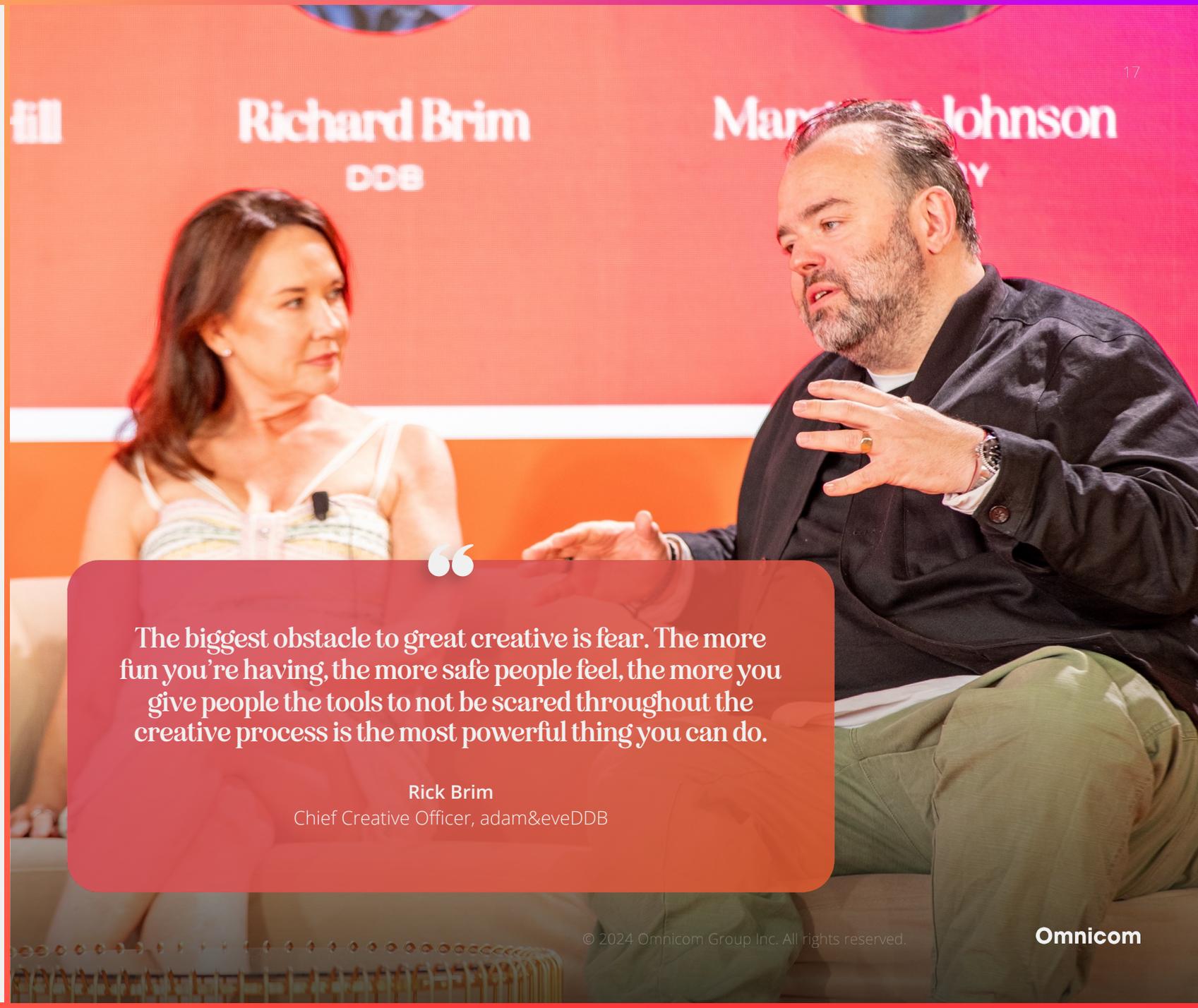
Creative thinking ranked as the second most in-demand skill for workers in The World Economic Forum's Future of Jobs 2023 report. Mars Chief Brand Officer Rankin Carroll brought together top Omnicom creative leaders, TBWA's Desmond Marzette, BBDO's Chris Beresford-Hill, DDB's Richard Brim, and GS&P's Margaret Johnson, to discuss the importance of big brand ideas - in connecting with audiences, unlocking creativity, driving growth, and attracting next gen talent. In an increasingly digitized, fragmented, and personalized world, they reframe how we talk about enduring creative ideas, how they partner with clients to land big ideas and drive effectiveness, and share advice for building environments where the next class of creatives can thrive.

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### THE TAKEAWAY

How people consume content has changed, but who they are has not. Humanity-led creative that connects to emotions is still essential.

[WATCH THE SESSION](#)



“  
The biggest obstacle to great creative is fear. The more fun you're having, the more safe people feel, the more you give people the tools to not be scared throughout the creative process is the most powerful thing you can do.

Rick Brim

Chief Creative Officer, adam&eveDDB

## Game-Winning Strategies: Women in Sports

We kicked off the Summer of Sport in Cannes! CMOs joined special guests LSU basketball star Flau'jae Johnson and pro skateboarder Beatrice Domond to discuss the surge of women's sports and the tangible business outcomes of investing in the area and promoting female athletes. These efforts are not just fostering inclusivity but are proving to be lucrative, enhancing brand loyalty, yielding substantial returns on investments, and positively influencing internal corporate culture. And we are putting the money where our mouths are – 1 in 3 dollars of sports advertising spend in the US comes from Omnicom, and we're helping brands redefine their role in investing in women's sports. Drieke Leenknecht, Vans; Nuria Hernández Crespo, Unilever; and Mark Kirkham, PepsiCo shared how they're playing in women's sports.

### THE TAKEAWAY

Turn a moment into a movement. Show up consistently in the space, both financially and with share of voice.

[WATCH THE SESSION](#)



Brands go where the consumer is. We are all here to serve consumer-led brands. If the consumer shifts, the brands are going to shift. The power that we have is to be instigators for the brands to change.

