



# Reset with AI

Enhance and embolden your creativity with AI

Part 4 of 5 of the **LIONS Creativity Report**,  
the ultimate benchmark for impactful creativity

NEVER DONE EVOLVING FEAT. SERENA | NIKE  
AKQA, SÃO PAULO  
GRAND PRIX DIGITAL CRAFT LIONS





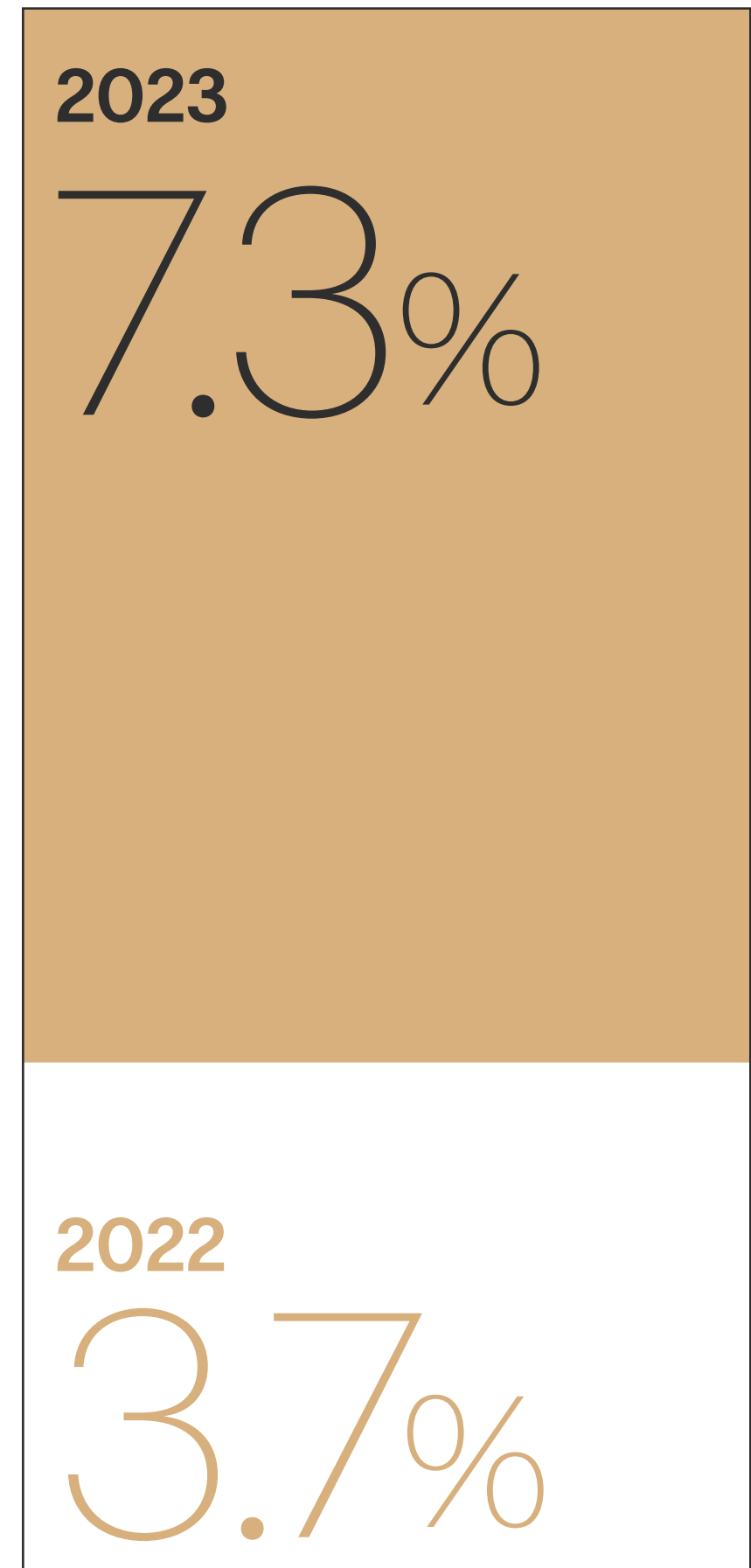
# AI: “Raw clay with rich potential”

A record number of Cannes Lions entries used AI in 2023: 7.3% of all 2023 entries mentioned AI in their synopses compared with 3.7% in 2022.

