



CANNES LIONS



Trends Report 2022

Cannes 2022

From June 20 - 24th the advertising, communications and marketing industries converged in the South of France for the Cannes Lions International Festival of Creativity – back for the first time in person in three years.

It was a week of excitement and creativity, with Publicis Groupe winning a total of 103 Lions, including one Titanium and three Grand Prix! This year made it crystal clear that “Commerce” has changed and is ready to take center stage. Thought leaders across Publicis Commerce attended the landmark event and have rounded up some key Commerce themes and take aways from the French Riviera – including Social Commerce, The Convergence of Content, Experience and Commerce, the Metaverse and more.

If you are craving more Cannes content, head over to the [Cannes Community](#) on Marcel.

Table of Contents

- 01 Commerce, Cannes and the Voice of the Customer**
by Amy Lanzi, Chief Operating Officer, **Publicis Commerce**
- 03 Social Commerce is About to Get Creative**
by Ali Amarsy, SVP, Global Product Strategy Lead, **Publicis Commerce**
- 05 The Convergence of Content, Experience and Commerce at Cannes**
by Colleen Hotchkiss, EVP, Managing Director, **Zenith**
- 06 Lions in the Metaverse**
by Talia Devlin, Associate Copywriter, **Hawkeye**

Commerce, Cannes and the Voice of the Customer



Amy Lanzi
Chief Operating Officer
Publicis Commerce

Cannes 2022 was a week dedicated to reconnecting and reimagining our industry for the future. In addition to the major players on the beach like Twitter, Google or newcomer Amazon, there was also a rising voice throughout every session and conversation – the voice of the customer. The industry is making a hard pivot to serve their most valuable consumer better and that comes to life across all pathways whether it's through meaningful purpose-led creative, entertainment or via the power of community. Much like we are seeing on the beach of Le Croisette, we're seeing platforms, data and ad tech providers all converge in an effort to deliver the best possible experience – one that is intuitive and services the needs of the most valuable consumers of tomorrow.

Here are some core themes I noticed in conversations at Cannes and tips brands can use to build customer-first experiences for the future:

KEY TAKEAWAYS

Every Moment Matters: Consumers of tomorrow want seamless and predictive experiences that make them feel good, save time and confirm that they have made the right decision. Brands need to focus on the obstacles that exist today to deliver this. That includes preparing for the cookieless world, designing systems for real time engagements and focusing on what is right creatively for long-term brand health.

Making every moment matter is dependent on not just having the right content, but also the tools to know where consumers are in their relationship with you. This means a first party data strategy as well as marketing technology infrastructure that can navigate where consumers are engaging with you – whether on a retail media network, through a social platform or directly. When these two capabilities work together, you can move someone from a transaction to a relationship with the brand over time.

...continued next page

Commerce, Cannes and the Voice of the Customer



KEY TAKEAWAYS – CONTINUED

Partnerships Enable Recruitment and Retention: When it comes to recruiting and retaining your most important customer, partnerships matter. Consumers are in a constant battle for their attention, so brands need to use marketing innovations and partnerships to develop meaningful experiences for each platform. We recently conducted research with Twitter on social conversation's impact on purchase decisions and our findings revealed that brand conversation is the “new review” and more than half of shoppers consider brand conversations on social more or as impactful as traditional reviews.

This is a huge opportunity for brands. If they want to help influence purchase decisions, they need to contribute to and support conversation actively and authentically within their customers' communities: control the narrative and spark positive conversation amongst people who care about the brand; and cultivate the new review – connect in a way that makes the brand feel more human.

Creative Redefined: Opt-In Experiences vs. Advertising: Consumers are more flirtatious than ever before with the ability to turn on and off from a brand in just a moment. We often talk about connecting across the consumer journey but don't talk about the potential risks for disconnects across the journey. In order to build meaningful opt-in brand experiences, you must get the brilliant basics right so you are not signaling to a consumer that this is the first time you have met. Running alongside of this, the future of creative is the ability to create brand narratives that can seamlessly blend within networks, including platforms and retail media networks, that are authentic. Only through smart brand narrative and network presence can you build strength in communities that have growing power as we are on the cusp of web3.