Louise Johnson  
CEO, FUSE

*Jury President, Entertainment for Sports Lions*

## Unlocking Authenticity: Creators and Impactful Influencer Marketing



Creators have never been asked to be more involved in the marketing and advertising funnel. These individuals are now media channels, entertainment vehicles, influencers, and more. As we better understand the dynamics of creators, we need to prioritize alignment, vision, and objectives as well as understanding the brand and the influencer, where their sweet spot is and how they can create authentic content that's actually going to resonate with audiences.

### THE TAKEAWAY

Influencer can't be on an island – it's must be seamlessly integrated into your marketing strategy.

[WATCH VIDEO](#)

## Addressable Advertising in the Era of Privacy: A Discussion with Google & Disney



Data privacy continues to be a major concern for consumers - 86% of consumers are worried how companies and tech platforms are using their data. Omnicom's Joanna O'Connell sat down with Geoffrey Calabrese, Google's Stephen Yap, Disney's Matthew Barnes, and L'Oréal's Jesse Laskaris to explore how consumer insights and brands' first-party data create effective media campaigns on CTV.

### THE TAKEAWAY

Privacy is not at odds with performance.

[WATCH VIDEO](#)

## From Content to Purchase: How Amazon Can Unlock Outcomes



Amazon's Paul Kotas, Clorox's Eric Schwartz, and Flywheel's Duncan Painter discussed how Amazon's brand driven opportunities coupled with Omnicom audience data and Flywheel's transactional insights, yield a new ability to connect ad exposure to actual purchases.

### THE TAKEAWAY

Focus on connecting upper-funnel brand awareness with lower funnel sales outcomes, creating a cohesive strategy that drives both visibility and conversion.

[WATCH VIDEO](#)

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Day 3

# Commerce & the New Consumer

## Day 3

# Commerce & the New Consumer

The emphasis on effectiveness throughout Cannes Lions makes clear that the work to watch doesn't rest on "creativity for creativity's sake." To deliver truly effective work, we are seeing creative, media, and commerce come more closely together than ever before to drive real end-to-end impact across a brand ecosystem.

Commerce media networks were more present than ever this year, staking out cabana space and taking over OOH real estate with promises of first party data. The true collision of creativity and commerce is a major focus for Omnicom – our combination of a product view and a consumer view brings the ability for product companies to truly know their customers and for customer-driven organizations to really understand the impacts of their products.



## Commerce & Retail 2030: The New Rules

What transformative strategies must modern brands must adopt to thrive in 2030 and beyond? The seamless integration of digital and physical realms, prioritizing content at the forefront of strategy, the universal application of video, a focus on immersive experiences first, and fostering deeper retailer partnerships are critical areas for brands to double down on.

Brands like Diageo and Bayer are already testing and adapting these approaches, and Sarah Sorrenson and David Evendon-Challis share how those brands are gaining a comprehensive understanding of how to gear up for a future where these elements are not just trends, but the pillars of commercial success.

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### THE TAKEAWAY

Stay agile and open. Keep trialing, testing, and experimenting with news ways of working across teams to stay ahead.

[WATCH THE SESSION](#)



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For retailers, this is a new space and a new opportunity - moving into being an advertising company as well as a retailer. There is an opportunity for us as brands to collaborate effectively with them to make sure that the landscape delivers value for all.

Sarah Sorrenson  
Global Head of Media, Diageo

## Reimagining Retail: Transforming the Physical Store

85% of consumers prefer a shopping experience that blends physical and digital elements. Adidas' Gayle Bissay, Philips' Marlies Gebetsberger, and Omnicom leaders took an exciting look at how integrating AI, AR, and media into physical retail is creating new relevance.

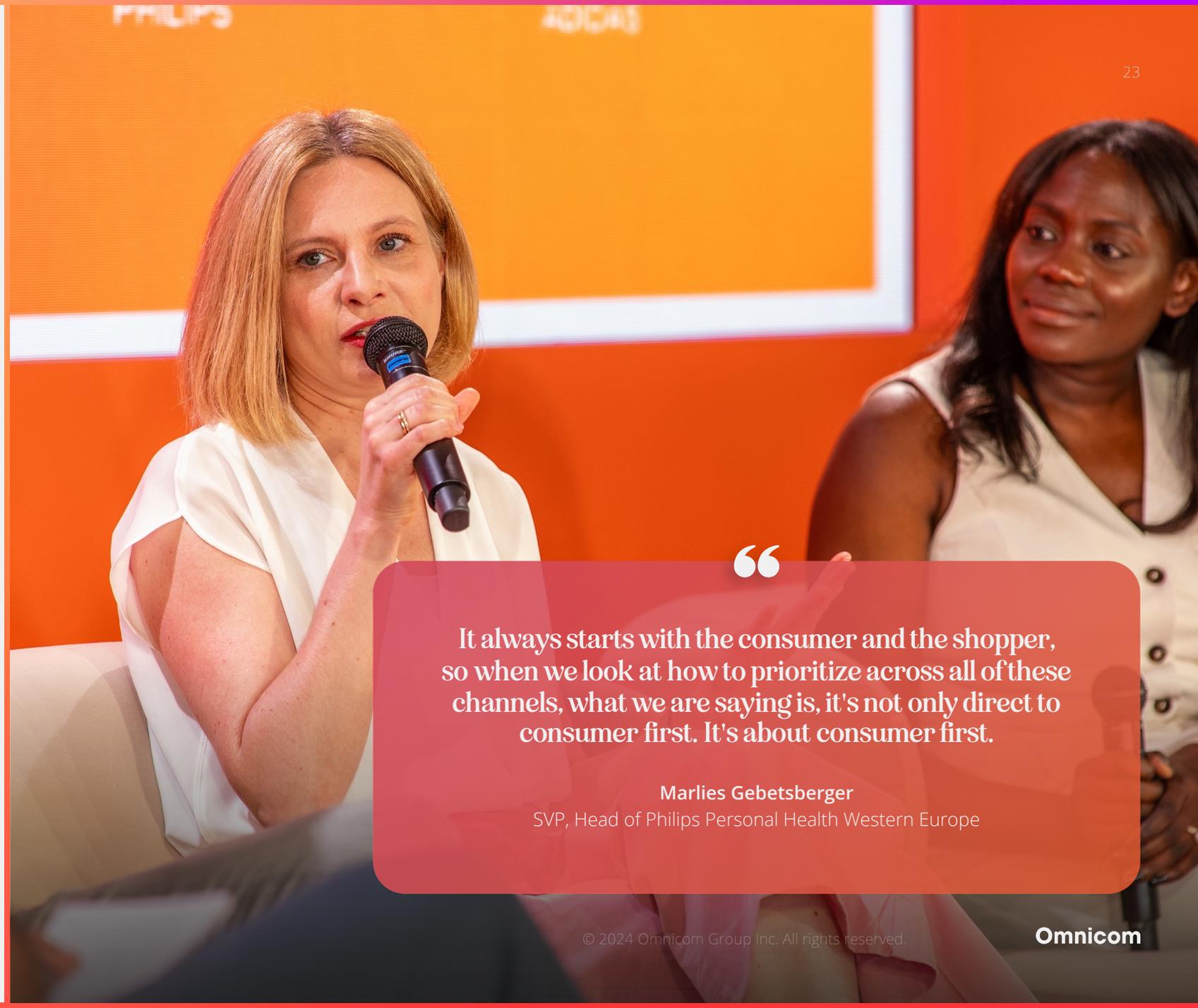
From Asia to the US, retailers and brands are enhancing their environments with digital components, fostering connected commerce ecosystems, and leveraging data insights. Brands are becoming more like stores with DTC expansion, setting new standards for the future of retail.

