

MOI, OLEN ANNU TERHO SEKILTA

Creative Director /
Cannes Outdoor 2024
Shortlist tuomari

AGENDA TÄNÄÄN:

- **VAIKUTTAVA LUOVUUS**
- **CANNES OUTDOOR SARJASTA**
- **SUURIMMAT VOITTAJAT**
- **CANNES OUTDOOR -CASE KIMARA**



LUOVUUS = VAIKUTTAVUUS

Brands that predict higher growth for 2024 are 6x more likely to prioritise creativity.

LIONS Advisory State of Creativity, 2024

**“We know great creative
delivers the strongest returns
on our marketing spend”**

Ian Borden | Executive Vice-President and Chief Financial
Officer McDonalds

**“If you’re spending money,
being ignored is reckless.”**

Mike Cessario | CEO and Founder, Liquid Death

“Want undeniable impact? Be unforgettable in your work.”

Harjot Singh | Global Chief Strategy Officer, McCann
Worldgroup | Jury President, Creative Effectiveness Lions
2024

CANNES OUTDOOR

2024: 1900 / 350 CASEA

A. Billboards: Sectors



B. Posters: Sectors



C. Ambient & Experiential



D. Innovation in Outdoor



E. Culture & Context



SUURIMMAT VOITTAJAT 2024

Grand Prix Cannes



📍 Douglas St & Bath Ln, 2:21 pm
📱 FindYourSummer.app



Find your *summer*



Grand Prix Cannes

📍 Gresham St & Old Jewry, 1:14 pm
⚙️ FindYourSummer.app



Find your *summer*



Grand Prix Cannes



Fore St & Moor Ln, 1:21 pm
FindYourSummer.app



Find your *summer*



Adoptable

Turning every PEDIGREE ad into an ad for a shelter dog.

Every ad PEDIGREE makes always features a dog in it. We wondered, what if that dog could be adoptable.

Partnering with Nexus Studios, we developed a bespoke AI system that can transform a single image of a shelter dog into studio quality photography. This 'glow up' image is then mapped to a CGI rig, allowing the photo-real double to be positioned in any pose to suit any piece of PEDIGREE creative.

Now, every dog we feature in our digital advertising can be a real shelter dog near you.

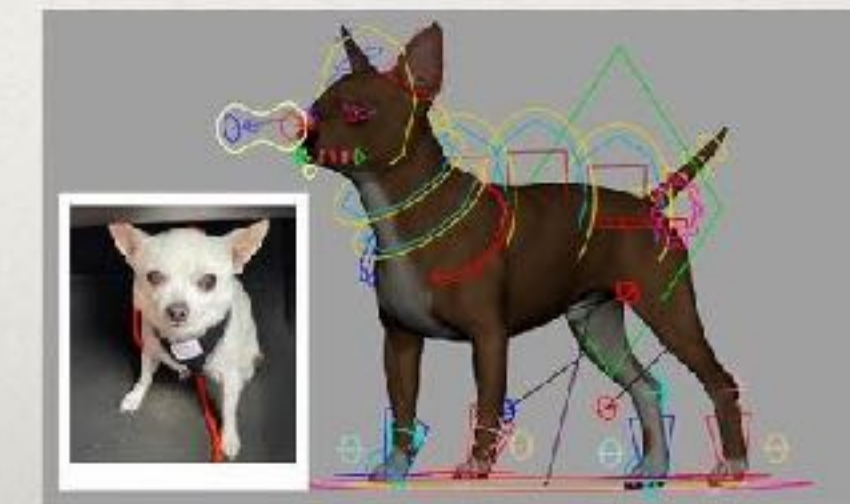
Adoptable uses geolocation data to place the ads in neighbourhoods and locations that suit the individual dogs best. And when that dog is adopted it's instantly dropped out of media rotation. Adoptable supercharges PEDIGREE's purpose of ending dog homelessness. Because now, instead of making an ad campaign about adoption, we can make every ad Adoptable.

100%
purpose-led media investment.

6x
more shelter site visits.

by **2026**
we aim for all our digital touchpoints to be Adoptable.

50%
of dogs adopted in first 2 weeks.



CANNES 2024 SATOA

NETFLIX

LUPIN ON THE MOVE

A POSTER CAMPAIGN THAT IMMERSED FANS INTO THE SERIES MAKING THEM CHASE LUPIN AROUND PARIS*

_BACKGROUND
We needed to create a poster campaign to launch the 3rd season of Lupin. In entertainment, the rule is: when you have a star in your show, you put them big on the poster. But since the star of our show is a thief known for hiding and running away from the police, putting him big on the poster made no sense.

_IDEA
We created a unique digital poster campaign where the star is not featured on the poster most of the time. Instead, he is hiding and fleeing, just as he does on the show. Instead of merely placing posters around the city, we immersed fans in the series plot.

_HOW IT WORKED
We challenged fans to catch him but it was not an easy task. Out of 1500 billboards all over France, only 1 was programmed to feature Lupin at any given time. The lucky few who captured him got exclusive content from the show.



7.3M GLOBAL REACH

1.5M IMPRESSIONS





BLACK KNIGHT NETFLIX

UNMASK YOUR IDOL BILLBOARD

BLACK KNIGHT IS A SHOW SET IN
A WORLD WITH BAD AIR QUALITY

Featuring Kim Woo-bin, fans eagerly awaited the comeback of this Korean superstar. For Jakartans the show hit eerily close to home as it is one of the most polluted cities in the world.

