



CANNES LIONS



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COMMERCE

Trends Report

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Cannes 2023

The annual Cannes Lions International Festival of Creativity took place once again on the sun-kissed (and sweat-soaked) shores of the French Riviera – a place where innovation, creativity and commerce converge in a symphony of inspiration and business potential. It was a week of excitement and creativity, with Publicis Groupe winning a total of 96 Lions, including two Grand Prix!

There were a number of commerce-specific trends that emerged from the festival, offering insights into the strategies, technologies, and ideas that are shaping the future of the industry. Thought leaders across Publicis Commerce have rounded some of these up – including The Power of Creative Commerce, Retail Media 2.0, AI, CRM and Addressable Relationships, The Convergence of Content and Commerce and more.

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The Cannes Lion Jury's Perspective: The Power of Creative Commerce



Amy Lanzi
Chief Executive Officer
Digitas North America

This year, I had the honor of serving as a judge on the Creative Commerce jury at the Cannes Lions International Festival of Creativity. Despite Cannes celebrating its 70th anniversary this year, the Creative Commerce category is only in its second year. With brands needing to deliver more impact across the board, it's clear that this category will not only become a permanent category but also a highly sought-after award for brands and marketers. As a member of the jury, we collaborated as a team to scrutinize each submission, fully aware that we were shaping the future of creativity through the recognized work.

Before the festival, my predictions were centered around anticipating an increasing convergence in award-winning work, where diverse capabilities would intersect to bring brand and business excellence to life. Beyond smart use of tech, data, AI, media and more, the key ingredient was captivating creativity that would truly engage consumers. The entries this year and the best work we witnessed perfectly embodied these predictions. They showcased creativity that not only yielded tangible outcomes but also seamlessly incorporated new technologies, partnerships, and an anticipation of where consumers desire to invest their valuable time and attention.

KEY TAKEAWAYS

The Debut of Biometric Commerce: At the heart of a Creative Commerce experience lies the power to drive behavior change through the transactional journey. The foundation of this must come from harnessing the convergence of data, media, creative and tech. Biometric Commerce takes that one step further in that these instances leverage AI and human behavior to deliver experiences that enable purchase behavior. There is a delicate balance in terms of the value exchange of giving your face imprint or eye tracking to make your buying experience more in service to you and your needs. The Grand Prix winner, [Hunger Station Subconscious Ordering](#) from Saudi Arabia, exemplified this balance seamlessly, addressing the overwhelming impact of choice overload. ▶

The Cannes Lion Jury's Perspective: The Power of Creative Commerce

KEY TAKEAWAYS - Continued

Education as a Catalyst for Commerce: Platforms partners like TikTok and Twitch have proven their ability to leverage influencers and creators to guide consumers from discovery to purchase organically. Key success has been more on moving from entertainment moments to buying moments. A key factor in their success lies in their transition from entertainment-focused moments to pivotal buying moments. Among the various submissions, an intriguing concept emerged, highlighting the opportunity to tap into the spaces where consumers dedicate their entertainment time, employing an educational approach to drive transactions. One exceptional case study featured [Twitch and the Bank of Montreal](#) (BMO), illustrating a clever strategy that effectively engaged consumers within their preferred entertainment environment. By leveraging the gaming context, BMO creatively educated viewers on the fundamentals of financial planning and budgeting, thereby attracting new customers to their services. This endeavor not only served as a substantial recruitment effort but also established an ongoing educational and entertaining channel on Twitch.

Balancing Brand Building and Purchasing Behavior: A prevalent trend that surfaced was the power of creative endeavors to not only generate favorable outcomes at the lower end of the purchase funnel but also establish and enhance brand equity, ultimately inspiring brand purchases. This year's exceptional campaigns accomplished both lower funnel success and brand equity growth, effectively influencing purchasing behavior. A fantastic example of this was the "[Lunchabuild This](#)" campaign by Lunchables, which tapped into kids' innate desire to play with their food while reinforcing the brand's image and driving sales.