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### THE TAKEAWAY

Brick-and-mortar is back. Memorable and fun in-store experiences are increasingly crucial for retail success.

[WATCH THE SESSION](#)



“

It always starts with the consumer and the shopper, so when we look at how to prioritize across all of these channels, what we are saying is, it's not only direct to consumer first. It's about consumer first.

**Marlies Gebetsberger**

SVP, Head of Philips Personal Health Western Europe

## Empowering Creators: Driving Sales and Resonance on TikTok Shop



Creators are becoming essential demand generators. With TikTok's end-to-end tracking from discovery to purchase, brands can now scale content with enhanced access to sales performance data. Bayer's Ajay Sharma dug into the growing importance of creators, and leaders from Omnicom and TikTok highlighted this unique ability to combine Omni data with TikTok Shop purchase data to identify influencers, plan campaigns, and measure both performance and resonance, providing a comprehensive view of the impacts on sales and culture.

### THE TAKEAWAY

We don't have to guess about the value of creator partnerships – we have the data to not only prove impact, but to optimize with them.

[WATCH VIDEO](#)

## Creative Commerce: Converging Culture, Content, and The Modern Marketplace



The recent surge in retail ad media spend has brought new opportunities to amplify customer experience and better connect sales and marketing. The modern customer journey is equally transactional as it is brand-led. Panelists from Omnicom, joined by Beiersdorf's Thorsten Schapmann, explored how the biggest creative minds, the best brands and the biggest marketplaces focus on innovative collaborations and tailored experiences using marketplace data.

### THE TAKEAWAY

Retail media has come into its own in a way where brand building and marketplace transaction can go hand-in-hand.

[WATCH VIDEO](#)

## The Future of Commerce with Walmart



Brand success hinges on using data effectively. With today's complex consumer journey, brands need actionable insights. Walmart is investing in its e-commerce and how they serve customers in the digital space. This conversation explored how Walmart's innovative data solutions and partnerships with platforms like TikTok and Meta drive media conversions and retail outcomes.

### THE TAKEAWAY

E-commerce extends beyond marketplace and retail – and as our need for data increases, our partnerships must become more expansive.

[WATCH VIDEO](#)

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Day 4

# Creativity

## Day 4

# Creativity

We consider everyone at Omnicom, no matter the discipline, a creative. Creativity doesn't just manifest as an end product. It's a way of thinking, working, problem solving, and innovating that comes as a result of partnering with the world's biggest brands. Creativity is applied all the way upstream at business problems – and this mindset is how we create not only Lions-worthy campaigns, but work that delivers real, measurable business impact.

While the entirety of our week in Cannes was dedicated to creativity, we wanted to put a stake in the ground to honor and call out creativity in all its forms. From mobilizing fandom communities to protecting the integrity of ideas as we scale them, we explored how creativity fuels innovation, drives our strategic decisions, and connects us with brands and audiences in profound and meaningful ways.



## The New Brand Stewards: Creativity as a Rallying Call for Fandoms

Once considered niche communities with limited mainstream reach, fandoms now dominate today's economy, influence consumption patterns, shape identities, and contribute significantly to the success and impact of products and cultural phenomena across entertainment, sports, literature, and more. Fandoms have tilted the scale between consumer and brand and have ushered in a new level of power and influence for underrepresented communities who now have expanded access, involvement and influence over brand narratives and the brand itself.

