



50 shades of context

Cannes 2024: how context drives brand success



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IPSOS



WHAT THE C...?

CONTEXT IS CENTRAL TO BRAND SUCCESS



**Shaping
Expectations**



**Understanding
Context**



**Acting with
Empathy**

**Cannes Lions
confirmed the
importance
of harnessing
context
for brands and
creativity to
succeed.**



**A brilliant
Polish example
of inspiring
creativity from
context... and
fixing context
with creativity**



A platform that helps Polish and Ukrainian businesses



THE CONTEXT OF THE WORLD

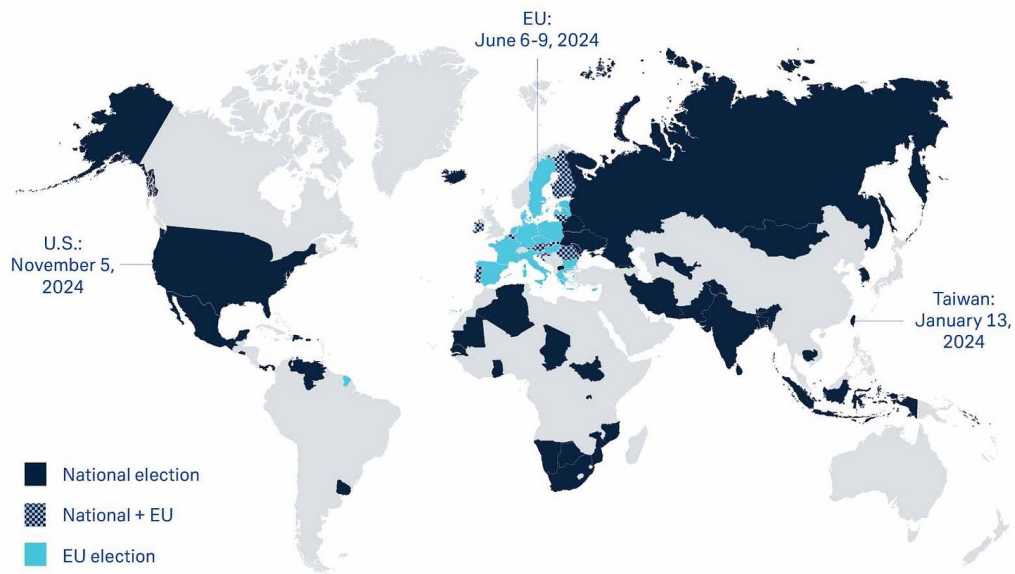


CANISONS



2024 is the biggest election year in history

3 billion vote worldwide



Countries with elections in 2024



THERE IS A CREDIBILITY VACUUM

Q: Favorability toward the following

Brands



Personalities



Politicians and press



Source: Ipsos Cues and Clues Polls 2023 & 2024

SPLINTERED SOCIETIES

HOW BRANDS BRING BACK PEOPLE & SOCIETIES **TOGHETER**



Renault: Supporting job seekers mobility

