



BACK TO BRAND

Build and boost brand performance
Part 1 of 5 of the **LIONS Creativity Report**,
the ultimate benchmark for impactful creativity

FURSAT. SHOT ON IPHONE 14 PRO | APPLE
TBWA\MEDIA ARTS LAB, LOS ANGELES
BRONZE ENTERTAINMENT LIONS FOR MUSIC





Better brand-building

Brands are still learning how best to connect with audiences in an increasingly digital world. In the Cannes Lions session 'The 3rd Age of Effectiveness', Dr Grace Kite, Economist and Founder, magic numbers, presented new evidence that challenges the 60:40 split between long-term brand-building and short-term activations. She suggested that, for some lesser-known brands, a more optimal split is 65:35, with greater emphasis on the long term. She then provided a collection of channels to help brands navigate their way around short- and long-term activations (see right).

Kite wrote on WARC: "The evidence shows that if you consistently air good-quality advertising and invest in your brand, you build up associations that mean people buy it just because it's easy to think of, or out of habit. Some will buy it without checking the price, others might check prices but still decide the product is worth paying more for."

Creativity plays a leading role in building up such associations. This report will take you through different creative strategies, including exploring your brand's heritage, staying laser-focused on product benefits and taking a 'blue ocean' approach to help you bring your focus back to brand and what it can achieve for both your audience and your business.

Optimal short- vs long-term split if your campaign is award-worthy



Optimal short- vs long-term split if your campaign is normal



SHORT

- Paid search
- Paid Facebook
- Paid Instagram
- Direct response TV
- Radio

LONG

- Brand TV and sponsorship on TV
- YouTube and online video
- Broadcaster video on demand
- Press (paper and digital)
- Out of home (posters)

Takeaways from winning work

Lion winners show how to integrate brand-building into tactical work. Draw inspiration from their experiences using these actionable insights for your brands.

1

Explore brand heritage

Tell stories about your brand's heritage to bring loyal customers closer and educate new ones. For creative work that will stand out, play with the richest areas of heritage through a modern lens.

2

Stay laser-focused on your product

Look to your product for creative inspiration. Apple shows how to do product-focused work that can be both effective and emotive. This approach can drive short-term sales and build long-term brand equity.

3

A 'blue ocean' strategy

A 'blue ocean' strategy involves identifying places where you can market to people away from your competitive set. It's an approach that can help with marketing to people who don't want to be marketed to. Consider what it could look like for your brand.



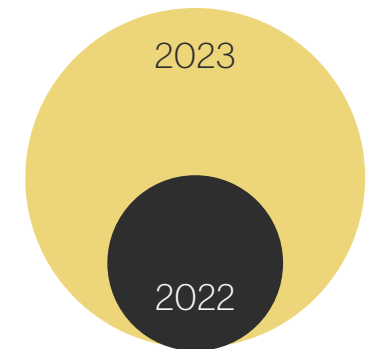


1 Explore brand heritage

Find and share stories that reinforce your brand's heritage to help it stand out. Focus on what makes your brand unique to hit short-term business targets and long-term brand-building goals.

ENTRIES

↑ 70%



SHORTLISTS

↑ 49%



AWARDS

↑ 42%



The amount of work with the word “heritage” in the synopsis rose year on year, reaching an all-time high in 2023 across entries, shortlists and awards

Give heritage a modern twist: 'A British Original'

UK airline British Airways reinvigorated its brand positioning, boosted trust and generated a 50% rise in site traffic and revenue. Exploring why people travel, from escaping the winter blues to celebrating the remission of a disease, 500 print, digital and outdoor activations adapted constantly depending on location, time and weather.

Roanna Williams, Chief Creative Officer, Net#Work BBDO, and 2023 Outdoor Lions Juror, said: "It goes deeper, not wider. Each line is so beautifully crafted and it speaks directly to the consumer at the right time. It's exquisite on every level."