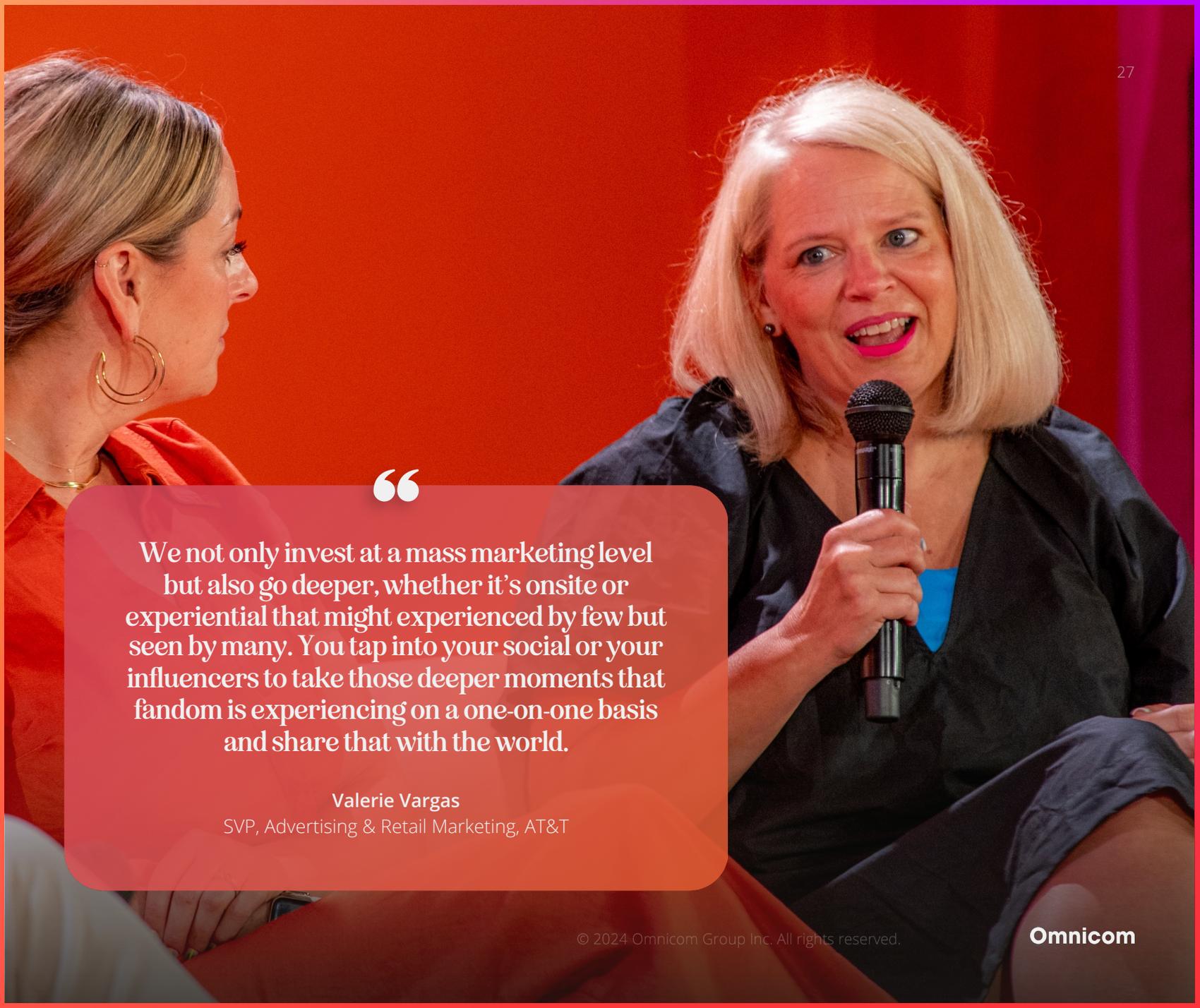
Enduring brands are weaving fandom communities into the fabric of the brand, giving way to marketing strategies, sponsorships and partnerships that more closely reflect everyday life. Alyson Griffin and Valerie Vargas dive into how enduring brands like State Farm and AT&T are harnessing the power of fandom.

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### THE TAKEAWAY

Consumers are your biggest collaborators and co-creators.

[WATCH THE SESSION](#)



“  
We not only invest at a mass marketing level  
but also go deeper, whether it's onsite or  
experiential that might be experienced by few but  
seen by many. You tap into your social or your  
influencers to take those deeper moments that  
fandom is experiencing on a one-on-one basis  
and share that with the world.

Valerie Vargas

SVP, Advertising & Retail Marketing, AT&T

## Supercharged Creativity: Scaling Beyond the Super Bowl

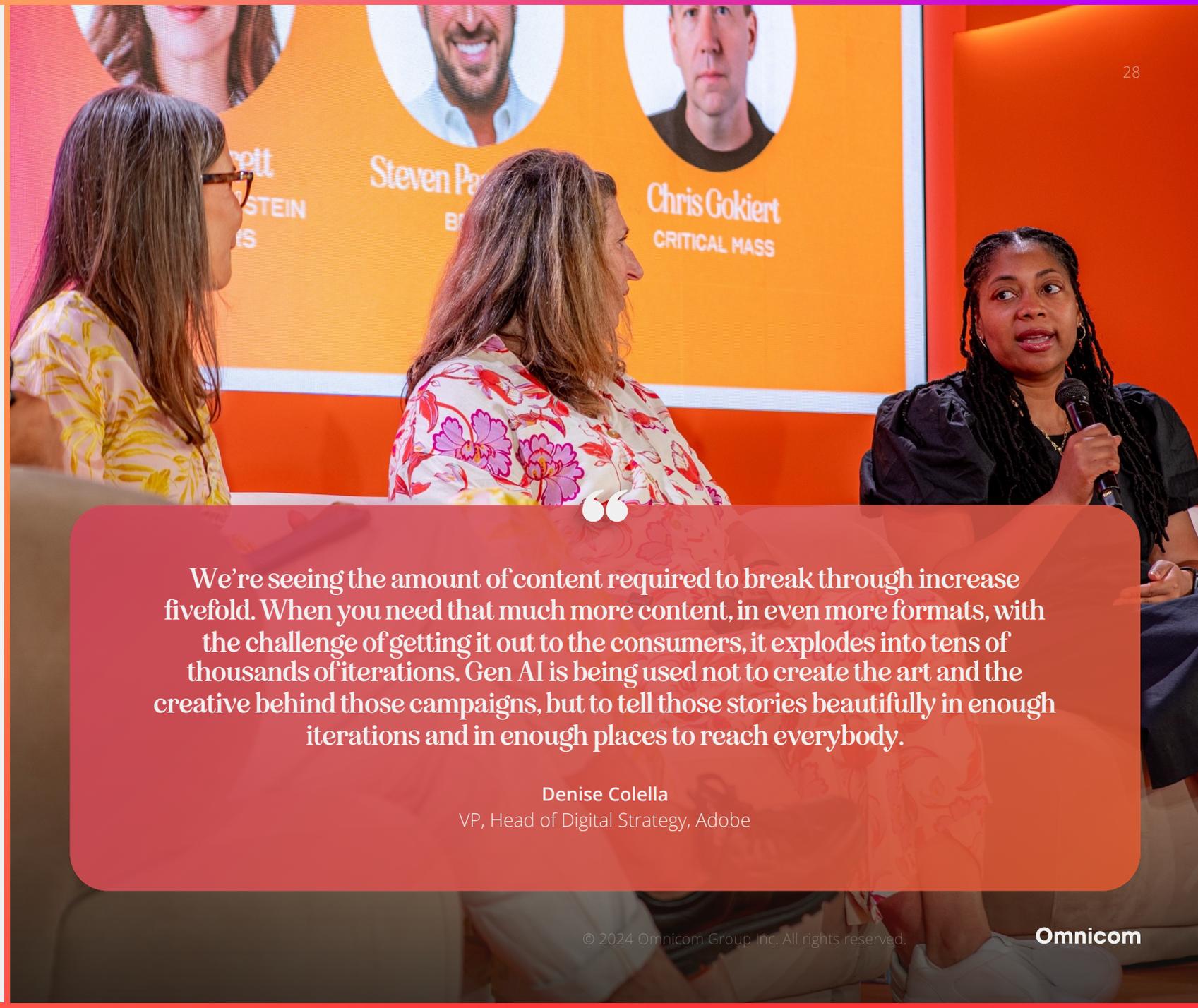
One single Super Bowl ad can turn into a year-round phenomenon. This panel examined the evolution of iconic Super Bowl ads into expansive, multi-channel campaigns, focusing on how successful brands harness the massive initial exposure of the Super Bowl to launch creative executions that resonate across digital, social media, and experiential platforms, crafting a fully immersive customer experience.