WE LET JAKARTA'S AIR QUALITY DECIDE
WHETHER TO UNMASK KIM WOO-BIN

We created a billboard that reacts to real-time air quality data. When the air was safe to breathe, the star took off his mask to the delight of his fans. When it reached unsafe levels, he put it back on, hiding his handsome face.

Air quality forecast videos helped fans predict when their idol will unmask. We then created a selfie contest and challenged fans to take a picture with the maskless Kim Woo-bin.

THE RESULTS WERE BREATHTAKING

42.6M+ 37M+ 135K+
IMPRESSIONS REACH ENGAGEMENTS

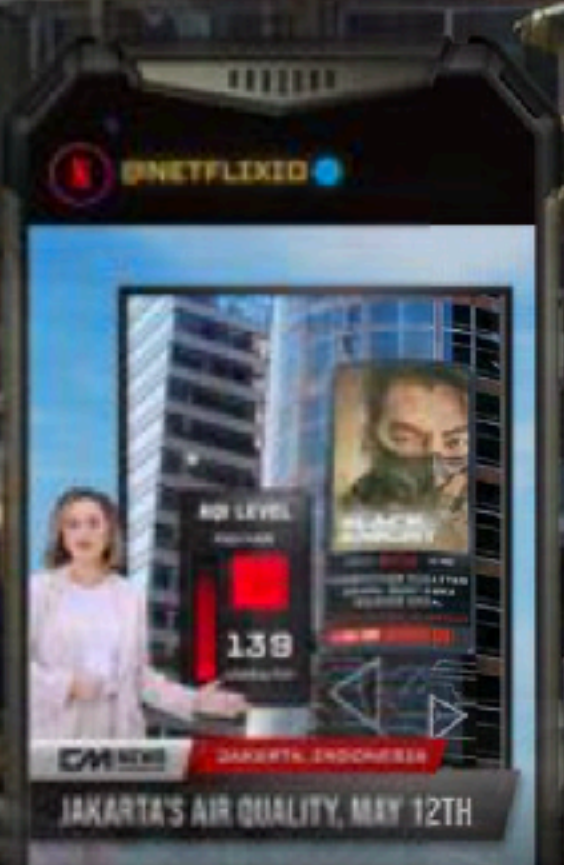
30+ TOP 10
MEDIA COVERAGE MOST-WATCHED SERIES FOR 3 WEEKS.

“ We appreciate the effort to raise awareness [about improving air quality] ”

Yogi Ikhwan, the spokesperson from
DKI Jakarta's Ministry of Environment.



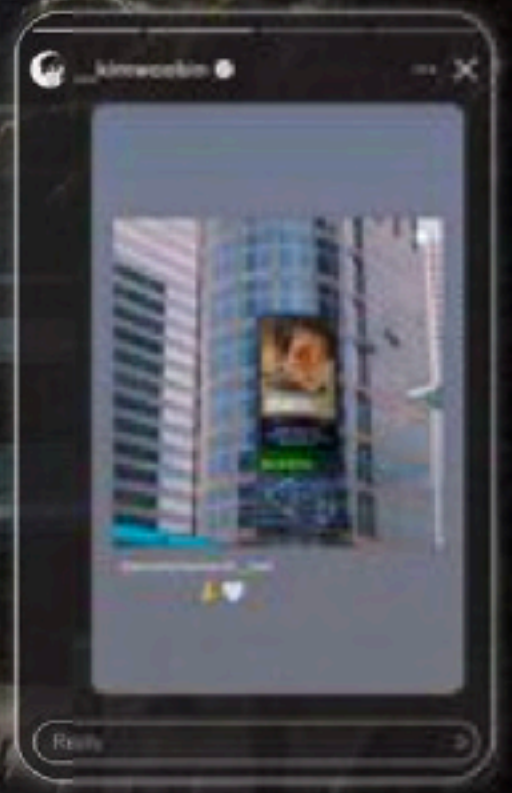
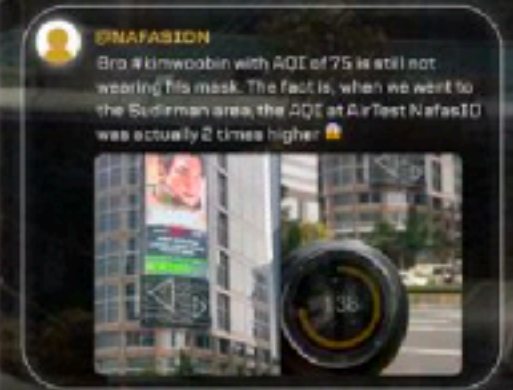
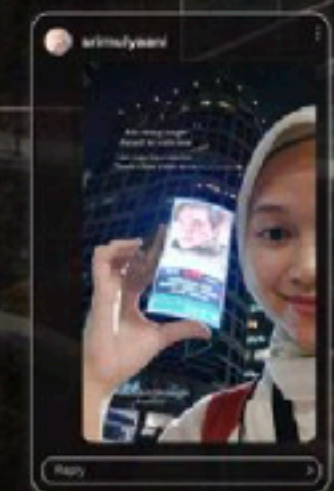
AN ORGANIC REPOST FROM
KIM WOO-BIN HIMSELF



@SPEEDINGJUNKIE
Great campaign for air quality awareness.

