



CARAT @  cannes 2022

Cannes Lions is always a highlight in the year for our industry. It was so good to be back in person spending time with colleagues and clients, and of course being inspired by the work.

At Carat, our focus is always on Designing For People. It is always the lens for how we assess great work. Work that delivers great outcomes for our client's business but work that delivers valuable experiences for people. Our ambition to positively advocate FOR PEOPLE in the experiences we DESIGN for our clients, is underpinned by our belief that the fastest growing brands are the ones that display emotional intelligence. This year we were thrilled to be able to appear on stage in the Palais des Festivals talking with Author and psychologist Daniel Goleman, whose pioneering work in understanding emotional intelligence inspired our own Brand EQ research. Not only was it a fascinating session, but it also broke new ground at Cannes, with our guest appearing via hologram.

As we return back to our homes and offices around the world, we are focused on bringing the inspiration and innovation we all touched last week into the work of our teams. Using our experiences to drive the work forward and deepen the partnerships our clients.



Fiona Lloyd
Global President, Carat

Introduction

Cannes Lions 2022 focused on the importance of applying creativity to drive progress. As we enter a new era of innovation, consumers are changing their behaviour in response to the pandemic, technology is enabling sophisticated ways to reach consumers, and the rise of Web 3 activations has brands entering new territories.

As technologies advance and consumer behaviour shifts, creativity has remained a top enabler for driving business solutions to adapt and evolve to rapid change. Creativity, brought to life through media, can help brands reconnect with loyal consumers, reach new audiences, deliver meaningful experiences both IRL and virtually, and empower a more equitable and inclusive society.

The week was packed with many future-focused topics, with spotlights on sustainability, diversity, equity and inclusion, data and technology, and creative effectiveness.

We condensed the panels, discussions, and creative work into five major themes, exploring how they are changing the media landscape, and identifying the most important takeaways for brands.

Five major themes and takeaways:

- **Putting value on attention**
- **Investing in diversity**
- **Creative effectiveness**
- **Force for good**
- **What's next?**



Putting the value on attention

Attention is under assault. With competition for limited consumer attention, advertisers must strategise new ways to get noticed. Creative is the main driver of attention across platforms; brands need to be able to tell their story in a way that resonates with target audiences, regardless of where or how they're consuming content—and that means having creative that's agile enough to work in every medium.

As attention continues to emerge and evolve as a currency, it's critical that marketers understand the value of attention and how it translates to their media investments. Every second that you keep your audiences' attention is valuable. But not all attention is equal; the power of attention, or its ability to drive outcomes, is dependent on the circumstances of each media experience.

Because of this, dentsu has developed CPMs based on attention (CPM EAS, or "effective attentive seconds"). This metric allows advertisers to value formats appropriately based on both the attention and impact they deliver. We can use this data to optimise towards more effective attentive media placements.

What brands can do

- Lean into first-to-market testing and activation opportunities with media owners and leverage dentsu's extensive [Attention Economy research](#) to begin to plan, trade, and measure against attention as we shift away from a traditional CPM model to maximise media investments.

"Attention and purpose are increasingly coming together: we know attention metrics drive business results and supporting quality journalism is equally as important."

Bram Meuleman,
Senior Strategy Partner,
Carat Global

Seen at Cannes

- Dentsu is no stranger to the Attention Economy and hosted a panel at the beach house with Doug Rozen, CEO, dentsu Media Americas, Intel, TikTok, and the Washington Post that discussed [winning attention with next-gen consumers](#) through innovative marketing, agile creative, bold messaging, and authentic connection.
- For marketers, a key factor for media investment is understanding the extent of consumer attention. Beet.TV hosted a summit on the value of attention, and trading on it, at its villa in Cannes. The program featured a discussion with Mike Law, CEO, Carat US; Doug Rozen, CEO, dentsu Media Americas; Raja Rajamannar, CMO, Mastercard; and Kay Vizon, Director, Media Services, Kroger.

Investing in diversity

How can media support the intersection of creativity and diversity? Brands and agencies continue to focus on building more equity within our industry by creating more opportunities for diverse and inclusive content creation and representative brand activations, while maintaining a culture that helps attract and retain diverse talent, reflective of the audiences we are trying to reach.