“We’re all at the beginning of this AI journey. No one has all the answers. AI is just raw clay. It takes people with curiosity, creativity and compassion to harness AI’s rich potential,” said Google’s Creative Lab Vice-President, Robert Wong at the Cannes Lions International Festival of Creativity.

The winning work of 2023 demonstrated how AI can pack an emotional punch, make co-creation easier and raise the standard of craft for pharmaceutical brands. This report will showcase how, with the right human steer, AI is already helping power up creativity for a range of brands.

Cannes Lions entries using AI nearly doubled year on year



Source: LIONS Awards Data, 2022-2023

# Takeaways

Apply these actionable insights to the brands you work on so AI can supercharge your creative thinking.

1

## Use AI to co-create

Co-creation is easier than ever with AI. Invite your audience to use AI to participate in building your brand with you. Follow the example of Heinz (page 6) in working with your audience to create unusual but distinctive brand assets.



HEINZ A.I. KETCHUP | KRAFT HEINZ  
RETHINK, TORONTO  
SILVER SOCIAL & INFLUENCER LIONS

CLIMATE REALISM | WWF GERMANY  
LEO BURNETT, FRANKFURT  
BRONZE DIGITAL CRAFT LIONS

2

## Pack an emotional punch

Consider how AI can help you with emotionally challenging or complex briefs. This year's winners that used AI included new ways to show the effects of climate change and the plight of asylum seekers.