Small Experience Design Shifts for Meaningful Commerce Outcomes: Several entries showcased how small changes in user experience design solved for and addressed specific market needs. For instance, [K-Lynn](#), a lingerie retailer that leveraged the user experience of bra purchases to promote the importance of regular breast self-check examinations among women. They simply modified the product display pages and images to not only show the bra but also illustrate how to conduct a self-check test. This subtle modification enabled K-Lynn to seamlessly transition from a typical buying moment to a crucial awareness moment, intimately intertwined with the lingerie purchase journey. ♦

From Transactions to Delight: Unleashing the Power of Creative Commerce



David MacDonald
Managing Director
Publicis Commerce

eCommerce has traditionally followed a path where simplicity and seamlessness took precedence, often at the expense of the joyous aspects of the shopping experience. The exploration of new products and the admiration of storefront windows were gradually replaced by transactional interactions that sometimes, lacked passion.

This year's Cannes Lions served as a powerful reminder that digital technology and creativity can be harnessed to create and deliver exciting experiences that not only make shopping easier but also keep it engaging. This serves as a testament to the fact that the passion of shopping can still be alive and well in the digital realm.

Moving forward, we can expect a proliferation of rich and engaging commerce experiences, fueled by the creative integration of digital tools and AI. These advancements will enable us to encounter commerce opportunities virtually anywhere and at anytime. While transactional commerce remains an essential aspect, leveraging creativity will allow us to fully immerse ourselves in the world of brands and retailers, resulting in engaging commerce experiences that transcend physical boundaries.

KEY TAKEAWAYS

Turn every engagement into a commerce engagement: As customers engage with various platforms and content, it is crucial for marketers to seamlessly transform every interaction into a commerce opportunity. For instance, employing AR to enable customers to visualize how a dress would look on them while browsing the internet or encountering an advertisement. A notable trend emerging in this regard is the increasing emphasis on "10-foot commerce," which aims to enable shopping experiences while watching TV shows or movies. This concept is gaining momentum as content-to-commerce initiatives proliferate across digital media channels. ▶

From Transactions to Delight: Unleashing the Power of Creative Commerce

KEY TAKEAWAYS - Continued

Embrace conversational commerce and storytelling commerce: In order to connect with customers on a personal level, it is important to embrace conversational commerce. This approach allows us to engage with customers as if they were trusted friends or store advisors, delivering messages that resonate with them individually. It is crucial to recognize that selling a TV requires a different approach than selling coffee. Conversational commerce can be facilitated through various means, such as livestream commerce, video commerce, and even through the utilization of long-form content for storytelling and brand purposes. For instance, this approach would allow for a coffee brand to not only describe the richness of the coffee, but also to convey its aroma through engaging video and narratives.

Harness the power of Generative AI in your commerce strategy: AI itself is not a standalone strategy, but rather a valuable tool that can unlock tremendous growth in commerce. We have witnessed brands utilizing Generative AI to revolutionize their imagery, ensuring a more diverse representation that resonates with their targeted audience. Additionally, many brands are leveraging Generative AI when expanding into new markets, optimizing efficiencies and conversions by continuously fine-tuning content based on user interactions. By incorporating Generative AI into your commerce strategy, you can tap into its potential to drive innovation and enhance customer engagement.

Unlocking the full potential of Retail Media Networks: In today's landscape, retail media partners and brands are seeking ways to integrate retail media networks with customer experiences and relationships. It is no longer sufficient to simply place offsite or onsite media buys; brands now aspire for media to become an integral part of the overall experience. Retailers must take steps to connect their media networks with in-store experiences and forge connections between their networks and customer relationship and loyalty programs. By doing so, retailers can maximize the impact of their media strategies and create cohesive, immersive experiences that drive customer engagement and loyalty.