One area I see this growing is in augmented reality (AR). The role AR and immersive technology can play in consumer experiences has real potential to boost consumer confidence in buying a product and lessen the need for returns – making it a more sustainable and smarter way to introduce consumers to a brand or product. We recently [conducted research with Snap](#) and found that 80% of shoppers feel more confident in their purchases when using AR and that 66% who did so were less likely to return purchases. The vast majority of respondents also stressed interest in using post-purchase AR experiences, such as how-to guides or sharing their purchase experiences with friends.

By focusing on long-term operational health, game-changing collaborations and immersive creativity, brands can start to prime themselves to deliver on the next phase of connected commerce. We definitely saw the beginnings of this at Cannes and look forward to seeing this take shape over the coming months.

Social Commerce is About to Get Creative



Ali Amarsy
SVP, Global Product Strategy Lead
Publicis Commerce

Cannes was an excellent opportunity to talk product roadmaps while also inspiring our social platform partners to continue innovating with new tools and practices. While brands are looking to enhance their channels with exciting new experiences, consumers are always on the hunt for new influencers to follow, ideas to advocate for and products to promote. The opportunity for platforms to enhance this engagement is abundant and although there are many up-and-coming innovators within the social commerce space, the major players are the ones who can implement change at scale – and are on the cusp of doing just that.

We've [spoken in the past](#) about how mediums, when not given the care and attention they deserve, will regress to a known format in the hands of marketers. For example: banners behaving like print, influencers becoming spokespeople and social posts becoming bland product listings. There is also the risk that players in the same segment fall into a trap of becoming clones of one another by competing for dominance with familiar features such as stories, disappearing messages and filters.

But there's hope still for social platforms as they navigate through product puberty and grow into their full potential. All it takes is for each platform to recognize their unique magic and tap into it by optimizing on what makes them different from the rest. Here are a few updates from the major players at Cannes that put their magic on display:

KEY TAKEAWAYS

Tik Tok and Community Commerce: We're working closely with TikTok to mature the Community Commerce proposition. It's about starting with creators – how they want to develop their narrative, acting as enablers to how they curate the world and make that an engaging 'shoppertainment' experience. It's a whole new paradigm and we love experimenting at its forefront. Yes, it does make brands and buying tertiary to the creator and the content – but that's the most authentic way brands can elevate the TikTok experience, and our partners are keen to see how we can push culture and invent even more fun ways to shop.

...continued next page

Social Commerce is About to Get Creative



KEY TAKEAWAYS – CONTINUED

Pinterest's Full Potential: Pinterest is about to unlock its full potential as the only place that begins purely from a place of extremely strong intention. There's no other platform that instills as much excitement and creative expression as Pinterest. The entire concept and the way the platform is structured opens consumers' minds to purchasing an entire lifestyle rather than just one product. We're working with them to understand what drives and sparks that inspiration, and how to enhance their features for discovery and customer experience. When Pinterest is fully activated, we will finally have a place where the middle of the purchase funnel can be optimized.

Snap Keeps it Fun with AR: No collaborative session was as much fun as the Snap one. Don't let the sad face selfies fool you, that's just their amazing filters working their magic! Snap is really coming into its own as a camera company. They're developing in many ways, but they're especially thriving in optimizing the interactive shopping experience. Snap's lighthearted nature and camera-first approach is a natural antidote of purchase friction. Replicating the emotive thrill and spontaneity of window shopping IRL is something brands are always looking to achieve and enhance digitally through social. Snap is currently the best platform to give you a similar experience. It's exciting, it's fun and it's a place Snap will continue to own.

Twitter and the Power of Conversation: Lastly, Twitter is set to enter the ring, unlocking its role as a unique opinion shaper – allowing our partners to benefit from the massive power of conversation in shifting allegiances, reducing surprises post-purchase and ultimately having the most significant impact on seller profitability- a key theme going into H2 and beyond. Albeit subtle, conversation across commerce may be the single greatest opportunity for a sales org. We're exploring that now with forward thinking brands who understand the holistic nature to developing an online commerce strategy.

All in all, creativity is strong amongst each social platform as they come into their own as true commerce platforms – and we're excited to be at the forefront of that process.