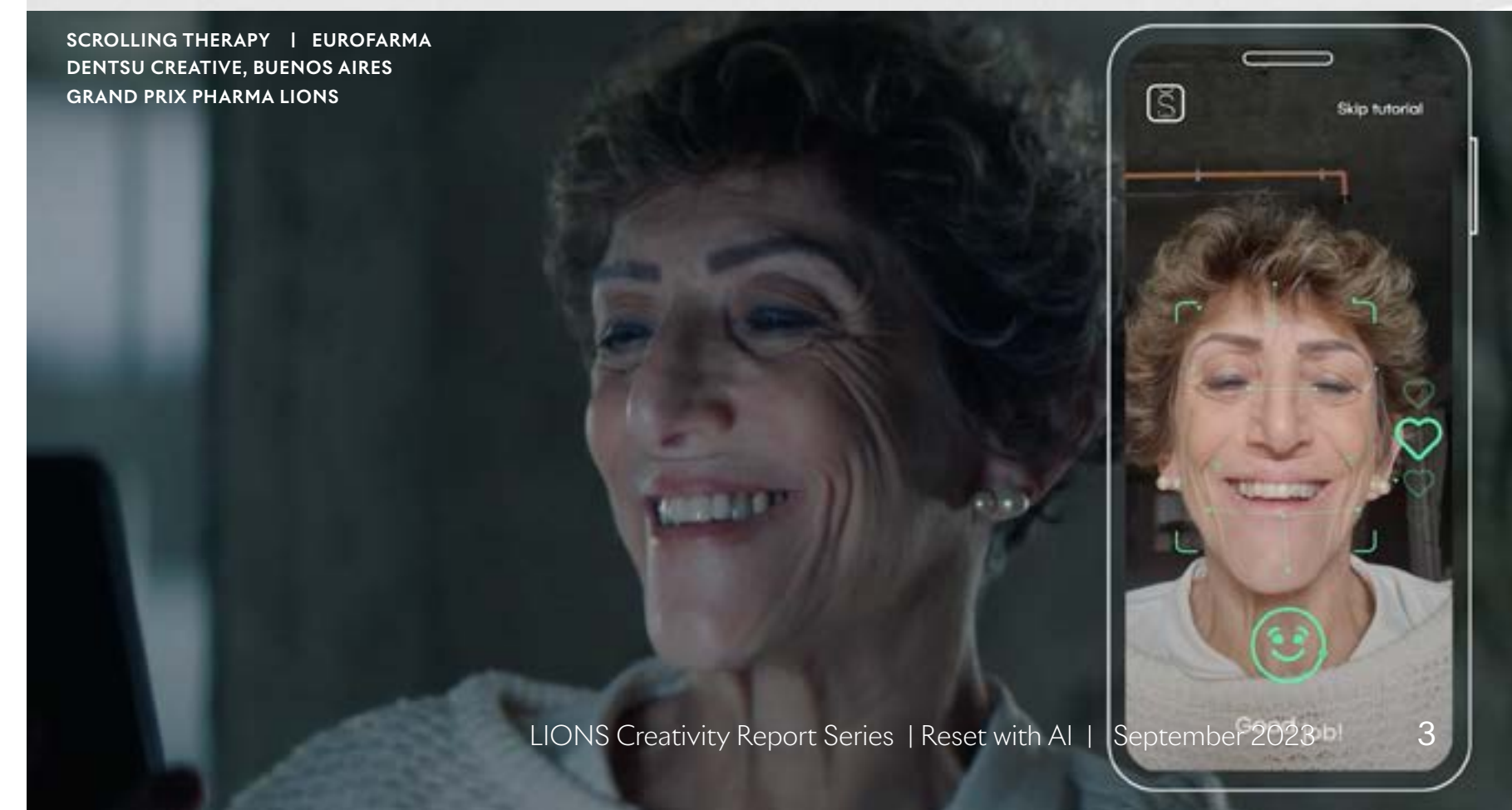
Claude Monet, The Japanese Bridge, 1899

The same Japanese Bridge in 2030 at +4.5°C  
©2023 Animate AI, an initiative of WWF

3

## Power craft in pharma

AI has helped revolutionise craft in creative work for pharmaceutical companies. Pharma brands should consider how AI can help them raise their game.



SCROLLING THERAPY | EUOFARMA  
DENTSU CREATIVE, BUENOS AIRES  
GRAND PRIX PHARMA LIONS



# 1 Use AI to co-create

The late Jeremy Bullmore, described by *Campaign* as “adland’s greatest philosopher”, once said: “Products are made and owned by companies. Brands, on the other hand, are made and owned by people...by the public...by consumers.” AI, through making co-creation so much easier, enables people to deepen that dynamic, reinforcing their relationships with brands.

Tiffany Rolfe is R/GA’s Global Chief Creative Officer, and at the Cannes Lions International Festival of Creativity, she said: “A brand is an iterative work in progress, something that needs building by many. It’s not a finished work of art that needs guarding.... Designing and building brands is becoming a lot more open-ended. Your brands will need to express themselves in less deterministic ways.”

Use AI to power memorable brand experiences and co-create assets as a way to reset the relationship with your audience.

# Help your audience: 'The Subconscious Order'

Saudi food delivery app HungerStation created an AI tool that scanned users' eye movements while they were scrolling. This helped users understand what they really wanted to eat by giving them a window into their subconscious mind.

Using the insight that too much choice can be overwhelming, this playful experience led to HungerStation recruiting 78,000 new customers in two weeks.

Creative Commerce Lions Jury President Nancy Crimi-Lamanna, Chief Creative Officer, FCB, said: "We go on autopilot when we order food from apps. This created a new consumer experience that allowed people to discover new foods. It was scalable and adaptable to any market because the pain point is global. It connected with consumers in that moment of decision and gave people a way to diversify the places from where they order food. It was a beautiful human experience that didn't take itself too seriously and it was really fun."