Personalization at scale, hybrid experiences, and emerging formats are driving exponentially increased content demand – but not all content is created equally. BMW's 'Talkin Like Walken' and M&Ms 'The Almost Champions Ring of Comfort' met both consumers' high expectations for creative excellence and their increased demand for content and personalized experiences. Adobe's Denise Colella highlights their study on the increase in content velocity and Gabrielle Wesley talks about how Mars Wrigley is keeping up while protecting their knockout creative.

### THE TAKEAWAY

It's imperative to have a process and toolset with brand governance at the center to be able to scale elegantly and with integrity.

[WATCH THE SESSION](#)



**We're seeing the amount of content required to break through increase fivefold. When you need that much more content, in even more formats, with the challenge of getting it out to the consumers, it explodes into tens of thousands of iterations. Gen AI is being used not to create the art and the creative behind those campaigns, but to tell those stories beautifully in enough iterations and in enough places to reach everybody.**

**Denise Colella**  
VP, Head of Digital Strategy, Adobe

## Influencers and Innovation: Creativity & the Future of Retail



Instacart CMO Laura Jones joined us to explore the impact technology, commerce, and creativity have on defining best in class consumer experiences in retail, helping build brands authenticity and drive sales growth. In the future, the parallels between digital media, retail media and social media will all converge. Retail media will continue to go from being a niche to a huge part of the ecosystem, and more of the creative work celebrated in Cannes will have commerce at the core.

### THE TAKEAWAY

Get-it-out-the-door transactional content isn't enough. The future is in scaling dynamic, inspiring content.

WATCH VIDEO

## The Attention Economy: Leveraging AR for Enhanced Brand Engagement



This session explored how OMG and Snapchat, with Amplified Intelligence, tested AR ad formats, driving 5X more attention than video. AR boosted brand lift, captured more attention, and was integrated seamlessly into media strategies, setting new standards in advertising.

### THE TAKEAWAY

We may have overhyped the metaverse, but AR is driving real results right now.

WATCH VIDEO

## The Plot Twist: Simplicity in Advertising



Today, commercial creativity is complex with channel plans, comms architectures, martech tools, and audience fragmentation. While we can't return to the past, rediscovering simplicity holds great value. Often, the best idea is the obvious one right in front of us, needing just a small twist to become remarkable and impactful. This session explored how to blend simplicity with modern complexity to create truly memorable, effective campaigns.

### THE TAKEAWAY

Even with the power of technology, [a knockout creative insight](#) still needs to sit at the center of an iconic campaign.

WATCH VIDEO

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Day 5

# Talent

## Day 5

# Talent

In the rapidly evolving landscape of digital marketing and creative industries, the ability to effectively utilize AI tools is becoming increasingly crucial. Our marketing and creative teams need to master is the art of prompting – crafting inputs that guide AI systems to produce desired outputs.

Prompting is not just about feeding data into an AI system; it's about knowing how to communicate with these tools to get the best results. Effective prompting can unlock the full potential of AI, transforming vague ideas into detailed, actionable insights and creative concepts. As AI systems become more sophisticated, the ability to craft precise, nuanced prompts will differentiate successful campaigns from mediocre ones.

We put our panels into practice, hosting a Generative AI prompting workshop for our colleagues to learn best practices for using our AI platform, Omni Assist, as well as other Gen AI tools.



# Omnicom & LinkedIn Artificial Intelligence & You

IN PARTNERSHIP WITH LINKEDIN

We are at a pivotal moment: never before have we had the combination of technology and talent to make our industry more accessible. Gen AI is set to be a driving force in next-generation creativity and could ultimately be responsible for up to 90% of digital content. As content and tools proliferate, they have the potential to help break bias and exclusion or can reinforce it. Given the unpredictability of Gen AI's creative output, human intervention will continue to be an essential element in AI's successful implementation. Omnicom and LinkedIn talk about our shared vision for building AI tools positioned for the future of creativity, diverse talent and unlocking bias to ensure our work and workspaces are an equitable place to thrive, grow and ultimately, deliver stronger, more impactful work.