At dentsu, we are dedicated to building communities, representation, and wealth in the spaces where we operate. For brands to create meaningful impact in this space, they need to implement focused resources that support their mission.

Our goal is to help brands leverage existing investments to support diverse-owned businesses and empower teams beyond investment to propel strategic change. We also recommend removing barriers to access, evaluation, and measurement as well as redefining the value proposition to reach diverse audiences.

What brands can do

- Invest in diverse creators. They'll tell your story in ways that truly resonate with your audience while bringing their own unique perspectives and experiences into the process.
- Recognise that a diverse organisation depends upon diverse talent; and invest in talent through community education, skills development programs, etc.
- Bring diversity to the boardroom by hiring leaders who have diverse perspectives and understand the importance of fostering an inclusive culture and providing opportunities for all employees.

Seen at Cannes

- Sunday night's Adweek Kick-Off Soiree presented by Group Black featured a fireside chat with Travis Montaque, Co-Founder of Group Black; Doug Rozen, CEO, dentsu Media Americas; and Ann Marinovich, Chief Content Officer, Adweek, discussing the value of investing in diverse-owned media and how brands can come together to dismantle institutionalised racism and empower a more equitable future for new and emerging media platforms in the space.
- Mark Prince, SVP and Head of Economic Empowerment, dentsu Media US, chats about the convergence of data privacy and DE&I with 614 Group, the team behind the Brand Safety Summit – [watch the interview here](#).



Creative effectiveness

Creative is the most powerful optimisation tool to maximise media investments. This year we're seeing teams collaborating to deliver precision messaging with a focus on measurable business results.

Despite the challenges of the pandemic, climate change, and limited resources, brands are discovering new ways to engage with customers through a combination of technology and creativity. Agency teams are more integrated in the fabric of businesses than ever before, but the opportunity is to identify how creative teams and agencies can seamlessly collaborate to deliver real business results.

The continuing discussion every brand and marketer are having is regarding effectiveness: How much do these efforts move the needle? Is it solving real business challenges? And do the results add up to support the investment case?

What brands can do

- We're seeing a shift in the way creative advertising works. It used to be about getting your message out there as widely as possible, but now successful brands are shifting the way they design their creative to attract and influence the individual, not the masses.

- At a time when brands, retailers, and media are all competing for real estate, personalising creative messaging to resonate with custom-made audience segments is critical to enhance ad effectiveness. Dentsu's Performance Creative offering is the only end-to-end offering that integrates data and strategy into creative, enabling brands to deliver personalised content at scale across multiple channels.

Seen at Cannes

- Dentsu's Global CEO, Wendy Clark, and Ryan Reynolds [discussed](#) the impact advertisers can make by embracing and reacting to culture and using their brands to tell stories consumers care about. Great creative paired with fast-paced media allows brands to unlock their full potential.
- The Creative Effectiveness Lions award celebrates work that demonstrates how an effective strategy, rooted in creativity and delivered through compelling execution, has met its business objectives and generated positive customer outcomes.

Launching a new modern creative network

Introducing [Dentsu Creative](#)! It was announced at Cannes that dentsu is uniting its creative agencies, including DentsuMB, 360i, and Isobar, and expanding its Entertainment, Earned Attention (PR) and Experience capabilities to create an entirely new global creative network led by Global Chief Creative Officer, Fred Levron.

Launched to address a client need for simplicity and modernity in the industry, it will bring a depth and breadth of services that is unparalleled in the market. Dentsu Creative has been designed to transform brands and businesses through the power of Modern Creativity, with ideas that create culture, shape society, and invent the future. All of this is underpinned by horizontal creativity where dentsu's end-to-end modern creative capabilities will benefit not just our Creative clients, but those working across Merkle, our CXM brand, and Carat, iProspect, and dentsu X, our Media brands.



Force for good

Consumers expect brands to care, and we have an opportunity to harness media for good from the inside out. Having purpose means being a force for good beyond a force for growth. It's about understanding your customers as people and leveraging your expertise and capabilities to help them on a journey beyond a transactional relationship.

More and more companies are putting their money where it matters in order to create a positive impact on society. Brands are integrating their sustainability efforts into their advertising and marketing strategies, supporting causes that align to their brand values and are important to their consumers, and creating more inclusive products and services.