@GOPYDANG
This is a very thoughtful and unexpected thing that Netflix would do.

@WIDYA PETRI MANSYUR
@kimwoobin for us this is inspiring!

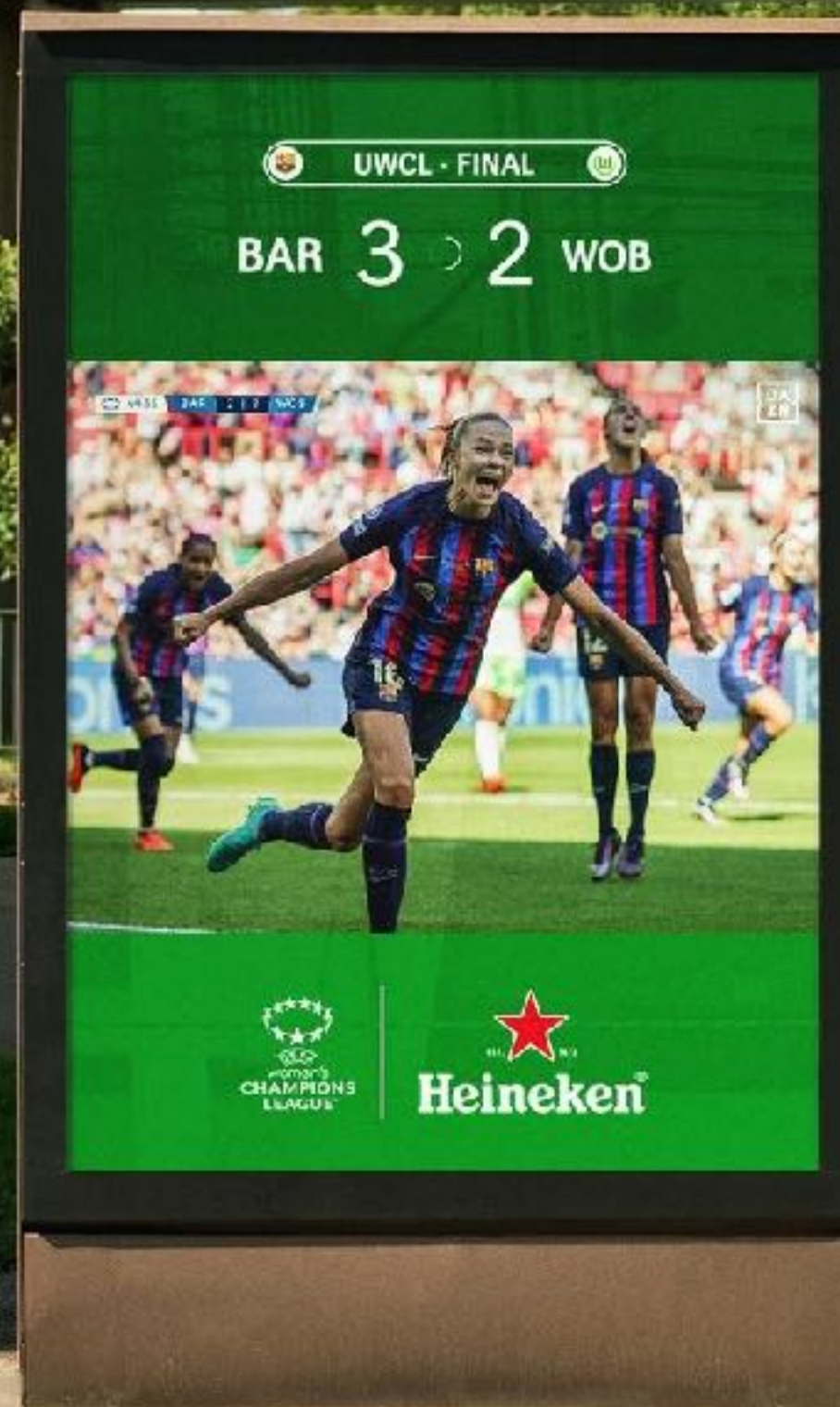


*The headline was translated into English for presentation purposes.



Out Of Home Matches

When anyone can watch UWCL, everyone will watch UWCL.



How Heineken used its media power to raise visibility for the **UWCL**

Heineken and **DAZN** join forces to bring fans to **UWCL**

Heineken gives a good use for its OOH ads: encouraging fans to watch **UWCL**



Turning Heineken's out of home spaces into visibility for UEFA Women's Champions League

Brazil loves football,

but women's football still struggles with low audiences. As a proud sponsor of Uefa Women's Champions League, Heineken knows that if fans don't watch it, it won't have the visibility, sponsors and money it needs to keep running. But Heineken also knows that Brazilians can't resist peering at a screen with a football match on. Fortunately, a big chunk of Heineken's media budget is destined to something that can help with that: billboards.

Heineken's billboards became a place to watch the UWCL.

First, it partnered with DAZN, the country's only UWCL broadcaster, to stream it. 3500 advertising spaces spread through the whole country started broadcasting the tournament for a broad audience that has never watched it before. After catching fans' attention, we drove them to our partners bars: the digital billboards showed the way to the nearest one, along with a Heineken discount coupon.