## THE TAKEAWAY

In the past, humans have had to adapt to changing technology. More and more, changing technology will be able to adapt to us, supercharging our individual ways of working and meeting our personal needs.

[WATCH THE SESSION](#)



“

The multimodality of AI, where AI can have vision, understand speech and text, is such a powerful combination.

Abhishek Shrivastava

VP of Product Management, LinkedIn

# A View from Across the Croisette

## Convince Your C-Suite: The Real Impact of Creativity



Have you ever seen a CFO on stage at the Festival? McDonald's brought CMO Morgan Flatley and CFO Ian Borden together to talk about turning creativity into a competitive edge – and proving it.

When you ground your strategy in the facts and data, you can be more provocative with creative execution. Marketers who lead with a business mindset can make a great impact and drive growth.

### THE TAKEAWAY

Get all levels of the organization speaking the same language – it will allow you to focus on the consumer and be bold in your creative.

## Women Leaders Harnessing AI for Marketing Excellence



In the landscape of 2024's marketing strategies, Artificial intelligence emerges as the driving force behind optimization. As this revolutionary technology continues to reshape personalization and automation, many women leaders stand at its forefront, shaping its adoption and evolution. From leaders like Novartis' Gail Horwood in healthcare, to perspectives in CPG, retail, and more, brands are harnessing AI to craft personalized experiences, automate tasks, and achieve marketing excellence on a grand scale.

### THE TAKEAWAY

Explicitly integrate innovation into the marketing organization, balancing moonshot innovation with projects that can be implemented within 12-18 months.

## Death of a Salesman – Reimagining Marketing's Value



The marketing profession is at risk of irrelevance unless we reimagine its value. To attract and retain the best creative minds, it must again become the home for innovators, agitators – and the 'crazy ones'. Mars Petcare's Leonid Sudakov and Najoh Tita-Reid unpack how they're doing so.

We need to anchor marketing in a new set of values, starting with being honest about the status quo. Creative focus needs to shift from selling stuff to solving needs, from chasing the next tech to creating human-led, tech-enabled solutions. Change will come from continuous action and pursuing campaigns that deliver real human value.

### THE TAKEAWAY

Growth and long-term brand building can coexist when marketing is aligned to the broader business impact agenda.

## Disruption Seminar: Saving Creativity from Death by Algorithm



As makers, creators and thinkers, we are facing the extinction of creative excellence. In Kyle Chayka's new book, 'Filterworld', he accuses the algorithms that govern our lives today of "flattening culture" and killing originality and innovation. Featuring a live art performance by illustrator Ben Tallon, TBWA and author Kyle Chaka talked through infusing the 'soul' into the 'science'. From celebrating mass originality and individuality, to making smart, fun and beautiful things, to flooding the internet with novelty; the overall message was one of creativity as an act of optimistic rebellion.

### THE TAKEAWAY

You need to first understand the conventions of the marketplace before you can define a vision for the marketing platform.

## The New Frontier of Marketing Innovation



Bold, socially-inspired campaigns are deepening connections with consumers and allow these brands to flourish in highly competitive and rapidly transforming markets. Adidas' Thomas Sailer, Unilever's Esi Eggleston-Bracy, and Diageo's Cristina Diezhandino discussed where creativity and purpose-driven marketing meet and become a catalyst for business growth. Every moment is a creative moment, and every moment is a commerce moment. Growth marketing starts with creativity and purpose, and it connects to commerce at every touchpoint.

### THE TAKEAWAY

Seek out the local icons that are making a difference in each market and connect them to the heart of the brand to drive real consumer love.

## Modern Marketing Depends on DEI



What advances need to be made in order for marketing and communications professionals to better promote diversity, equity and inclusion? Powerful DEI peers across Omnicom, dentsu, and IPG came together for a discussion around the current state, challenges, strategic approaches, and future of DEI. They urged leaders to cool at their employees as consumers – and to team up across competitive lines to ensure the future of talent for the industry as a whole is primed for creativity and impact.

### THE TAKEAWAY

Explore integrating DEI into the industry *using* the industry.

## What a Feeling: The Unreasonable Impact of Emotion



Rankin Carroll and Tariq Hassan discussed the importance of creating meaningful brand experiences and engaging consumers where they are. They highlighted innovative campaigns like Axe's dark humor ads and PEDIGREE's AI-driven "Adoptable" campaign, emphasizing the need for authenticity and emotional connection. Insights included leveraging data for personalization and ensuring brand relevance in culture, showcasing successful examples like Barbie's resurgence and the Grandma McFlurry campaign.

### THE TAKEAWAY

To foster genuine connections and build brand trust, it is crucial to combine data-driven personalization with a consistent, purpose-driven approach that resonates emotionally with consumers.

## Advertising that Sparks Emotions



Today's rich and complex communication ecosystem means consumers are surrounded by more voices and more points of view than ever before. And while technology is opening up new doors every day, if true emotions and feelings are not evoked, a brand's power to forge authentic connections with audiences, build relationships with consumers and stay culturally relevant is greatly diminished. Chaka Sobhani, Alix Traeger, and Richard Brim talk relevancy in a content-driven, multi-platform expanding ecosystem where there is a need to communicate in a number of different ways and be always on.

### THE TAKEAWAY

Unlocking feelings and emotions can be the secret power to move and connect more deeply with consumers to ignite meaningful brand awareness, loyalty, and significant business growth.

## Building Brands that Stand the Test of Time



Legacy brands are often admired for keeping pace with ever-changing consumer habits while purposefully driving progress. Social consciousness and consideration have become a major part of brand identities - and building a brand rooted in equity is no longer a choice but a necessity. Consumption habits are changing. You might have live programming and that's where the last eyeballs are, but then you also have streaming and social opportunities, so how we weave together the narrative of our brand in an authentic way and deliver up content that's directed to the end consumer is important. Hear from Gabrielle Wesley, Mars Wrigley; Kristyn Cook, State Farm; Dara Treseder, Autodesk; and Michelle Crossan-Matos, Ulta Beauty on how these iconic brands are still driving impact.