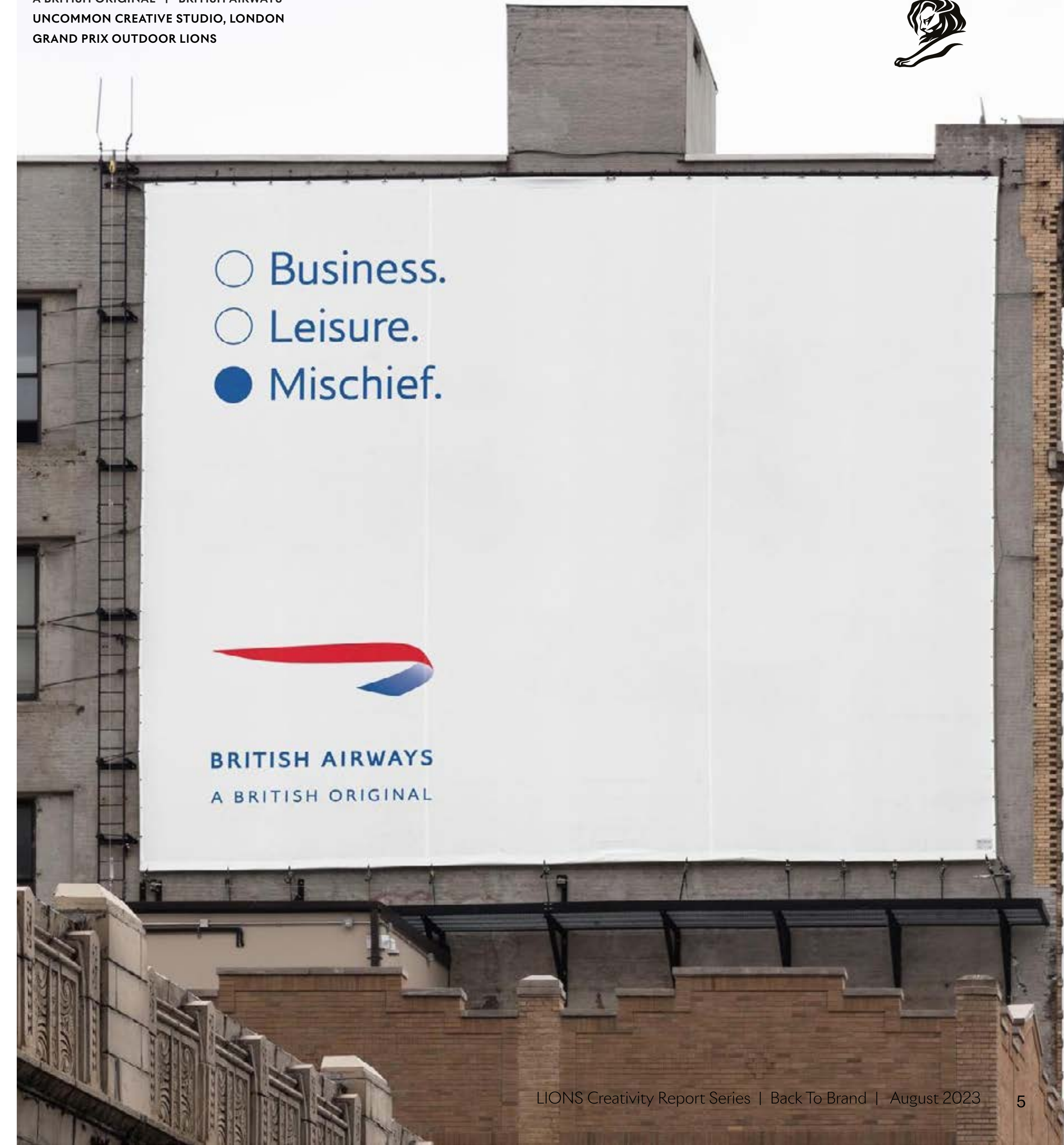
Takeaway:

Determine what makes your brand unique.

Focus on the emotional reasons consumers have to buy your brand and turn that into a bold statement.

[A BRITISH ORIGINAL](#)

A BRITISH ORIGINAL | BRITISH AIRWAYS
UNCOMMON CREATIVE STUDIO, LONDON
GRAND PRIX OUTDOOR LIONS



Bring a light touch to heritage work

These three 2023 Lion winners show fun ways to celebrate the unique role your brand plays in people's lives.

IS THAT HEINZ | HEINZ



WUNDERMAN THOMPSON, ISTANBUL

BRONZE CREATIVE B2B LIONS

Heinz 'Is That Heinz?'

Heinz discovered that some Turkish street food restaurants were refilling empty Heinz bottles with lesser-quality ketchup. In response, the condiment giant developed an Instagram filter and a new colour-matching bottle so customers could spot the genuine product. The work earned \$2.6 million in media.

AB InBev / Stella Artois 'The Artois Probability'

Stella Artois crunched geo- and temporal data to determine the likelihood that historic paintings featured the brand. It encouraged beer and art fans to interact with the app when they visited the Bellas Artes Museum in Buenos Aires.