Embrace authenticity: Purpose-driven commerce and creativity are undeniably critical factors that play a significant role in the success of businesses today. This was evident in the winners and shortlisted work at the Cannes Lions awards. The key to effectively adopting a purpose-driven approach lies in authenticity, both in your messaging and overall customer experience. When brands deliver an authentic experience, customers are more likely to connect with it, leading to stronger relationships and increased loyalty. By staying true to your brand's values and genuinely connecting with your audience, you can foster a deeper level of trust and engagement that sets the foundation for long-term success. ♦

There's More to Retail Media Networks Than Media: Experience Matters



Jill Cruz
EVP Commerce Strategy
Publicis Commerce



Cannes 2023 was a vibrant showcase of creativity and inspiration, evident in the multitude of events and discussions revolving around commerce, media, and experience. While the familiar giants of retail media, such as Walmart, Roundel, Amazon, and Instacart, demonstrated their influential presence, new players made a significant impact on the commerce landscape. Companies like Reddit, Microsoft, Pinterest, and TikTok stepped into the commerce arena, emphasizing that anything anywhere, everything everywhere can be a commerce experience.

Experience took center stage as a prominent buzzword. Traditionally, retailers have primarily focused on the buying aspect, diligently expanding their media networks and capitalizing on their websites' monetization. However, the future lies in emphasizing the experience aspect and the potential of the addressable store. As advertising solutions for these retailers ascend the sales funnel, they generate more traffic to their sites. Unfortunately, this often leads to a suboptimal experience for the consumer, relying heavily on search, while lacking in inspiration and discovery. It holds true that "the internet solved buying, but it broke shopping."

KEY TAKEAWAYS

- Balancing the removal of friction with maintaining a positive shopping experience is crucial. It's important for shoppers to find what they need without compromising the overall quality of their shopping journey.
- According to Forrester research, a decline of 1 point in experience leads to a 2% loss in sales. This highlights the direct correlation between customer experience and sales performance
- Retailers should aim to be more than just a platform for selling products; they should also focus on building brands. By reintroducing surprise and delight moments, retailers can encourage additional purchases and enhance the overall shopping experience.
- Retail media offers an opportunity for brands to establish enduring relationships with customers. This can be achieved by utilizing CRM solutions provided by the retailer partner or leveraging their own CRM data to gain valuable insights into their shoppers.
- The future of retail media will reduce its dependence on conventional search methods. Instead, it will embrace experiential elements like voice and image search and adopt a solutions-oriented approach that aligns with specific shopper needs. ♦

A Look Back at Cannes 2023: Shattering the Tradeoff between Creativity and Commerce



Jem Ripley
Chief Executive Officer
Publicis Digital Experience



Ray Lansigan
EVP, Corporate Strategy
Publicis Digital Experience

Publicis Digital Experience is a network of top-tier agencies designed for growth. Partnering with our clients to provide scaled access to the digital capabilities of Publicis Groupe, we power brands, empower people, and create value at the intersection of technology and experiences.

On the Tuesday of the Cannes Lions International Festival of Creativity, Publicis Digital Experience hosted a State of the Market Advisory Breakfast in collaboration with Forrester at Microsoft Beach. The conversation between Jem Ripley, CEO of Publicis Digital Experience, and Keith Johnston, Group Director of Forrester, delved into strategies to enable brands to grow through creative commerce, emphasizing differentiation and profit-driving, navigating a complex economy, and preparing for Generative AI.

The following day, we hosted a panel alongside partners and clients, including Colgate-Palmolive, Delta Air Lines, McDonald's, and Microsoft. The session, "Total Commerce," focused on the rising cost of customer acquisition and the mounting challenges posed by data deprecation making it harder to create and deliver impactful customer experiences. Brand leaders are confronted with expectations of customers who want to purchase anything, anywhere, and everything, everywhere.