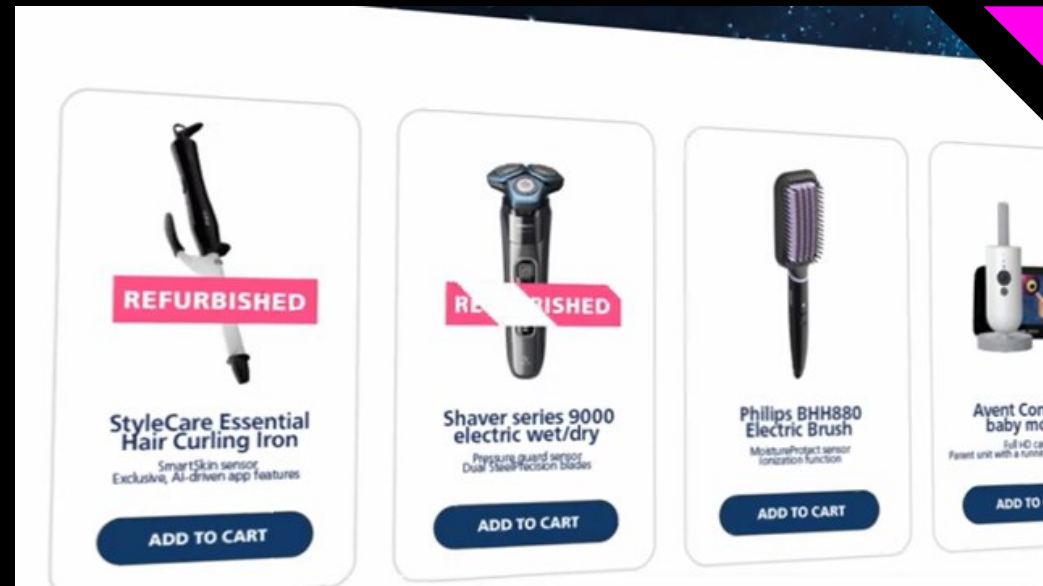
Cars to work / France

SDG Grand Prix

HOW BRANDS ACT FOR SUSTAINABILITY



Patagonia: Free Clothes repair
Multiple countries



Philips: Reselling secondhand for less waste
Refurb / Multiple countries
Business transformation grand prix

THE CONTEXT OF TECH



C A



CANNES LIONS



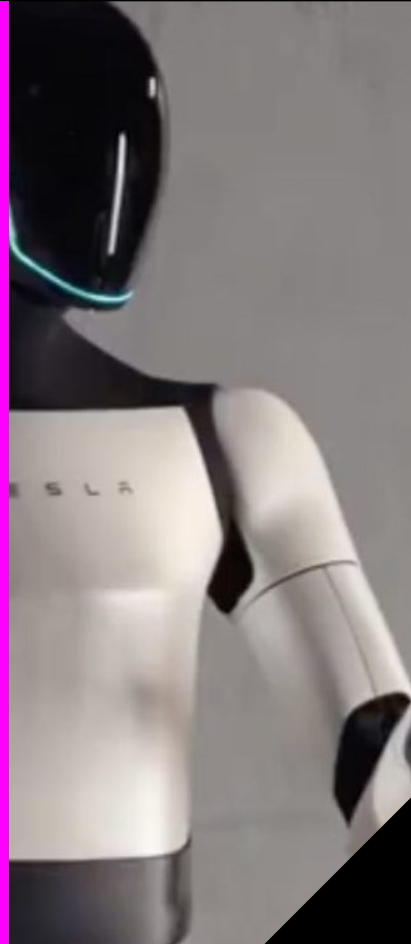
AI: HAL OR PAPER PLANES



There is a 10 to 20% chance of something terrible happening.

AI could make people optional.. **Even if we are annihilated I want to be around to see it!**

Elon Musk, TESLA



AI could be like paper airplanes and photography and inspire a new wave of creativity.

I am optimistic about the future.

Alex Schultz, META



PEOPLE SEE AI IMPACTING THE FUTURE OF CREATIVITY



46%

of Americans feel **how artists are paid for their work will get worse** in the next years



35%

of Americans are worried that **content creators will be replaced by AI**



61%

agree that in the future **gen AI will be used by everyone when creating things**