+52M IN EARNED MEDIA

+47M IMPRESSIONS

+280 BARS STARTED STREAMING UWCL





BPM PAY

G TURNING YOUR SWEAT INTO CURRENCY

In São Paulo - Brazil, known for its running culture and important running competitions, a project was created to launch the new Berry Blue flavor, engage runners and educate them about Gatorade's role in sports nutrition. The initiative aimed to resonate with runners, imparting knowledge on the proper use and benefits of Gatorade in their fitness endeavors.

An interactive billboard measured a participant's heart rate, or BPM (Beats Per Minute), after physical exertion. If their BPM was high enough, showing they had exercised, they could redeem a free Gatorade directly from the billboard.

BPM AS CURRENCY

Using heart rate as currency for Gatorade, BPM PAY transforms regular commerce into an engaging, health-oriented experience. This concept, blending exercise with instant rewards, offers a fresh perspective on marketing and sales. It goes beyond a simple transaction, creating an interactive exchange that showcases a new, creative way for brands to connect with consumers.



"CALLING ALL CARDIO LOVERS IN BRAZIL"

The Drum

"PULSATING GATORADE PANEL GETS HEARTS BEATING"

FAMOUS CAMPAIGNS

"GATORADE INNOVATED THE CONCEPT OF HYDRATION"

terra

"AN OOH CAMPAIGN THAT WENT BEYOND CONVENTIONAL SCREENS"

LatinSpots

IN A WEEK

IMPACT
8.438.538
PEOPLE

INTERACTIONS
1.624
PEOPLE

REVENUE
157.100
BPM\$



Coors LIGHTS OUT



HOW A DESTROYED COORS LIGHT AD TURNED INTO A NEW CAN DESIGN AND UNOFFICIAL SPORTS SPONSORSHIP.

THE MOMENT

Shohei Ohtani, the greatest player in baseball history, broke a Coors Light ad with a foul ball. Instead of fixing it, we turned the embarrassing flaw into an unofficial sports sponsorship.

IDEA

In just 48 hours we launched an identical replica of Shohei's broken ad as a special edition can. Then we promoted it by adding the same black square to our existing ads, including ads in and around the Anaheim area and every screen inside of Angel Stadium.

RESULTS

The campaign went viral overnight. Coors Light became a piece of baseball memorabilia and a global phenomenon. It was even the most sought-after beer in Japan, Ohtani's home country, leading to us bringing our cans there for the first time ever. With \$0 in sponsorships or player endorsements, we broke the mold of sports marketing with just one broken ad.



"A HOME RUN."
campaign

"INSTANTLY VIRAL."
Los Angeles Times

"A LESSON IN CLEVER
REACTIVE MARKETING."
CREATIVE BLOQ

"MARKETING GOLD."
AdAge

"A HALL OF FAME
CAMPAIGN."
BOARDROOM



SHOHEI OHTANI BROKE OUR AD, ADDING A BLACK SQUARE TO OUR CAN.



THEN WE PERFECTLY REPLICATED THE MOMENT WITH A SPECIAL EDITION CAN.



WE BROKE OUR OWN EXISTING ADS AND THE SCREENS INSIDE ANGEL STADIUM.



THE CAMPAIGN BROKE THE INTERNET GLOBALLY.



FANS MADE THEIR OWN CANS AND MERCH.



WE BROUGHT OUR CANS TO JAPAN FOR THE FIRST TIME EVER.

▲ TRENDED HIGHER THAN THE *Official Beer* OF MLB ▲ SOLD OUT IN UNDER 24 HOURS ▲ 100% POSITIVE SENTIMENT ▲ ALL WITH \$0 IN SPONSORSHIPS AND ENDORSEMENTS



THE OUT OF HOME IN YOUR HOME CAMPAIGN

How Bifi got people to place outdoor advertisements in their own homes.

€€€
THE FIRST AD THAT ACTUALLY PAYS YOU MONEY!

Zwischendurch
BIFI?



CHALLENGE

BIFI is known as the snack on the go – but the latest product line is different: BIFI Rustic Sticks are made to be shared with friends and family at home. But how do we communicate this effectively and what their appetite for this new snack?

IDEA

For BIFI's first "In Your Home" snack, we turned our traditional "Out Of Home" advertising into "In Your Home" advertising. We placed classic outdoor billboards, city light posters, and advertising pillars in the homes of ordinary people and turned them into paid BIFI brand ambassadors who then took to social media.

EXECUTION

Online videos and a series of outdoor posters introduced the new BIFI Rustic Sticks and encouraged people to take part in our campaign: apply online to advertise BIFI in your own home, spread your love for BIFI on social and get paid.

RESULT

A total of 22,891 people took part in the campaign, several of whom became paid BIFI brand ambassadors who actually installed a piece of our "Out Of Home In Your Home" advertisements in their homes. The brand activation reached 8.1 million people and BIFI became the most discussed snack brand on social media during the campaign period. 83% of those reached said they would recommend BIFI Rustic Sticks to friends. Sales of the BIFI Rustic Sticks increased with 20%.



22,891
APPLICATIONS

8.1 M
REACH



**50KM INTO
NEW ZEALAND'S
MOST REMOTE
ULTRAMARATHON,
WHEN RUNNERS WERE
HITTING THE WALL,
THEY HIT A
SUPERMARKET AISLE.**

AS NAMING SPONSOR, FRESHCHOICE WANTED TO DO MORE THAN SLAP THEIR LOGO ON THE START LINE. THEY WANTED TO HELP RUNNERS FINISH. SO THEY OPENED THE AID AISLE. STOCKED WITH EVERYTHING FROM ELECTROLYTES, HITS OF SUGAR OR SALT, TO VASELINE, BANDAGES, AND EVEN FRESH SOCKS.