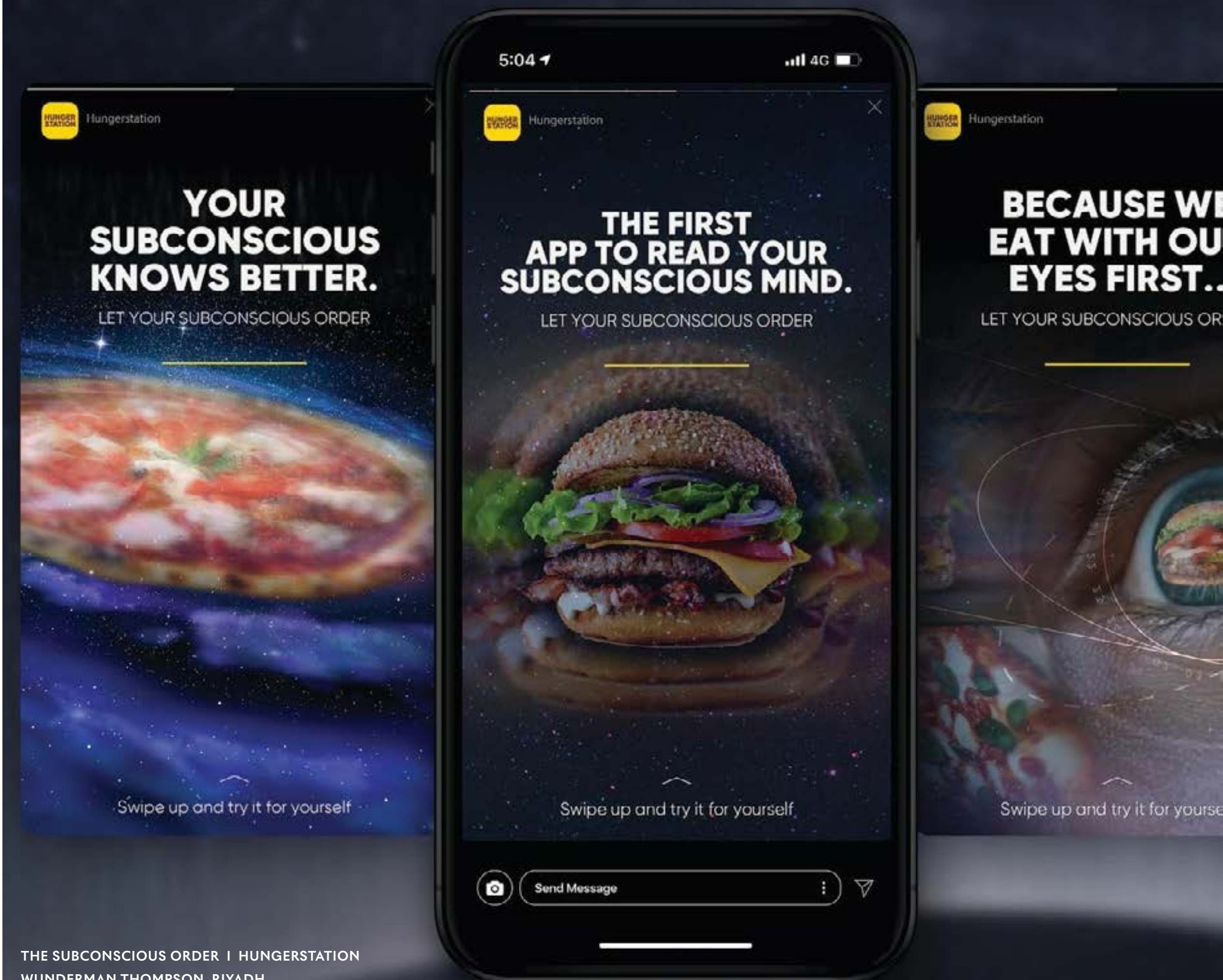
## Takeaway:

**Use AI to supercharge brand experiences.**

Bring it in to help with making decisions in a casual, fun way.

[THE SUBCONSCIOUS ORDER](#)

## THE SUBCONSCIOUS ORDER



THE SUBCONSCIOUS ORDER | HUNGERSTATION  
WUNDERMAN THOMPSON, RIYADH  
GRAND PRIX CREATIVE COMMERCE LIONS

# Co-create with fandoms: 'Heinz A.I. Ketchup'

Heinz fed AI image generator DALL-E 2 ketchup-related prompts supplied by its audience to create attention-grabbing brand assets.

Inviting fans to suggest prompts, Heinz elevated this execution from a PR story into a community-building initiative.

The work generated more than 1.15bn earned impressions around the world. The 18 billboards delivered more than 55m impressions and prompted media coverage in trade, art, tech and lifestyle titles.

On social, the engagement rate was 38% higher than past campaigns, with a significant presence in China, Chile and Brazil. In fact, the campaign was so impactful that DALL-E 2 was retrained to reduce brand bias.

## Takeaway:

**Use AI tools as a conversation starter with your fans.**

Image generators like DALL-E 2 lower the barrier to entry for experimentation and co-creation.

[HEINZ A.I. KETCHUP](#)

A.I. KETCHUP | KRAFT HEINZ  
RETHINK, TORONTO  
SILVER SOCIAL & INFLUENCER LIONS



# Support the next generation: 'Never Done Evolving Feat. Serena'

Nike studied two decades of Serena Williams' gameplay and built a dataset from it. Machine learning converted the data into multiple avatars, each representing Williams at a different stage of her tennis career. To add hype, a virtual match was held: first grand-slam Serena took on final grand-slam Serena. The avatars are now being used to help young athletes reach their full potential.

Digital Craft Lions Juror, Noah Khan, Regional Head of Digital & Innovation, Africa and Middle East, TBWA & DAN, said: "Nike took a great idea and looked at all the other places it could impact."