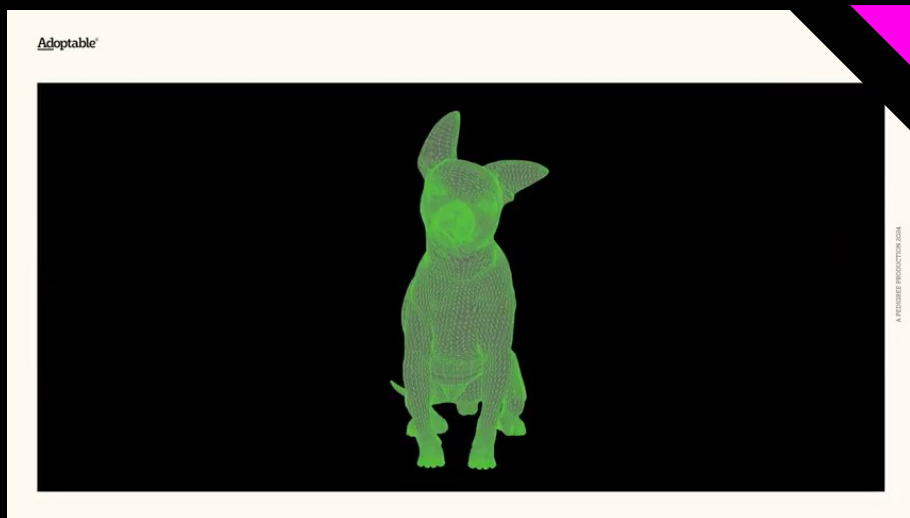


65%

of Americans say **technology enhances how people create things**

Source: The future Of Creativity, Ipsos, April 2024

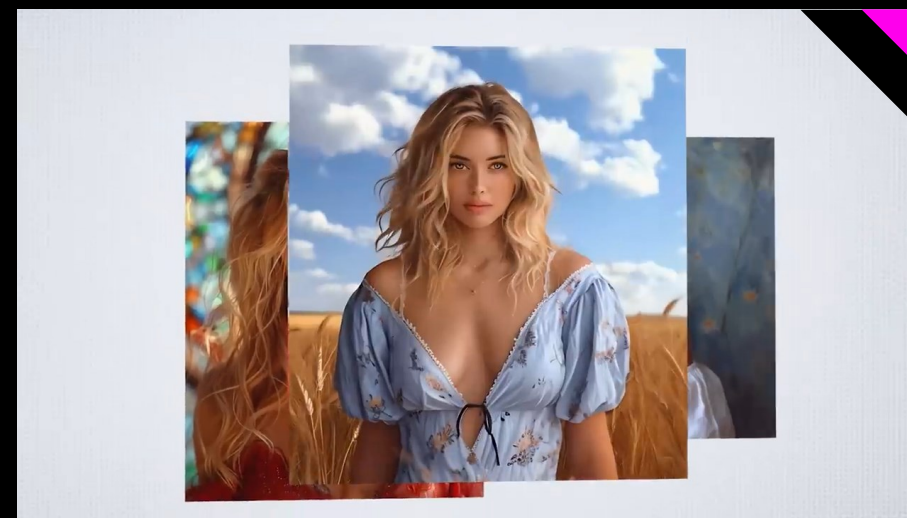
AI AS A FORCE FOR GOOD, YET TO KEEP IN CONTROL



Pedigree: Making AI a force for (pets) good

Adoptable / New Zealand

Outdoor Grand Prix



Dove: Changing Human and AI stereotypes

The Code

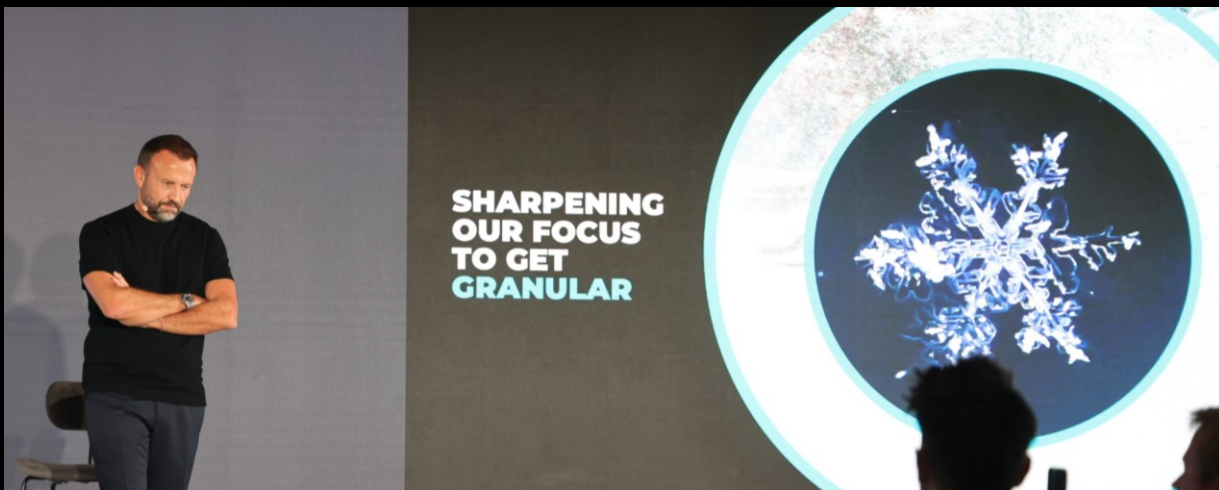
Titanium Shortlist



Motiv Nr. 100 der F.A.Z. - Fotoserie „Kluge Köpfe“
Konze

THE CONTEXT OF PEOPLE

PEPSI: HUMAN CENTRICITY FOR CREATIVITY



INSIGHTS ARE NOW INVITED TO CANNES LIONS



“**Creativity is inspired by people. Insights is our source of creativity**

ESI Eggleston,
Chief Growth Officer
Unilever



“**Insights is the fundamental way to develop strong creative.**

Dr Liubov Ruchinskaia, Founder of The Insights Lighthouse, Head of Strategy NE, Diageo



CREATIVITY IS THE RETURN GIFT OF EMPATHY

Josy Paul, CEO, BBDO India

Big Ideas which
relate to **people
like me** are
+79%
more likely to
drive brand choice



Source: The Misfits Way - Ipsos Global meta analysis from Early Ideas routes database tested with Instant|Labs (200+ cases) Early advertising routes database tested in Instant|Labs (1,465 cases) Ad test database (1,734 cases)