Beyond our time spent in the hot seat and on panels, our colleagues and leaders dedicated their efforts to meeting and advising clients on the ever-evolving digital landscape, exploring technologies that inform strategic decisions, and embracing the disruptive potential of Generative AI as a valuable tool. The real opportunity lies in our ability to standardize our approach and utilize AI for the greater good, adopting a pragmatic test-driven approach to continuously learn and refine our strategies. We are also actively engaged as a steering committee member for the [Coalition for Content Provenance and Authenticity \(C2PA\)](#), a joint development foundation project that aims to unite tech and media organizations to set standards around content authentication.

Overall, the week was full of powerful dialogue to help drive the work forward and be better partners, and to open doors for new commerce opportunities in an omnichannel environment where we can all connect, thrive, and grow business anywhere – and everywhere – all at once. ▶📄

A Look Back at Cannes 2023: Shattering the Tradeoff between Creativity and Commerce

KEY TAKEAWAYS - Continued

Creativity solving growth hurdles: Cannes is a celebration of creativity, so it was energizing to join sessions focused on the impact of our work. While many clients came home with hardware for large scale campaigns, we noticed other marketers' goals to find business solutions. Our discussions with clients and partners ranged from how to balance global brands with local cultures, emotional resonance with technology, and brand-building with innovative, growth-oriented commerce solutions. The time we spent offstage in smaller sessions helped us calibrate how we need to approach business in a challenging economic environment to stretch marketing dollars. We confirmed our operating hypothesis that successful marketers were taking on a broad purview of the business working to evangelize the voice of the customer across the enterprise.

Thinking beyond the hype-cycle: On the surface it would be easy to come away thinking that Connected TV, Retail Media, and AI were the stars of the show. Despite an outsized presence for each, our takeaway is that these are all tools to accelerate a robust strategy, rather than a standalone strategy. AI was the talk of the Croisette, but it was refreshing to have balanced conversations with our clients, who are looking to unlock the potential of Generative AI, while also establishing frameworks for responsible adoption.

IRL as a catalyst to connect dots: The quality and quantity of time spent with clients and partners (current, former, and future) was extremely valuable. From engaging breakfast meetings and informative content sessions to casual dinner conversations, every interaction held significance. However, Thursday emerged as a standout moment for all Publicis Groupe as we presented on the main stage to kick off a new chapter of Working with Cancer. Although Publicis was awarded the Grand Prix for Good, this is really a win for the entire professional community. Cannes was abuzz with our call to action, which involved an open brief to create campaign platforms aimed at raising awareness about Working with Cancer. This rallying cry reverberated throughout the event, setting the tone for the remaining time we spent together. It reaffirmed our commitment to lead with empathy, created a connection among those in-person, and had a halo effect to our teams and industry colleagues around the world. ♦

Creating Relevance Through the Convergence of Content, Creators & Commerce



Colleen Hotchkiss
President, Growth Practices
Zenith

Cannes this year was yet another exciting week, during which we gathered to explore the untapped potential of our industry and discuss how we can establish more meaningful connections with consumers to drive our clients' businesses forward both today and in the future. The prominence of commerce in discussions this year was particularly noteworthy. I found the conversations revolving around striking a balance between brand building and performance marketing to be particularly fascinating.

Here are some of the ways we are thinking about this for our brands going forward.

KEY TAKEAWAYS

Building brands is still critical to create (Commerce) demand: According to Keith Johnston from Forrester, '66% of people choose or remain loyal to a brand based on emotion.' This statistic emphasizes the crucial importance of considering the end-to-end experience consumers have with our brands. It is essential to meet them where they are and provide communications, offers, and messaging that hold meaning for them. By forming partnerships that align with consumers' values, we can establish an emotional connection that remains vital for long-term brand health and relationships. To convert the demand for 'lower funnel' commerce, we must begin upstream and ensure that our brands hold significance for consumers.