## Takeaway:

Consider how AI's data processing capabilities can be used for innovative research to reinvent a brand. AI can help build data sets and avatars that serve a genuine and useful purpose.

[NEVER DONE EVOLVING FEAT. SERENA](#)



# How it got made

## ‘Never Done Evolving Feat. Serena’



NEVER DONE EVOLVING FEAT. SERENA | NIKE

**Luciana Cani**, Executive Creative Director, and **Enoch Lui**, Senior Creative Copywriter at AKQA, Portland, explain how they used AI as a tool to inspire the next generation of athletes.

### What was the brief?

**LC:** This was part of the 50th anniversary campaign for Nike, and the brief was to communicate innovation as a core value. We wanted to show how Nike goes deep into understanding athletes' bodies to create products to enhance their performance.

### What was the pitching process like?

**LC:** We had a lot of ideas for the 50th anniversary, and Serena was one of them. During shooting for another 50th story, we were in Brazil with Nike and stuck in traffic while changing locations. We had a deck with four ideas ready to show them, and Serena was one of them. So there, in a van stuck in traffic, we pitched the idea and convinced them that we could make this happen.

### How did you approach it?

**EL:** Phase 1 was collecting data from 1999 to 2017. We analysed everything from serve speed to reaction.

Then we had to format and design all of that data into an entertaining and beautiful broadcast. Next, we looked at avatar and user experience design and how to drive traffic. The final phase was timing it with Serena's retirement.

### Did you face any major challenges along the way?

**EL:** Making sure that the avatar was true to Serena. It was hard because we used actual footage from the matches and so the footage from 1999 isn't the same, high-definition quality as 2017: it's grainy and blurry.

### What did you learn from working with AI on this piece of work?

**EL:** The past shapes the future. We were learning so much from Serena's past performances to inspire the next generation. When we use AI to analyse the past, we become smarter athletes. And hopefully that leads to better performance and possibly even less injury. This data can go into product design and the actual movement of the game. And the same can be said across different industries, this kind of information can be used to create better products and better services. But it can't just be AI leading everything, There needs to be a human touch, and we added that with Serena. AI wasn't the hero; we used it to assist.



AKQA, SÃO PAULO

GRAND PRIX DIGITAL CRAFT LIONS

“AI wasn't the hero;  
we used it to assist”



# 2 Pack an emotional punch

Winning work demonstrated how AI could help solve problems and provoke a reaction around highly emotive issues, such as climate change and accessibility.

“We control the tools, the tools don’t control us,” reminded Aurelia Noel, Global Head of Innovation and Digital Transformation, dentsu X, at the Cannes Lions Festival of Creativity.

With the right human intention and direction, AI can lead us to some interesting new places. See its potential for progress from the winning work and consider what this might look like for your brand.

# Refresh your message with AI: 'Climate Realism'

To make the science of climate change more emotionally engaging, WWF Germany used hard data and generative AI to transform famous works of art featuring natural scenes.

From Monet's water lilies to Gauguin's landscapes, the paintings were altered to reflect rising temperatures.

By using AI to wreck recognisable paintings, WWF Germany imagines the losses we could face in the future, bringing new life to a familiar message.

## Takeaway:

**Use craft to bring emotion to AI-generated data.**

AI engines can interpret data in exciting new ways. Combine that with a powerful creative treatment and it will grab attention.

[CLIMATE REALISM](#)

CLIMATE REALISM | WWF GERMANY  
LEO BURNETT, FRANKFURT  
BRONZE DIGITAL CRAFT LIONS



Claude Monet, *The Japanese Bridge*, 1899



The same Japanese Bridge in 2100 at +4.5°C  
(RCP Scenario 8.5, no emissions limitation of CO<sub>2</sub>)



Vincent van Gogh, *A Wheatfield with Cypresses*, 1890



The same Wheatfield with Cypresses in 2100 at +4.5°C  
(RCP Scenario 8.5, +20-40 days of extreme heat per year)

# Use AI for a fresh take

AI-powered solutions tackle serious issues such as the isolation of asylum seekers and people with autism.



DREAMCASTER | MICHELOB ULTRA



FCB NEW YORK

GRAND PRIX ENTERTAINMENT LIONS FOR SPORT

## Michelob ULTRA 'DreamCaster'

Michelob ULTRA worked with a blind sports fan to develop multisensorial technology that allowed him to fully experience and commentate an NBA playoffs game. Through data and AI, the fan felt every moment of the match and shared his views with millions of sports fans. It reframed the beer's positioning to 'it's only worth it if we ALL enjoy it'.