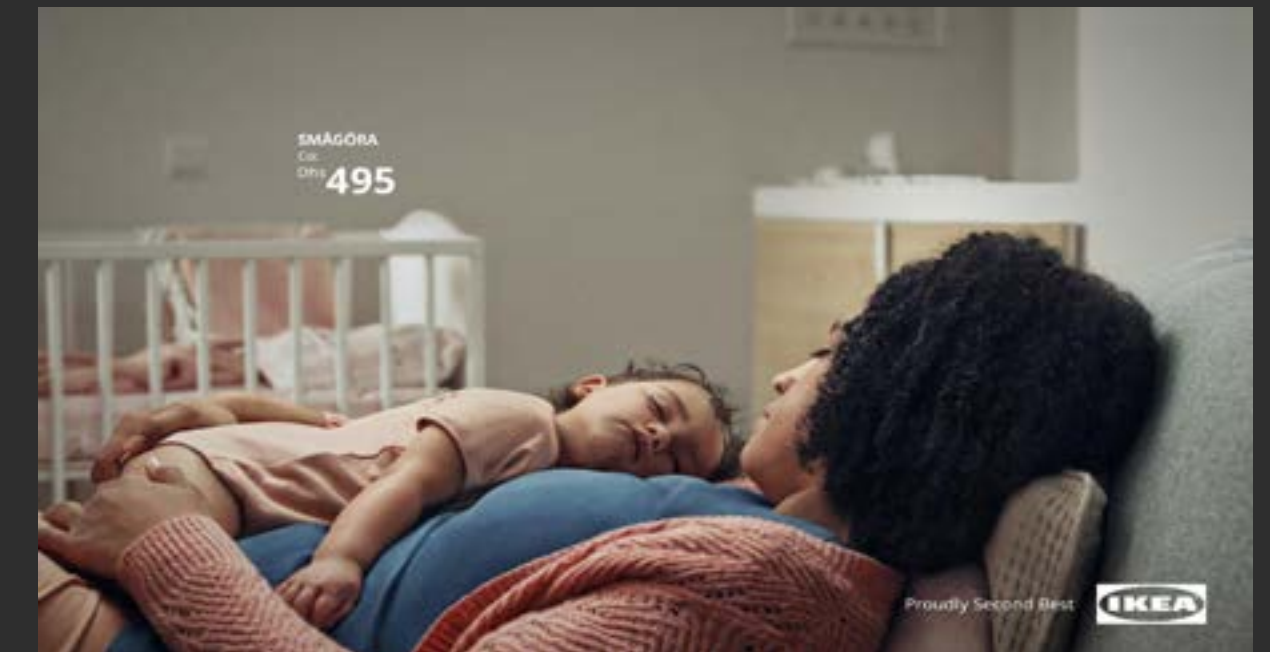
THE ARTOIS PROBABILITY | AB INBEV / STELLA ARTOIS



GUT, BUENOS AIRES

GRAND PRIX CREATIVE DATA LIONS

PROUDLY SECOND BEST | IKEA



DAVID, MADRID

GOLD FILM LIONS

IKEA 'Proudly Second Best'

IKEA used gentle humour and humility to depict the realities of family life and the retailer's place within it: in other words, a baby will always prefer to fall asleep on a parent rather than in a cot. The work was awarded in the Film, Print & Publishing and Outdoor Lions.