**" WORTH RUNNING
OVER 9 HOURS FOR "**
RUNNER #293

**" I THOUGHT I WAS
HALLUCINATING "**
RUNNER #457

**" LIKE A MIRAGE
COME TRUE "**
RUNNER #138



SMELL LIKE YOU HAVEN'T RUN 50KM

70% OFF CHAFING

PRICE PROMOTE
VASELINE / ANTI-CHAFER \$0.00

CRAMPS? NOT AT CRUNCH TIME

GRAB WHATEVER YOU NEED

OATLY IN PARIS

Oatly learned that the city of Paris only accepts murals from brands if they are 'artistically' made and don't feature products or company logos. So, by complying with the rules but placing objects with products in anamorphic perspectives painted on them in front of the murals, the illusion of walls with products on them appeared as pedestrians passing by ended up in the right angle.

555K COMBINED FOOTFALL
ON SITES TURNED INTO:

35M

Impressions of
the walls online

48%

Engagement rate
on socials

↑28%

Sales boost over the
previous 3-month average
in France



Boxes at 59 Rue des Archives.



A porta-potty at Place Edmont.



A van at 73 Rue de la Fontaine au Roi.



WORM FOOD

When people decide to donate their organs to worms, rather than to other people.

Context

In Chile, despite everyone being registered as donors by law, many families choose not to donate the organs of a deceased loved one.

Idea

We used death certificates of patients on transplant waiting lists printed on organic materials to create the first billboard that illustrates in real time the decomposition process using soil, compost, microorganisms and worms.

This certificate was buried to observe how worms eat away at the material, demonstrating what happens to transplantable organs that are not utilized.

A shocking and raw initiative aimed at fostering dialogue about respecting the will to be donors.



1 Real certificates printed on organic paper.

2 The worm eat the organic material.

3 Real time decomposition on the streets.

5.500 CALIFORNIAN WORMS

20 kL. COMPOST AND SOIL

COMPOSTABLE PRINTING PAPER



QUE TUS ÓRGANOS NO TERMINEN ASÍ



Habla con tu familia sobre la donación.

Infórmate en chilepaisdonante.cl



In real time and for 15 days it was possible to see how the worms ate the leaves.



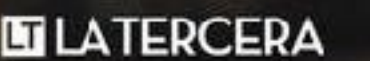
"The shocking fate of undonated organs"



"As raw as it is shocking"



"A campaign that seeks to encourage organ donation... with worms"



▶ 100% Positive sentiment

▶ 75% Increase in donation

▶ +20M Impressions



The problem

There are not enough child organ donors in the UK, because no parent wants to think about the possibility of their child's death. But there are 233 children on the transplant list, waiting, and waiting, and waiting.

The idea

233 handcrafted dolls, representing 233 real children on the transplant waiting list, placed in their local medical waiting rooms around the UK. Scanning a QR code allowed exactly the right audience to listen to the real children's stories, and hear why they should sign up to the organ donor register.

waiting to live

233 dolls tell stories of 233 children waiting for organs

"I truly believe your campaign saved my son's life"

Katie Tatham, mum of organ transplant recipient

"This is the campaign we've been waiting for."

NHS National Health Service
Blood and Transplant

"It must be tempting to pull at heart-strings by showing kids suffering, but this campaign is even more effective..."

DecisionMarketing



1.5bn impressions
751 pieces of coverage
+5000 donor registrations in 3 months
1 life saved



Belfast Telegraph THE IRISH NEWS **BBC** AdsWorld Advertiser Advertiser Andover Advertiser **NEWS** Telegraph Barking & Dagenham Post **Barrhead** Weekly News WalesOnline EAST ANGLIAN LOCAL LONDON Standard Daily Mail
 campaign Cotswold Journal Craven Herald & Pioneer CREATIVE SALON David Reviews The Daily Telegraph EXMOUTH GlasgowTimes Greenock Telegraph HALOHEAD GAZETTE Bolton News Evening Standard Gazette BREAKFAST **itv**
 Ham&High HARROW TIMES County Press Little Black Book Largs & Millport Ledbury Reporter LONDON LIVE The Westmorland Gazette MEDIASHOTZ The Oldham Times Oxford Mail NEWS Gazette TIMES London TIMES
 Oxford Mail PETERBOROUGH MATTERS SIDMOUTH HERALD Stirling News Guardian Stourbridge News The Standard TAXI Bolton News THE INDEPENDENT The Guardian MediaCat METROPOL WiltshireTimes **DAILY Mirror** THE PRESS



THE UNIQUE BILLBOARDS

AS UNIQUE AS OUR TENDERS

INSIGHT

Unlike our competitors, whose chicken nuggets are industrial and all look alike, at KFC, our tenders are handmade with real chicken fillets. This gives each one a unique shape, making it impossible to find two identical ones.

IDEA

To promote our unique tenders, we created the Unique Billboards. A hundred of non-standardized billboards displayed in the main cities of France. Handcrafted, imperfect, random, unique : just like our tenders.