The Convergence of Content, Experience & Commerce at Cannes



Colleen Hotchkiss
 EVP, Managing Director
Zenith

With a return to a live Cannes for the first time since 2019, and partners like Amazon and TikTok joining as festival first timers, Commerce and its role in consumer's & marketer's lives was a hot topic across the Croisette.

One of the key themes that I found most interesting and prevalent was **the Convergence of Content, Experience & Commerce**. We all know by now that TikTok does make us buy it, but announcements of new partnerships like Walmart + Roku's that will allow consumers to shop directly from their TV remotes and new and evolving AR technology from partners like Snap and Meta show the increasingly important role content and experience are playing to driving through to purchase.

KEY TAKEAWAYS

The Creator Economy is Powerful! It essentially provides marketers and brands with an entirely additive salesforce to their traditional teams...but authenticity is key to success here. Partnering with creators that have a true and real connection to your brands, like **J. M. Smucker's** Jif did with Ludacris and TikTok, will drive differential success.

A Consumer Led Approach is Critical...to understanding your audience & creating the right experience that meets their needs. Experiences for experiences sake will not be successful, nor will they drive action. Retail Media Networks sit on a wealth of data, but so do brands themselves, and partners like Epsilon. USE the data - think about Data as an AND, not an or, to drive the richest insights, experiences and performance.

Consumers Still Crave Experience & Technology Delivers. Whether it's trying on a Versace dress that you'll never afford (but maybe it inspires you to buy the perfume), or a new nail polish color, like Sally Hansen did with SNAP, AR allows consumers to experience and interact with brands in ways they haven't before and can inspire purchase in that exact moment.

Make it Easy. Just as much as consumers crave experience, they crave ease. Those who create engaging experiences that lead to frictionless purchase will be the ones who win.

Lions in the Metaverse

HAWKEYE



Talia Devlin

Associate Copywriter

Hawkeye

The metaverse, first referenced in a science fiction novel in 1992, is starting to take off as something real and accessible to the general population, and was the darling of the French Riviera during the Cannes International Festival of Creativity. While it is strange seeing sci-fi find a place in our lives (and onto the beaches in the South of France), it is clear that some brands have managed to stay on the cutting edge, using the metaverse to raise product awareness. We've seen these online universes expanding, from Minecraft to Fortnite, but this medium is sure to continue to evolve and grow in popularity as a means of consumerism.

KEY TAKEAWAYS

Bringing people from around the world into one place, online, is a huge opportunity for brands to increase reach. This is a marketplace for people to gather and enjoy everything from concerts to parties from anywhere, with anyone. Finding an in to earn attention can be a huge win for any brand.

This can be a low-cost medium if you're smart about it. In 2019, Wendy's used Fortnite to livestream a nine hour rampage of destroying freezers within the game. The results were over 1.5 million minutes watched and 119% increase in mentions. It didn't require any spend other than perhaps hiring a gamer. Without using paid ads or interrupting game play for users, they got people's attention. It also happened to win a host of Cannes Lions in 2019, including a Grand Prix.

This year there was some incredible Metaverse work featured and taking home Lions, including Heineken. [Heineken Silver – with help from Publicis – launched](#) the world's first virtual beer, at their virtual brewery in Decentraland, which seems to be the new hot spot for brands. [Samsung](#), Christie's Auction House, Coca-Cola, and Dolce & Gabbana, to name a few, have all been selling e-luxury or hosting events in Decentraland.

[Roku announced a partnership with Walmart](#) where Roku users will see ads with products they can buy with a click of the remote. Up until now, we've mostly seen ads using QR codes for users to navigate to the product; using the remote to make the purchase is less cumbersome. It seems like an obvious next step that we'll soon be able to try products and make purchases in the Metaverse that will show up on our doorsteps IRL.



**PUBLICIS
COMMERCE**

Thank you

For more Commerce insights & reports join the Publicis Commerce community:

- Follow us on [LinkedIn](#)
- Follow us on [Twitter](#)
- Stay informed with [Publicis Commerce Insights](#)
- [Contact us](#) for Business or Press Inquires