### THE TAKEAWAY

Brands have an opportunity to expand the admiration and reputation of their legacy brands through equitable marketing moments.

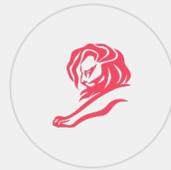
# Celebrating the Work

Continuing to Lead the Way In  
Creativity, Innovation & Effectiveness

# Congratulations to our colleagues, clients, and partners around the world for another year of unmatched creative brilliance.

164

Total Lions



4

Grand Prix



21

Gold



58

Silver



81

Bronze



Media Network  
of the Year

[WATCH THE REEL](#)

# Partnering with Bold Brands for Grand Prix Winning Creative

A deeper look into work that's driving the industry

# Adoptable

PEDIGREE • COLENZO BBDO

1 Grand Prix

1 Gold

1 Silver

1 Bronze

12 million dogs are currently sitting and waiting in shelters around the world. With a problem so huge, making another ad about adoption wasn't enough. Instead, Pedigree made every ad Adoptable.

Machine learning models took amateur dog photos from local shelters and used Generative AI to transform them into professional grade ads, increasing their appeal and increasing adoption chances. These dogs were then matched with potential adopters using personalized ads based on audience data.

The campaign resulted in a sixfold increase in shelter site traffic, longer profile views, and a higher adoption rate, with 50% of featured dogs adopted within two weeks.



Original picture of Tiny taken by shelter



Tiny generated in AI in multiple poses



Final Pedigree ad featuring AI Tiny

# The Square Meter

HORNBACH • HEIMAN\TBWA

---

**1 Grand Prix**

**2 Gold**

**1 Silver**

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Germany, HORNBACH has established itself as the hardware store chain for ambitious, large, and joyful projects. But as the cost-of-living crisis hits Europe, fewer and fewer people feel like they have the kind of space that is necessary for big projects.

The campaign rests on this idea: "Every square meter deserves to be the best in the world." It follows the life of a man who lives in an endless array of square-meter rooms, finding infinite possibilities within the constraints of his space.

The campaign achieved over one billion impressions in Germany alone. Preference grew by 5%, making HORNBACH the number one choice in its segment. Brand recall has risen by 8%, to reach an all-time high for the brand, and brand perception improved by 10% compared to 2022.



# Child Wedding Cards

UN WOMEN • IMPACT BBDO

1 Grand Prix

1 Gold

1 Bronze

Pakistan has the 6th highest number of girls married before the age of 18 in the world. According to UNICEF, the country has nearly 19 million child brides.

Rather than release a typical awareness campaign, the team targeted lawmakers directly. The outreach was based on a tradition in Pakistan: the personal delivery of printed wedding cards inviting guests.

They invited dozens of young girls, ranging in age from 5 to 15 and allowed them to freely draw and sketch. They combined them to form six wedding cards, each reflecting a different area of the country, across all five provinces. These were then dispatched directly to Members of the National Assembly, and other leaders and influencers in the country.

These efforts have led to actual legislative shifts, both through the National Assembly and in the Shariat Court, the highest religious body in Pakistan.



# child wedding cards

A direct mail campaign aimed at lawmakers to increase the minimum age of marriage to 18

# Errata at 88

DIAGEO • ALMAPBBDO

## 1 Grand Prix

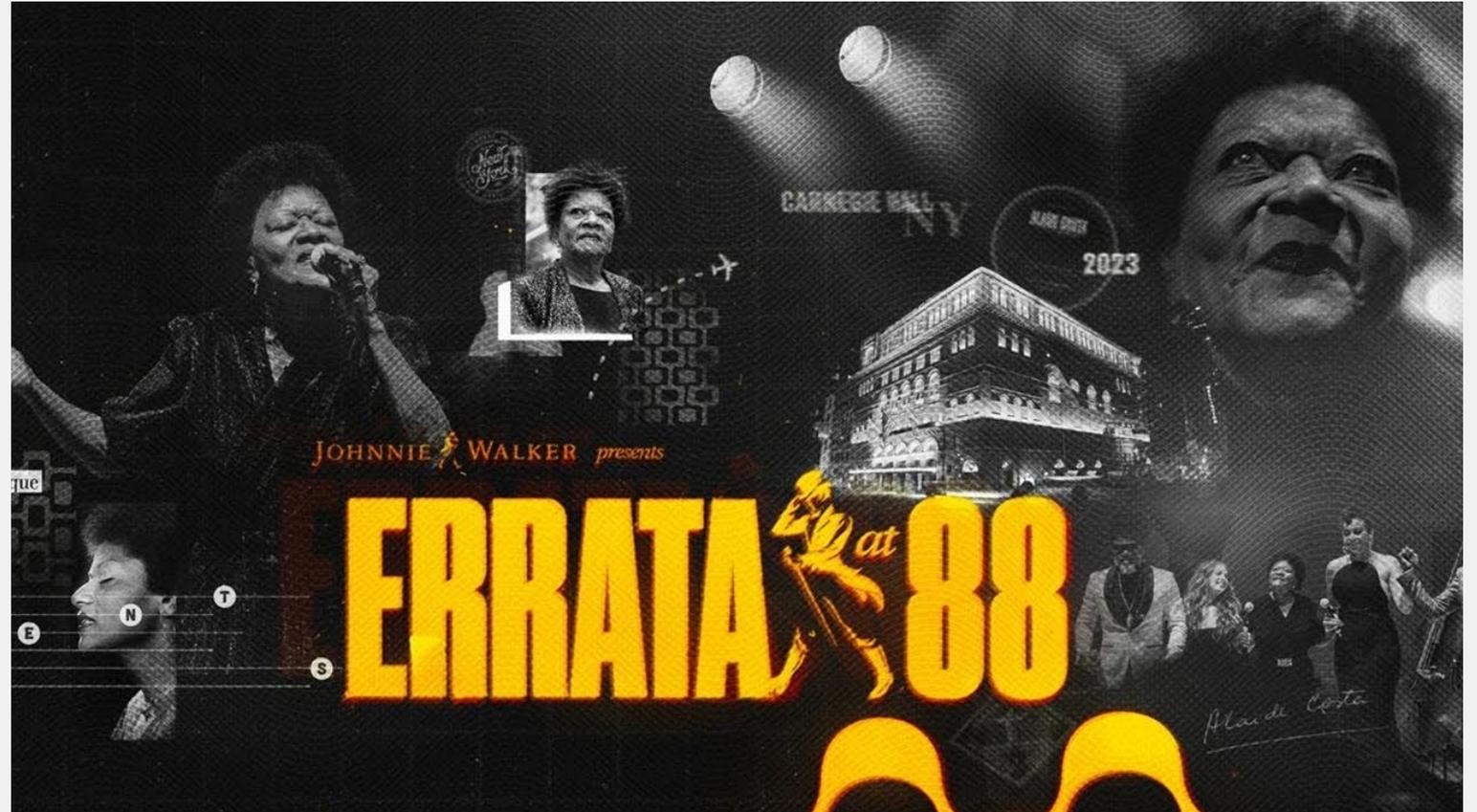
In seeking out stories and people with the ability to create culture, Johnnie Walker uncovered the story of Alaíde Costa, one of the founders of Bossa Nova, who was left out of at a concert at Carnegie Hall in 1962 because she was a black woman.