* PERFECTLY IMPERFECT

14
MILLION
IMPRESSIONS

+17%
QUALITY
CONSIDERATION

+16%
TENDERS SOLD
IN ONE MONTH

**"BREAKING-THE-BOX
CAMPAIGN"**
BFM TV



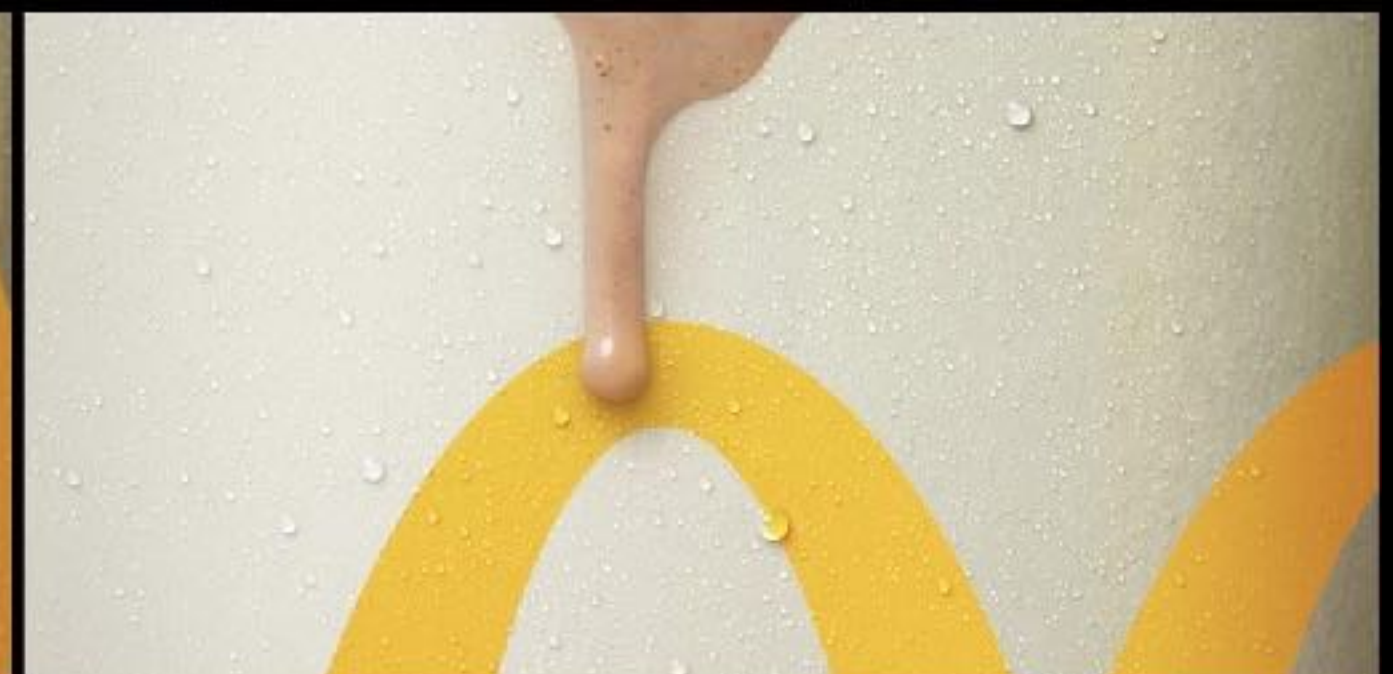


 **Iconic
Drips.**

Context:
In Summer of 2023 a surprise heatwave swept across the UK, creating an opportunity to be super reactive.

Insight:
McDonald's Milkshakes are so iconic that they can be recognised with just a single drip and a World famous Golden Arch.

Idea:
Get the nation craving a McDonald's Milkshake with a series of visuals so iconic that there's no words needed.



Smells Like McDonald's

Everyone knows what McDonald's smells like. It's an iconic asset for the brand, as recognizable as its Big Mac, Golden Arches, and jingle. So, why not use it in our favour?

"Smells like McDonald's" is the first campaign that people don't see but experience instead. We created a series of unbranded red and yellow billboards that pump out the smell of McDonald's French Fries. Because who needs to see fries when you can smell them? As people approached within 5 meters, they were greeted with the distinct aroma of McDonald's, coming from inside. Strategically placed near restaurants, we invited those who got hooked to swing by and order their favorite products.



+1.5B
PEOPLE REACHED

50M
EARNED MEDIA

25M
IMPRESSIONS

+85K
ENGAGEMENT

87%
NEUTRAL POSITIVE SENTIMENT

AN ICONIC BILLBOARD EVEN WHEN THERE IS "NOTHING" ON IT



"Could you name a brand by its smell? McDonald's fans can"

AdAge

"A stroke of Marketing genius"

ESTCOMPANY

"Voila, customers get a feast for the nose"

NEW YORK POST

"McDonald's Made Scented Billboards That Smell Like Its French Fries"

ADWEEK



OXFORD
CIRCUS W1

IKEA'S BIG BLUE BAG

Announcing **IKEA** is coming soon to the UK's busiest shopping district, by turning the best-selling product into a new London landmark.

An oversized **FRAKTA** bag welcomed millions of people to Oxford Street every single week, at the busiest time of year, and started the countdown to IKEA's biggest city centre store opening for business.





"Strikingly Simple"

AdAge

"Rips Up the Advertising Rulebook"



"No call to action,
no QR code,
no logo,
and no strapline"

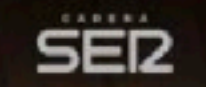
CREATIVE
MOMENT





MEET MARINA PRIETO

"Marina Prieto from unknown to a real influencer."