## Maurice Blackburn Social Justice 'Exhibit A-i'

Journalists and photographers aren't allowed inside Australia's offshore detention centres. So, social justice law firm Maurice Blackburn converted 300 hours of interviews into hyper-realistic photographs using AI. By building visual evidence, the firm generated huge publicity for an ignored injustice and highlighted the plight of asylum seekers.

EXHIBIT A-I | MAURICE BLACKBURN SOCIAL JUSTICE



HOWATSON+COMPANY, SYDNEY

SILVER SUSTAINABLE DEVELOPMENT GOALS LIONS

SAMSUNG UNFEAR | SAMSUNG SPAIN



CHEIL WORLDWIDE, MADRID

SILVER BRAND EXPERIENCE & ACTIVATION LIONS

## Samsung Spain 'Unfear'

Samsung's AI app 'Unfear' personalised acceptable levels of noise for the 70 million people on the autism spectrum. Providing a compromise between extremes – being overwhelmed by noise and noise-cancelling headphones – the app puts the user in control.



# 3 Power craft in pharma

Four pieces of winning work, including the Grand Prix winner, used AI in this year’s Pharma Lions:

“This is the first year that AI has been available for agencies and they are in the ‘playing’ phase. In the space of healthcare, unlike many other categories, there’s pain and suffering – AI has a role to play in visualising that, but a lot of the power is predicated on the human element and input.”

JOSHUA PRINCE  
CEO | OMNICOM HEALTH GROUP  
JURY PRESIDENT | PHARMA LIONS  
2023

## Pharma Lions Winners 2023 that used AI in their synopsis

- **LIFESAVING RADIO**  
KLICK HEALTH, TORONTO
- **MIND’S EYE**  
AREA 23, AN IPG HEALTH NETWORK COMPANY, NEW YORK
- **SCROLLING THERAPY**  
DENTSU CREATIVE, BUENOS AIRES
- **THE OUTSIDE IN EXPERIMENT: NAILS**  
AREA 23, AN IPG HEALTH NETWORK COMPANY, NEW YORK

# Rethink routines: 'Scrolling Therapy'

Latin American company Eurofarma developed Scrolling Therapy, an AI-powered mobile app that used facial recognition to help people living with Parkinson's disease do daily facial exercises more comfortably to maintain control over their facial expressions.

Every day, when they scrolled their social media feeds, their scrolling time also became their facial exercises. This was because the most important facial therapy exercises – smiling, eyebrow-raising and frowning – became commands for the newsfeed. By moving their faces, patients could scroll up and down, like posts and play video content.