Creators & content provide opportunity to drive not only relevance...but action: The consumers of today, particularly the increasingly diverse Millennial and Gen Z cohorts, are not influenced by the same traditional channels that brands have relied on in the past. Instead, they turn to social platforms, content creators, and their own communities to discover and learn about brands. Embracing the advancing commerce capabilities of these platforms allows brands to guide consumers from awareness all the way through to purchase with just a click.

Partners like TikTok and Spotify have joined forces with Gopuff to create opportunities for curated packages and shoppable experiences tailored to consumers' life stages. We witnessed this with Folgers' recent efforts targeting college students, which unlocked new distribution channels and reached new audiences. Upcoming programs will further expand this framework by leveraging Spotify, offering curated and relevant offers based on your playlist.

These are just two examples of how brands can leverage the convergence of creators, content, and commerce to create relevance and drive growth. ▶

Creating Relevance Through the Convergence of Content, Creators & Commerce

KEY TAKEAWAYS - Continued

Experience with brands can ‘Start Anywhere, Finish Anywhere’...so consistency in content experience & commerce enablement is key: This holds even truer in today's landscape, where a consumer's journey with your brand can begin from various touchpoints such as a TV spot, an online platform, an RMN, within social communities, or even in real life. By creating a consistent content experience and seamlessly enabling commerce activation at any stage of the journey, you can effectively capture opportunities as they arise. ♦

2023 Tech du jour: AI wasn't on the menu, but it was everywhere else.

razorfish



Josh Campo
Chief Executive Officer
Razorfish

Technology took center stage at Cannes this year, sparking numerous conversations on the latest advancements in AI applications. Interestingly, the most fruitful discussions regarding these technological developments occurred away from the spotlight—during casual lunches, delightful dinners, and engaging social gatherings. Throughout Cannes, we witnessed a plethora of tech-enabled experiences spanning various platforms, showcasing the evolution of creative commerce and its remarkable capacity to generate tangible business results.

KEY TAKEAWAYS

Winning creative drives business outcomes: Creative commerce continues to succeed when in close proximity to business models and goals. For example, Renault's "plug-inn" campaign applies an AirBnB business model to electric car charging ports—a winning combination of sustainability and a reimagining of tech-enabled brand experiences. Combining social issues with reimagined tech allows brands to stay relevant, align brand purpose to causes larger than their own, and deliver on conversion goals.

The tech-enabled maturation of creative commerce: The spotlight at Cannes was once again on the latest advancements in tech platforms. While AI dominated the conversations throughout the week, the grand prix winners pushed the boundaries of text, calling, and push notification technology, transforming these simpler tech experiences into something truly imaginative. This speaks to the way the industry as a whole has evolved, irrespective of the promises of developments like web3 and artificial intelligence.

Effective, responsible AI applications: It is clear that agencies and brands alike enjoy speculating with how artificial intelligence will move the industry forward. While it's possible that AI will bring about the efficiencies long desired by procurement departments, there remains a substantial amount of work to be done in order to ensure the safety of its usage, protect user and client data, uphold data privacy, and address other concerns.

The impact of technology on commerce is undeniable and was once again evident at Cannes. Despite the buzz around AI applications, fruitful discussions on how to leverage this latest tech took place off the beaten path. Business value has been consistently derived from tech experiences, but we're still figuring out what that means for AI. The maturation of creative commerce and identifying meaningful moments for consumers, regardless of platform, consistently delivers over time. ♦

Embracing the Future: Brands, It's Time to Jump

Formerly
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Solange Claudio
President
Formerly Known As



Linsey Loy
Chief Growth Officer
Formerly Known As

The learnings and inspiration at this year's Cannes Lions has been amazing – the pending domination of AI was clear and exhilarating to see. But threaded throughout all the conversations and exhibits was one core truth—this is about humans working together to reach out and connect with other humans to drive behaviors. Our purpose as marketers in this industry remains the same: we are the stewards of human connectivity on behalf of our brands. It is the HOW – for both the tools and the people who use them—that is radically changing.