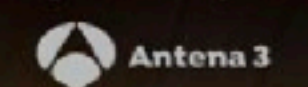


"All of Spain is asking: who is Marina Prieto?"

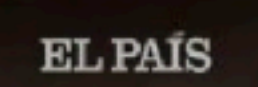


The unknown 100-year-old granny who revived Spain's subway ads.

"An advertising campaign that changed everything."



"Who is this lady?"



Context

In 2023, subway ad investment in Spain decreased by 7%. Because of this, JCDecaux, the leading outdoor company worldwide, needed to convince brands that this media truly works, encouraging them to reinvest.

Idea

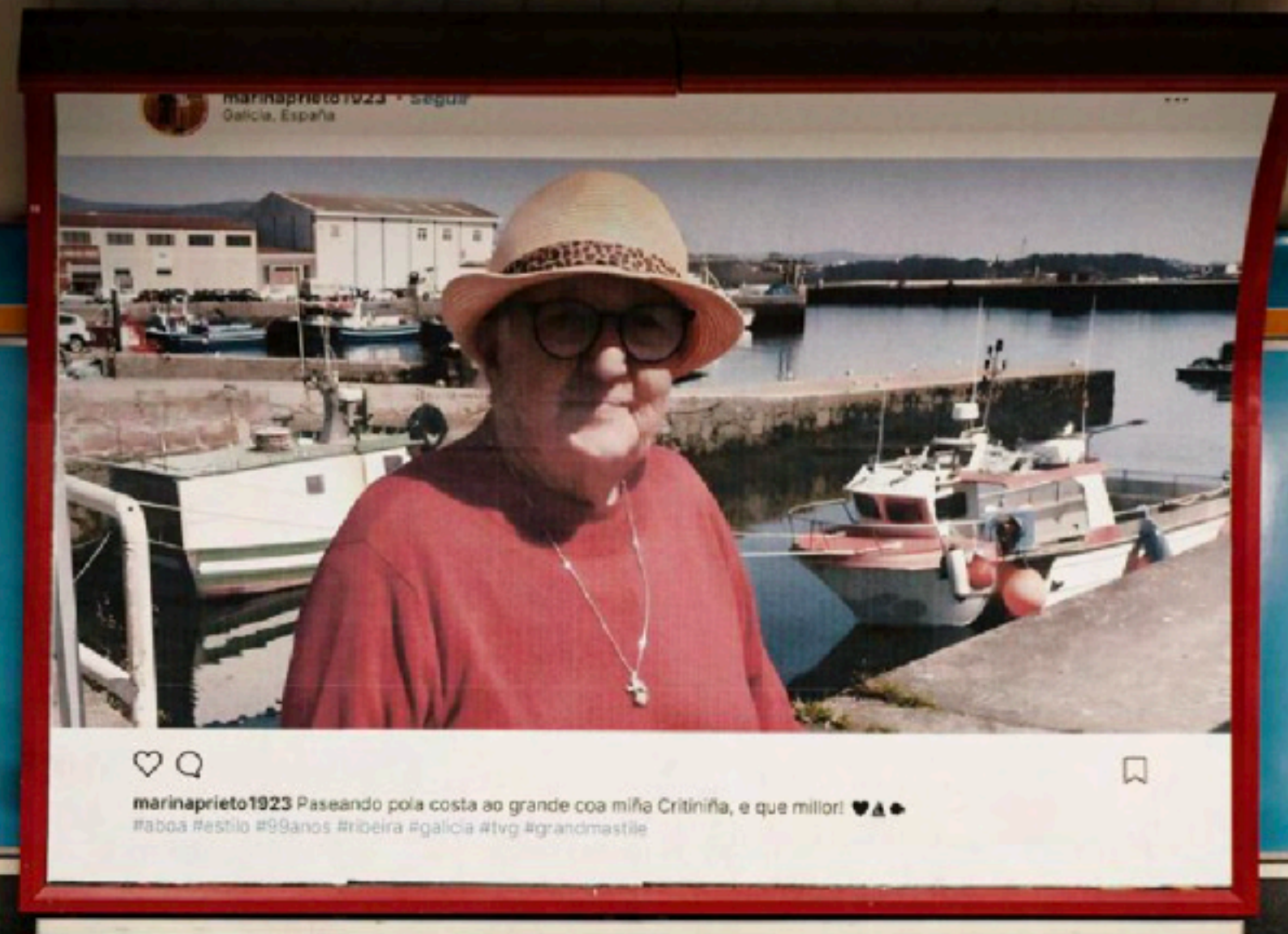
To achieve this, we hired Marina Prieto, a completely unknown 100-year-old Galician granny who was posting her content on Instagram, reaching only 28 followers. If she could go viral, any brand could.

Execution

We used hundreds of spaces brands hadn't booked to place Marina's 54 Instagram posts. More than 850 spaces showed Marina's pictures gardening, eating churros, or taking a nap... without further explanation. We just waited, and it worked.

Results

Marina went viral. What started in the subway, reached social media, street conversations, press, TV, radio and even other countries. As everyone was talking about her, we revealed that JCDecaux was behind it in front of all the CMOs at the same place, in the Elifies. Proving the power of the medium and convincing brands to invest in it again.



39,285% Marina's IG account grew

13,405% Marina's engagement

14 countries mentioned in


185 new brands

x2 media investment

Record bookings for JCDecaux



VAIKUTTAVUUS?