What brands can do

- Brands need to take an active role in shaping the cultural conversation, taking responsibility for technology, and being leaders in the realm of sustainability. The mission of brands, platforms, and agencies who are invested and passionate about making critical change should be to get society engaged in, and thinking about, sustainability all the time.
- Work to understand your consumer by recognising the core issues that matter to them. Once you've identified these core spaces, use them as a foundation for your advertising strategy. For example, enable equal representation and inclusion of diverse creators, support working mothers, or invest in the communities in which your brand operates.

Seen at Cannes

- As the digital marketplace continues to evolve, what's next for brands looking to meet post-pandemic consumer expectations? Dentsu hosted a conversation at their Cannes Beach House around [building an equitable space in the Metaverse](#) with executives from Meta, Group Black, and Mastercard, and moderated by Christena Pyle, dentsu America's Chief Equity Officer.
- In collaboration with the industry-wide initiative to tackle climate change, Ad Net Zero, dentsu hosted a panel discussion on [the power of advertising to drive behaviour change](#), addressing how the industry can close the sustainability intention/behaviour gap and what support and tools does the industry need to accelerate this work.

Sustainability at the dentsu beach house

Our social impact vision is to inspire people everywhere to a new way of living, recognising our ability to change mindsets, influence behaviour and inspire action. As part of our ongoing commitment to creating a more sustainable world, dentsu committed to making this Cannes Lions our [most sustainable Cannes](#) to date, from the beach house itself, to how we travel, to the content programming.

Our collaborative efforts to reduce unnecessary consumption and production during the building of our beach house was focused on reducing, recycling, and repurposing as many existing materials as possible from previous years. During the week of Cannes Lions, we avoided single use plastic items and worked with ethical suppliers on merchandise and sourcing of all materials within the beach house.



What's next?

People live their lives in and through media. It has the power to re-energise and transform businesses, inspire and empower consumers, and influence lasting impact and change. Media has evolved into a complex ecosystem, but it also is at the forefront of constant innovation, change, and evolution. Getting in front of this evolution is critical for any organisation. Brands are facing new challenges not only to create the message but also understanding how to measure the effectiveness of their work and optimise to deliver further results.

The rise of Web 3.0 has ushered in the next generation of business, marketing and experiences for consumers, and the next suite of opportunities – and what we're seeing most profoundly is a great decentralisation, powered by virtual economies, crypto-currency, climate anxiety and distributed workforces. The Metaverse is just one iteration of what's possible in this space. Within the next ten years we will be marketing to people both in their real lives and in their virtual realities. Now is the time to start building for this multiverse, while shifting towards networks of choice, passion, collective ownership, and mutual reward.

Our industry should be focusing less on the demise of the cookie and more on the rise of addressability. We need to be building

We define 'Next' as innovative models creating new paths to growth. For every legacy challenge, Carat sees the "Next."

solutions now for reaching consumers in the right context and with the right messaging, while keeping privacy at the forefront. It's an opportunity for us to become better marketers.

How can we use radical collaboration, creativity, data, and technology to help us get back to more personal stories? From consciousness decoupling to redistributing ownership, media is where the 'next' paths to growth are built.

What brands can do

- Prioritise purpose, engaging with your consumers as people along a journey, not just as consumers at the point of transaction. Be a force for good beyond a force for growth.
- Lean into addressability, leveraging data and technology to be truly relevant, as this will empower your brand to deliver the purpose that consumers demand.

Seen at Cannes

- The blurring of the physical and virtual worlds has presented real opportunities for brands today. Wendy Clark, Global CEO, dentsu, sat down with Evan Spiegel, co-founder and CEO of Snap, to discuss how changing realities and Augmented Reality (AR) are being put to use for both the good of the bottom line and for the good of the world around us.
- On Thursday, dentsu Media Americas CEO, Doug Rozen participated in a panel with Infillion and Digiday on media and marketing's connected future and how brands can succeed through optimising consumers' time, attention and privacy.

Carat seen at Cannes

The week was filled with events and incredible campaign recognitions, below are a few Carat and dentsu highlights.