It is evident that the coming year will be dominated by those who are proactive in experimenting and executing in the following main areas:

KEY TAKEAWAYS

If you're not already experimenting with AI, you're behind: The tiny acronym with significant future influence was the hot topic of conversation everywhere. Forrester expects 80% of creative roles to be augmented by AI in the next 3-5 years. While there were numerous buzzwords and discussions about the applications of generative AI, those who are already experimenting and learning are ahead of the game. At Publicis, we are utilizing various generative AI applications to reimagine our internal operations and client interactions. One of our top priorities is to ensure the safety and ownership of our clients and our intellectual property.

We are achieving this through our partnership with OpenAI, utilizing PublicisGPT—a safe environment that focuses on three main areas: Sandbox GPT for protected innovation and experimentation, Gallery GPT—an ethical curated list of Gen AI startups for use cases including text, image, and video, and Factory GPT, which enables us to co-create innovative marketing solutions with brands, propelling us forward.

Prioritizing critical thinking and incorporating humanity across elements such as diversity and inclusion will be key. However, our favorite quote on the topic from the week comes from Scott Galloway, who likes to say, "AI won't take your job, someone who knows it will." ▶

Embracing the Future: Brands, It's Time to Jump

KEY TAKEAWAYS - Continued

Strategic alignment and orchestration are key to deliver against today's collapsed sales funnel:

In Forrester's recent State of the Market research, Keith Johnston and Jay Pattisall shared that the customer lifecycle has collapsed and that brands need to plan and execute across a constellation of moments, creating incentives that prioritize the customer rather than solely internal interests. In fact, companies that have aligned marketing, customer experience (CX), and technology are seeing 2.4 times more profit and revenue compared to their targets.

Those that can successfully drive companywide strategic alignment—getting thousands of people working seamlessly in the same direction—are the ones that will win. And while tools (inclusive of GenAI) can help with this effort, it will take **people** to reinvent our ways of working, develop new collaboration models and lead other people through these transformative times.

At [Formerly Known As](#), we have honed our approach to focus on the collapsed funnel and building consumer relationships through the integration of social, commerce, and CRM. The importance of these integrated ecosystems will only continue to grow, as they hold the key to unlocking the full potential of customer data and providing audiences the seamless brand experience they've come to expect. By connecting and integrating signals throughout the entire customer experience, be it paid or owned, brands can reap significant benefits, enhancing both their bottom lines and their relationship with their customers.

Being bold isn't just the right thing to do. It will also pay off in the long run: The unfortunate discriminatory actions targeted at the LGBTQ community, as seen in Bud Light and Target's inclusive marketing efforts, were a key topic discussed at Cannes. While some let a small but vocal minority influence their actions, now is the time to stand firm, be bold, and demonstrate that there is room for everyone.

Starting with AI bias: It is clear from many studies already that generative AI replicates and amplifies all of the structural biases we have as a society. A small but relevant example is when AI is asked to show the image of professionals in certain fields (CEO vs. service worker) you get a biased response of a white male and a woman of color respectively. We have a choice in this matter; however, **as the humans who own and develop** these AI tools—we can change the inputs we use within these language models to correct these biases and misrepresentations of people. We need to muster the will and determination to do better this time while this technology is still nascent. We are an influential industry that has fueled much societal conversation and change, regularly sitting at the vanguard of the cultural zeitgeist. Let's use that power for good.

Similarly, brands need to reflect on what they stand for and how they convey their values. 60% of Gen Z makes purchase decisions based on brand values. This means implementing strategies that reflect these values consistently throughout the year, rather than just during specific times (e.g., Pride Month). It is crucial to ensure that what you communicate externally aligns with your internal practices and support. ♦



Addressable Relationships is The New Definition of CRM



Brad Blackmon
President
Hawkeye

As I arrived at Cannes, my primary objective was to emphasize the transformative power of CRM and “Addressable Relationships.” By addressable relationships, I mean treating each individual as a unique entity in their customer journey, where messages, experiences, and everything in between are tailor-made for their specific needs. Addressable relationships form the core of CRM's future growth, as they involve acknowledging the interdependence of media, data, and experience. By seamlessly connecting all these touchpoints, we unlock the potential for creative commerce to thrive.