For the first time, Magnum won winter time and had the best January in history in terms of sales, with an increase of +66.3% value sales for Magnum Core range.

Find your *summer*


MAGNUM
true to pleasure

The broader campaign has reached 26 million adults across the UK - driving the highest ad awareness for British Airways since January 2023, up by 73% vs the same week last year. The campaign has driven more people to consider booking with BA, driving 34,800 looks on [ba.com](https://www.britishairways.com)





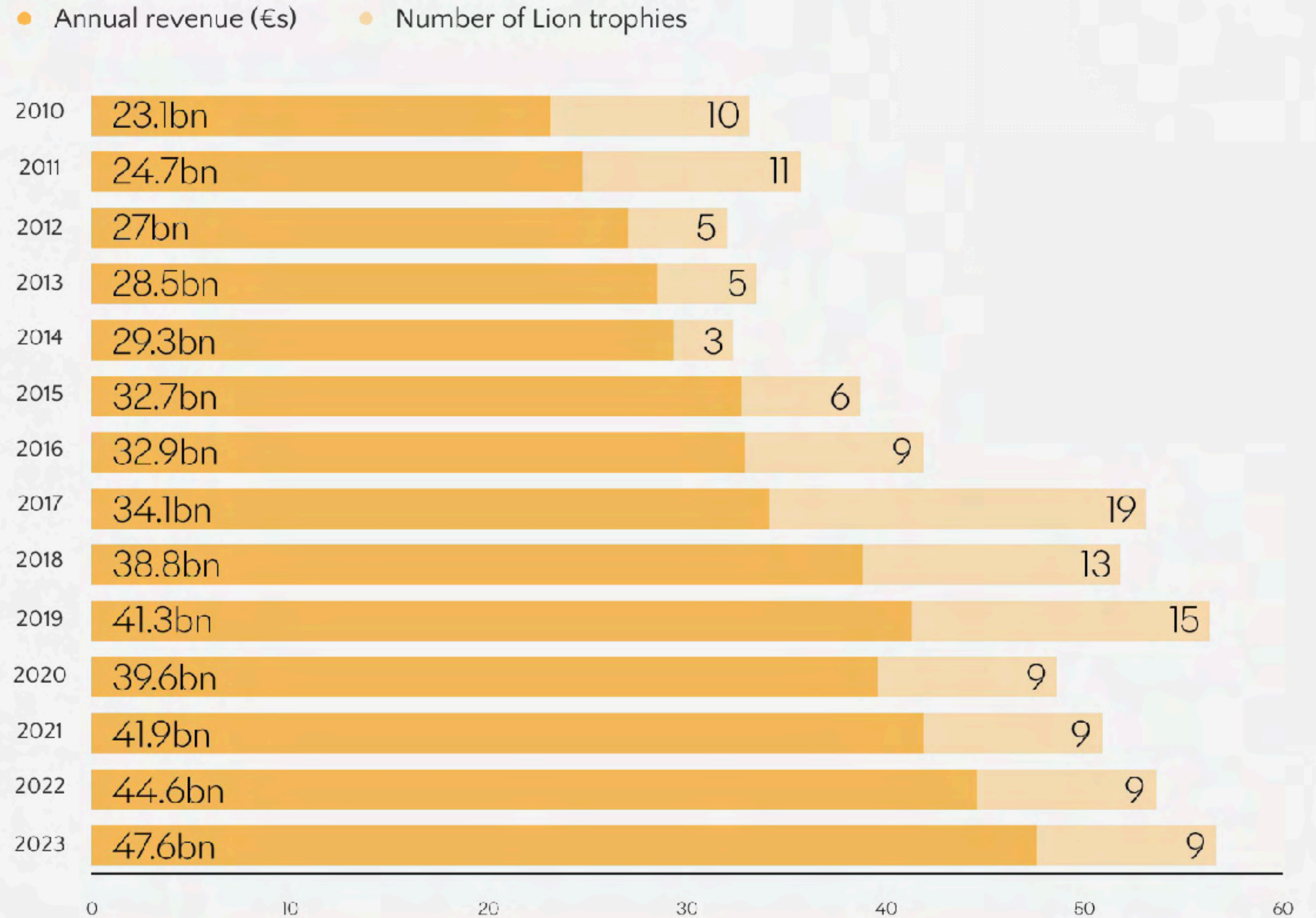
IS THIS A
PIECE OF ART
OR ONE OF
THOSE
QAT DRINK
ADS?

According to the social listening tool Brandwatch, the Paris murals were seen almost 10mil times online, with over 2.8k engagements and almost 500 unique authors talking about the campaign. This resulted in a sales boost of 28% over the previous 3-month average in France.



IKEA: Lion wins by year and annual revenue

Creativity helps drive the bottom line at IKEA. This table shows the relationship between creative success at Cannes Lions and IKEA's annual revenue growth.



KIITOS

This
could've
been an
email

Learn other do's and don'ts
at our marketing conference
From: Here, To: There
15th June, 180 The Strand



**INTUIT
mailchimp**



Ad 07554 514 735

THE ALL NEW BRITISH PHOTOGRAPHY CENTRE

FOR SALE
SITE PLANNING
FOR RESTAURANT BAR &
APARTMENTS
01 875511
www.ys.co.uk

SOUTH BANK CENTRE