Event Highlights



Emotional Intelligence at the Heart of Brand Growth

Daniel Goleman, the godfather of Emotional Intelligence (EQ), joined the Palais for the first ever on-stage holo-cast interactive Q+A session as he 'beamed in' live from New York. In this session, Daniel Goleman, Sean Healy, Carat CSO, and Victoria Sjardin, Vice President of Marketing at Kraft Heinz, explored why brand EQ is even more relevant today than ever. [Read the Carat Brand EQ 2022 report here.](#)



Designing a Global Creative Network for 2022 and Beyond

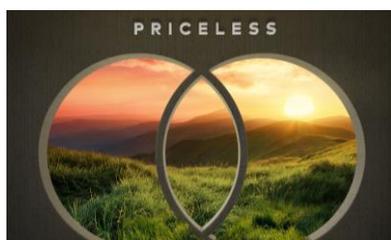
Wendy Clark, Global CEO of dentsu, and Fred Levron, Global COO of dentsu took the stage at the Palais to share their vision for where the industry is going and the role of creativity in a new era.



Unfiltering History: An Unfiltered View of The Unfiltered History Tour

At the dentsu beach house, speakers from dentsu, Meta, and VICE discussed how they unleashed the power of Gen Z through storytelling, technology and modern creativity to amplify the voices of silenced communities and build The Unfiltered History Tour.

Client Spotlight



Mastercard unveiled its first-ever music album titled Priceless® at Cannes Lions. The album, available first [on Spotify](#) and then on other streaming platforms, features 10 songs by 10 artists from around the globe; each song incorporates the recognisable melody of Mastercard's brand sound. To enhance its commitment to music fans and emerging talent, Mastercard joined forces with acclaimed producer Timbaland's Beatclub music creator platform and collaborated closely with executive producer Niclas Molinder to find artists who span a variety of cultures, languages, and genres.



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Awards



The Draw Ketchup Kraft Heinz campaign, led by Rethink, was able to identify an important phenomenon: brand association. [The stunt](#) highlights the global iconicism of the brand and its packaging. Heinz took some of the sketches so far (even the poor ones) and is featuring them in an online video as well as digital billboards. This campaign won a Bronze Lion for the category of Media: Food & Drink.



Touch Card campaign for MasterCard focused on how people with vision loss experience their world. Mastercard released a series of cards whose sides are etched differently. Led by McCann, the ad follows Marjorie (actress and activist Marilee Talkington, a performer with vision loss) to a coffee shop where she pays for a coffee with a Mastercard suited for the visually impaired. This campaign won a Bronze Lion for integrated media.



Buick's #Seehergreatness campaign, which debuted in tandem with Women's History Month and the start of the NCAA March Madness basketball tournament, was designed to drive awareness and magnify the achievements of female athletes. [The campaign](#) was led by Leo Burnett and won a Bronze Lion for media: Corporate Purpose & Social Responsibility.



Vodacom Anti-Hijack Ads, led by VMLY&R Johannesburg, brought hundreds of Waze ads around dangerous roads in South Africa and turned them into anti-hijack alters. The work won a Silver Lion in the category of Media: Use of Real-time Data and a bronze Mobile Lion for Social Purpose.



The Eat Fresh Refresh™ campaign for Subway involved some big-hitting creative with help of NBA All-Star Stephen Curry, tennis legend Serena Williams, soccer champion Megan Rapinoe, and football star Tom Brady. The campaign was led by DentsuMB, with media planning from Carat and activation supported by Current Global, Jack Morton, Proof Advertising and United Entertainment Group. The campaign was shortlisted for Entertainment Lions For Sport: Excellence in Sports Entertainment.

WELCOME TO THE 66TH

CANNES LIONS AWARDS SHOW

Cannes Lions 2022 showcased a more than ever globalised world where it is impossible to separate media from creativity or culture from society.

Having lived the past two-plus years in pandemics has allowed us to see what the world is like, and what we value more, when we drive less, travel less, and waste less.

Being back in-person to celebrate creativity has reinforced the fact that our industry is about meaningful connections between people and brands—connections that can lead to real impact and change in an increasingly overstimulated world. Although the multiplicity of channels makes it more challenging than ever for brands to stand out, it also provides more opportunities to connect with audiences on a genuine and deeper level.

And while this may have been just one more year at the festival, we see this multiplicity of channels to continue to shape what is next for our industry and we look forward to guiding brands into new territories together.

To explore even further the key themes that made Cannes this year, we recommend [this insightful piece by dentsu](#) as complementary reading.

Until next year, au revoir!