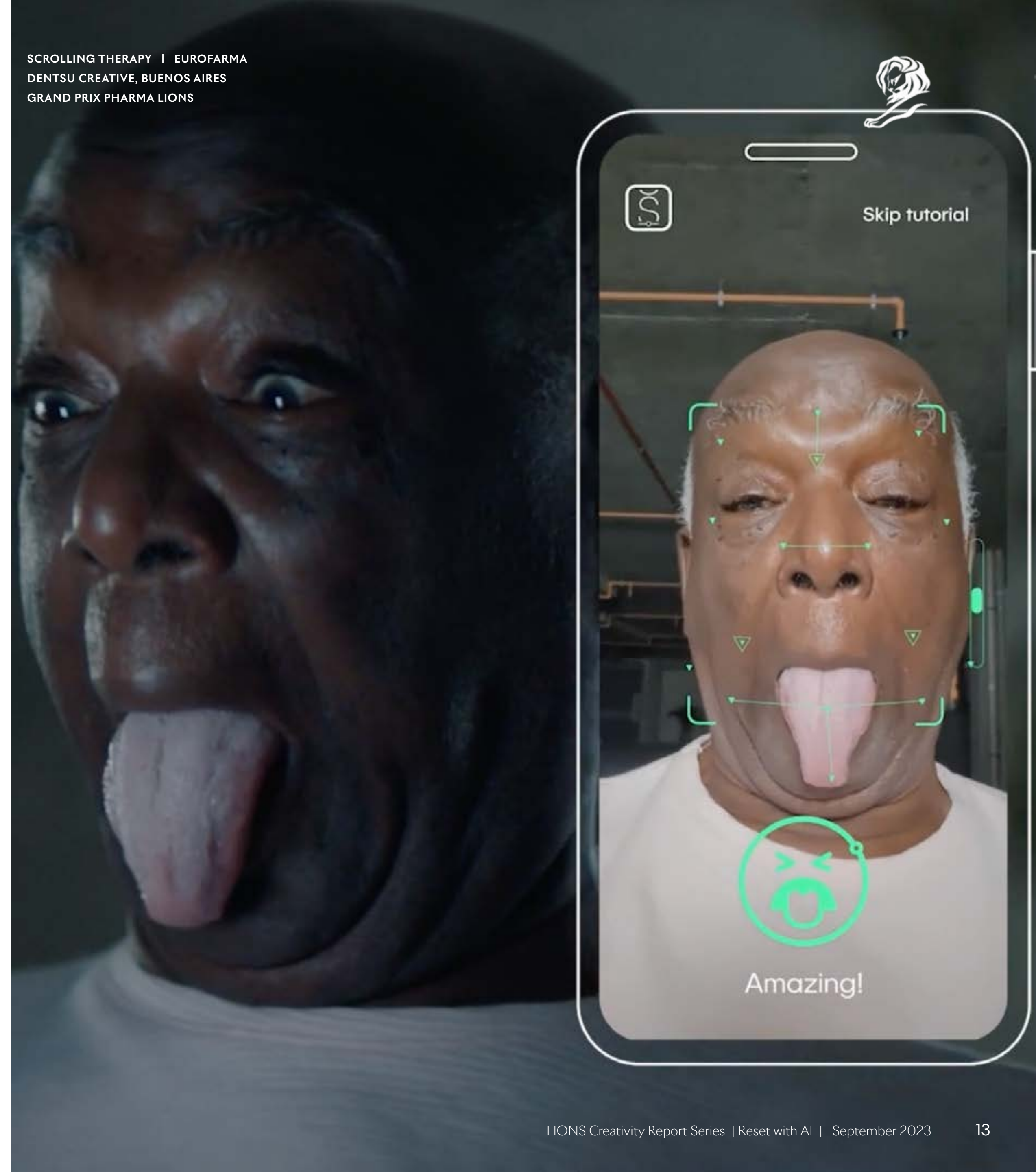
It launched in 10 countries and was made available for free to 8.5 million patients.

## Takeaway:

Use AI to solve the problem behind the problem.  
Here, patients' reluctance to commit to the facial exercises generated a more accessible alternative.

[SCROLLING THERAPY](#)

SCROLLING THERAPY | EUROFARMA  
DENTSU CREATIVE, BUENOS AIRES  
GRAND PRIX PHARMA LIONS



# Health boosted by pharma brands using AI

AI helps patients express their pain and frustration as well as supporting surgeons.



THE OUTSIDE IN EXPERIMENT: WASPS | HORIZON THERAPEUTICS



AREA 23, NEW YORK

SILVER PHARMA LIONS

## Horizon Therapeutics 'The Outside In Experiment'

Biotech company Horizon Therapeutics added patient testimonials into generative AI software. This spawned thousands of images that embodied their experience. These pictures were converted into films using a different AI system, then set to music, creating eye-catching content that vividly depicted the pain caused by gout.

## NextMed Health 'Lifesaving Radio'

Surgeons were invited to visit LifesavingRadio.com where 'AI Angus' can generate a personalised, performance-enhancing audio experience, based on the music clinically shown to improve surgical accuracy and efficiency in the operating room. Nearly 30,000 AI radio hours were streamed.

LIFESAVING RADIO | NEXTMED HEALTH



KLICK HEALTH, TORONTO

BRONZE PHARMA LIONS

MIND'S EYE | MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS



AREA 23, NEW YORK

SILVER PHARMA LIONS

## MND Association, DeepAI, Amylyx Pharmaceuticals 'Mind's Eye'

This free, open-source app enables people living with motor neurone disease to express themselves. An AI-powered art tool responds to touchscreen and head- or eye-tracking, enabling patients to generate images to show how they're feeling.



## Final Thought

“Generative AI will bring up best practices for everybody, but it’s not going to create next practices or fresh practices. That’s the responsibility of the human.”

### DAVID DROGA

CEO | ACCENTURE SONG  
JURY PRESIDENT | TITANIUM LIONS  
2023



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