JW bought two pages in Brazil's biggest newspapers and did what anybody should do when something needs to be corrected: wrote up an ad in the form of an erratum, or correction—celebrating Alaíde's career.

With JW's campaign and a little help from the public, she was able to sing at Carnegie Hall in a show that paid homage to the genre 60 years later. Now, at age 88, Alaíde is finally getting what she always deserved.

- +747% searches on Google.
- +318% searches on YouTube.
- +800% listeners on Spotify.
- +500% invitations to perform at major venues.
- +200% increase in her fee.

Johnnie Walker has regained its lead as the most loved whisky brand in the country, with the campaign driving + 64MM reach with 174 different pieces of content created by influencers and PR.



# First-Mover Announcements to Shape the Future & Drive Impact Today

Setting Standards for the Industry  
& Delivering Outcomes with Our Partners

## amazon ads

### Media Investment Insights

Omnicom unveils a first-of-its-kind partnership with Amazon Ads enabling our planning and investment teams in Omnicom Media Group to access Amazon's proprietary browsing, shopping and streaming insights to directly tie linear and CTV investment to purchases made on Amazon.

The combination of Omni's audience and viewership data, Flywheel's product and transactional signals, and Amazon's shopper insights will ultimately lead to more efficient and effective investment decision-making.

“

"This will get us a very long way along the line of genuinely helping customers really understand where their investment has really given them the right return for their product with their consumers. And I think that's the unique bit — it's down to that granularity."

**Duncan Painter**  
CEO, Flywheel

[READ MORE](#)

## theTradeDesk

### Investment Solutions

Omnicom strikes first-mover partnership with The Trade Desk to co-develop custom investment solutions for Omnicom clients.

One of the first solutions to come out of the collaboration connects viewership, audience and commerce data to enable advanced video planning and sales-based optimization.

“

"As every aspect of the advertising industry becomes more data-driven, the tools we're co-building with Omnicom will unlock value through greater efficiency and precision before campaigns even run."

**Jed Dederick**  
Chief Revenue Officer,  
The Trade Desk

[READ MORE](#)

## instacart

### Developer Platform

Omnicom is the first holding company to access Instacart's new Instacart Developer Platform (IDP) - an API program that uses Instacart's online grocery platform to more directly connect creators' lists of material needs to the retail outlets that supply them.

“

"It significantly reduces friction for the consumer, so when they're looking at an ad on TikTok, on Instagram, on any influencer platform ... they can then automatically add that to the Instacart cart."

**Megan Pagliuca**  
Chief Activation Officer,  
Omnicom Media Group

[READ MORE](#)

## TikTok

### E-Commerce Certification

Omnicom's Flywheel has been certified by TikTok Shop, allowing our clients to leverage TikTok for its e-commerce benefits.

As a TikTok Shop partner, Flywheel can help Omnicom clients leverage TikTok for e-commerce as effectively as they have helped many of the world's most successful brands scale on Amazon, Walmart, and other e-marketplaces to drive incremental sales.

“

"We can now offer a brand the ability, just like we can on Amazon, to go with a one-stop-shop deployment through TikTok on a global basis, which definitely differentiates us for all brands worldwide."

**Duncan Painter**  
CEO, Flywheel

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# More From Our Experts

# More From Our Experts

**MediaPost**

**OMNICOM REIMAGINES ITS 'CANNES COVE'**

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**HOW AI IS RESHAPING AD TECH — TOP TRENDS FROM CANNES 2024**

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**ADWEEK**

**A CAMPAIGN THAT USED AI TO HOUSE DOGS JUST WON A CANNES GRAND PRIX**

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**AdAge**

**DRIVING WHILE BLACK— THE MAKING OF THE CONCEPT CAR THAT'S SAFER FOR BLACK MOTORISTS**

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**'PRovoke Media**

**CANNES 2024: "WE JUST DECIDED TO LOCK ARMS AND FIGURE IT OUT"**

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**5 CANNES LIONS SPORTS MARKETING TRENDS— TBWA'S BEN WILLIAMS ON HIS JUDGING TAKEAWAYS**

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**AMAZON, TIKTOK, INSTACART AND THE TRADE DESK PARTNERSHIPS SUPPORT E-COMMERCE, INFLUENCER CAMPAIGNS: OMNICOM'S MEGAN PAGLIUCA**

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The work starts now...

**See you next year!**

OMNICO  
cove