KEY TAKEAWAYS

Data integration is driving CRM + Media growth: Just last year, conversations revolved around data clean rooms and data privacy black boxes. However, our partners have shifted their focus towards enabling data sharing with the brands they collaborate with. This empowers brands to leverage the data and cultivate more profound connections with their consumers. Liberating the data resources fuels a highly interconnected customer journey through addressable relationships, a long-awaited advancement in our industry. Consequently, consumers feel understood by the brand, fostering a strong affinity between them.

Relationships are key: Relationships play a pivotal role in fostering innovation within our industry. By establishing connections between the appropriate partners, brands, and entities within Publicis, we cultivate an environment primed for success. Recognizing the power of these relationships is essential in driving positive outcomes.

CRM will be a central focus in 2024: Based on meetings held, sessions attended, and discussions had, it's clear that CRM is primed to take center stage as a major topic of discussion next year. Building upon the key theme of Creative Commerce in 2023, 2024 will witness the emergence of a new era of modern CRM for brands. The integration of CRM and Media, fueled by shared data sources, will drive significant advancements in this space, propelling the industry forward. ▶

Addressable Relationships is The New Definition of CRM

KEY TAKEAWAYS - Continued

Generative CRM: is a term that everyone will use in the near future. It represents a powerful combination of generative AI and customer data, revolutionizing productivity and efficiency. Its capabilities encompass a wide range of functions, including answering queries, generating conversational text, composing emails, and even addressing challenges in areas like human disease and the environment. The more it is utilized, the smarter and more adept it becomes. With Generative CRM taking care of mundane everyday tasks, valuable time is freed up to focus on more significant projects. By swiftly scouring the internet and relevant data, it aids in crafting superior responses within customer service interactions. Additionally, it has the capacity to generate knowledge articles based on past interactions, ensuring a continuously improving support system. ♦

Join the Creative Commerce Revolution



Ali Amarsy
EVP, Global Commerce Strategy Lead
Publicis Media

With attention dispersed and the purchase funnel collapsing, practically anything and everything can now be transformed into a commerce experience. Thanks to our influence and valuable partnerships, Publicis Groupe has the capability to turn every brand interaction into an opportunity for shopping.

During Cannes all along the Croisette, Publicis Commerce organized numerous open sessions with our partners, showcasing how we adapt their offerings to be easily shoppable. This innovative approach allows us to bring commerce directly to where the attention of consumers lies. Additionally, we held extensive client deep dives to help them capture attention in the specific areas where they aim to host commerce, by harnessing the power of Generative AI to provide highly relevant and brand-specific responses to the wide-ranging questions that consumers are currently asking in the market.

KEY TAKEAWAYS

- Embrace Commerce as a comprehensive, interconnected offering that integrates media, experiences, technology, and data.
- Assess where your target audience is devoting their attention, as these individuals are crucial to your brand's growth. Identify opportunities to bring commerce to those spaces.
- Identify the key questions that align with your brand's expertise and credibility. Tailor your content strategy to address these broader inquiries effectively.
- Establish your brand as a trusted curator of information and a provider of high-quality content in an era where content creation is becoming effortlessly abundant. Prioritize quality over quantity.
- Shift your focus towards transforming every commerce dollar spent into valuable data, whether through transactions or by initiating a meaningful relationship with consumers. Consider data acquisition as a significant outcome of your commerce efforts.

Commerce is becoming expected and possible everywhere. However, the key to driving engagement lies in creating valuable experiences, enabled by seamless technology integration and enriched by meaningful data insights. Brands must position themselves strategically to be present in the expected commerce spaces, while also ensuring their presence is genuinely useful and relevant when called upon. ♦



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