Big Idea



Creative Expression



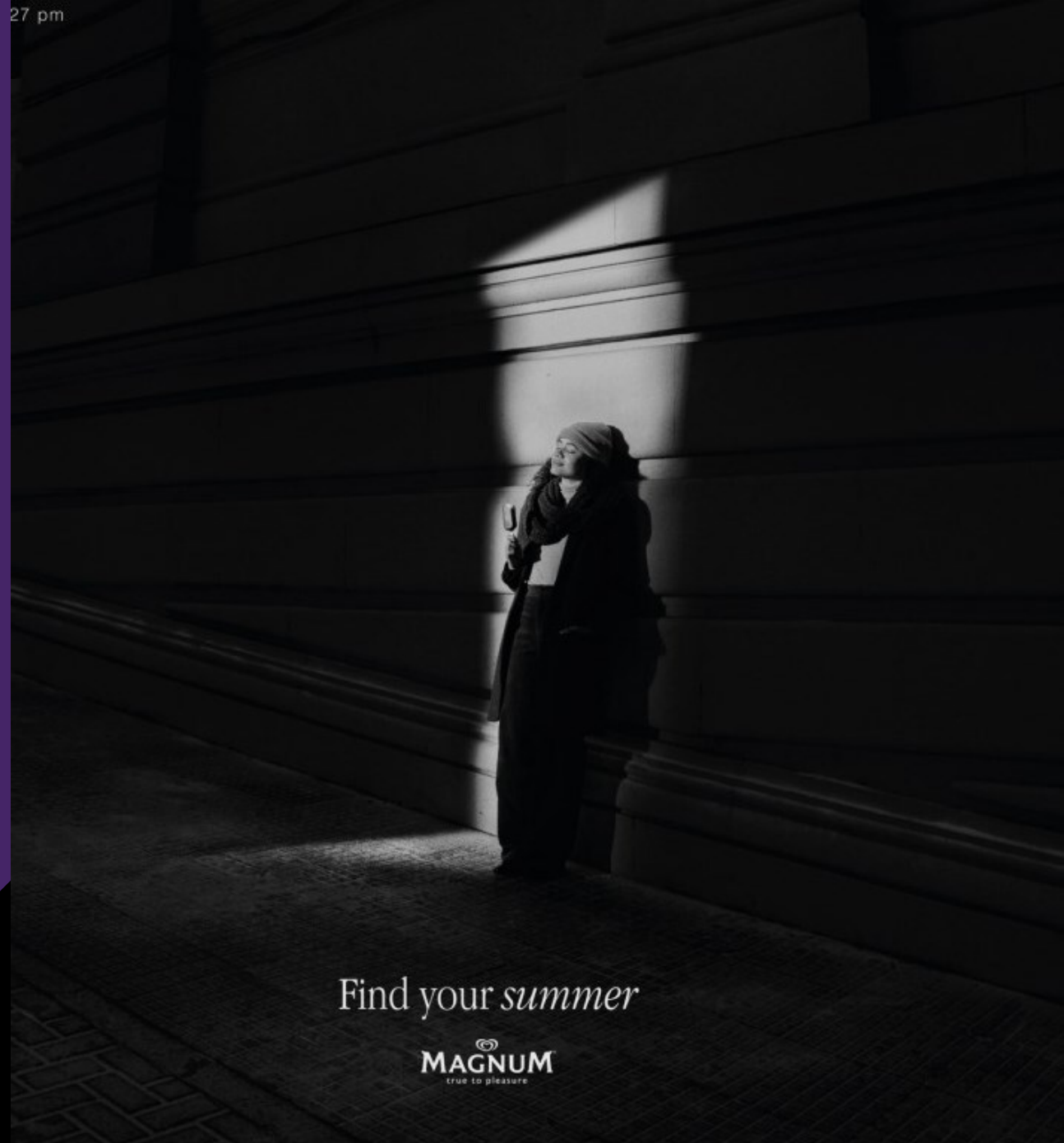
Final Assets

WHAT DO WE MEAN BY **EMPATHY?**

Understanding what's important to people, and how brands can add to their lives



27 pm



Find your *summer*

MAGNUM
true to pleasure

HOW THE BRAND CAN BRING SUNSHINE TO TE UK WINTER?

Magnum Find your Summer
Outdoor, Print Grand Prix

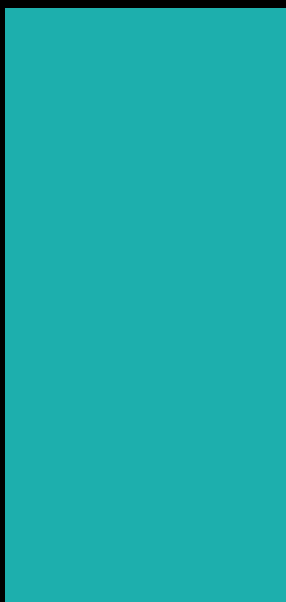


THE CONTEXT OF CREATIVITY



CREATIVITY IS CHALLENGED

67%



Extremely valuable competitive advantage

Creativity Gap

12%



Extremely confident to convince CFOs to invest

3%



*Source: Lions State of Creativity Study 2022

IPSOS VIEW ON CREATIVE EFFECTIVENESS

CRUSHING CONFORMITY WITH CREATIVITY



Likelihood of top performance for brand attention



Non-conforming ads

+21%



Confirming ads

Source: Ipsos Creative Excellence Meta-Analysis (2,015 cases)
Likelihood of falling in the top 1/5 of the database

IPSOS IDENTIFIED WHAT EFFECTIVE CREATIVITY LOOKS LIKE

EMPATHY X CREATIVE IDEAS X CREATIVE EXPERIENCES



What's inside?
Shaun will
tell you
more!



Source: Ipsos Global Ad Testing Meta-Analysis (n=1,734 cases)

CRUSHING THE SUPERBOWL TO GET ITS NAME ACROSS



#3 Ipsos
AI/BI Predictions

CREATIVE EXPERIENCES

EMPATHY & FITTING IN

CREATIVE IDEAS



**YOU DON'T
NEED A LION
GRAND PRIX
TO WIN
PEOPLE HEARTS**
(and be effective)





OUR TAKEAWAYS FROM CANNES

CONTEXT OR CHAOS?

Your Choice

Harness **contexts** for brand success



Step up and **support
Citizens** in the many
challenges of THE
WORLD



Dare to be a Misfits
to drive
CREATIVITY
effectiveness



Hire AI as a creative
copilot, **balance with
HI** to make the most of
TECH



**Fuel creativity with
empathy** to connect with
PEOPLE



More on Ipsos website: <https://www.ipsos.com/en/brand-success/ipsos-cannes-context-or-chaos>

THANK YOU

Ipsos @ Cannes 2024