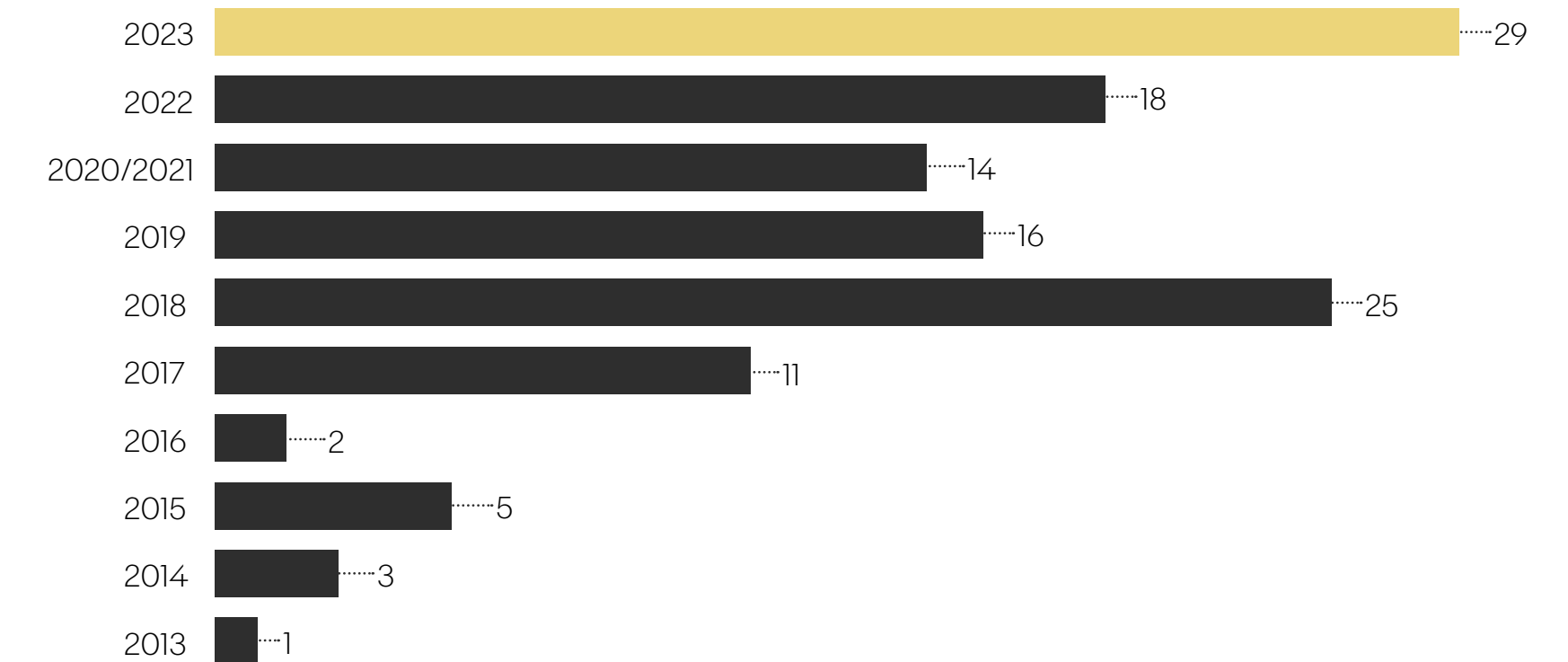
2 Stay laser-focused on your product

“How do you create relevance?” asked Devika Bulchandani, 2023 Jury President of the Creative Effectiveness Lions and Ogilvy’s Global CEO. “It’s through the products you create, but you need people to know the products you’ve created.”

Resist the temptation to opt for short-term sales-oriented work. Strip back to brand DNA basics by showcasing your product, and use it to tell vibrant stories.

This section showcases Lion-winning work from Apple, which received its highest ever number of Lion wins in 2023. This work centres on the product to drive sales uplift and build long-term brand health.

Apple Lion wins, 2013–2023



Accessibility meets product demo: 'The Greatest'

An upbeat music video, 'The Greatest', shows a variety of people – athletes, doctors, parents and musicians – using Apple's accessible features. A fresh and authentic representation of disability, it was praised by Danielle Hinde, Owner/Executive Producer, Doomsday Entertainment, and Jury President, Entertainment Lions for Music, for integrating accessibility features in an "organic and seamless" manner. She added: "It sold a product in a celebratory, beautiful way."

It generated more than 17 million YouTube views in the first week of release and has been described as "a milestone in disability representation".

Takeaway:

Be authentic about accessibility.

Understand the real-life issues that create challenges for a product's users and show how your design overcomes them. Bring real people into the story to build an emotional connection.

[THE GREATEST](#)

THE GREATEST | APPLE
APPLE, CUPERTINO
GRAND PRIX ENTERTAINMENT LIONS FOR MUSIC



Apple: show, don't tell

Four pieces of Apple's 2023 Lion-winning work show how to demonstrate product features in an efficient, engaging and entertaining way.

ICONOCLAST, LOS ANGELES



SILVER FILM CRAFT LIONS

Quiet The Noise

This film translated the feeling of AirPods Pro's noise cancellation feature into a surreal visual. It shows how to use craft to interpret a key selling point.

TBWA\MEDIA ARTS LAB, LOS ANGELES



BRONZE FILM LIONS

Privacy On iPhone Data Auction

Humour highlights Apple's approach to user privacy. It showed iPhone users how, with a simple tap, iPhone helps them take control of their personal data.

APPLE, CUPERTINO



GRAND PRIX FILM LIONS

Relax. It's iPhone – R.I.P. Leon

This ad shows a pet-sitter's gratitude for iPhone's 'unsend' feature. "We need light relief," said Film Lions Jury President Bruno Bertelli, Global CEO of Le Pub, Global CCO of Publicis Worldwide and Chief Creative Officer of Publicis Groupe Italy. "This was product-centric and went back to the basics."

TBWA\MEDIA ARTS LAB, LOS ANGELES



BRONZE ENTERTAINMENT LIONS FOR MUSIC

Fursat. Shot on iPhone 14 Pro

To showcase iPhone 14 Pro's camera, Apple collaborated with director Vishal Bhardwaj and some of Bollywood's finest on a 30-minute film. This film helped to add more than 400,000 new subscribers to the Apple India YouTube channel.





“If you embrace the product, it makes a huge difference. Often the answer is inside the product, you don’t have to delve into pop culture, or jump on a trend. It’s right there. People want to feel involved with a product and you have to help them do that.”

TOR MYHREN

VICE-PRESIDENT OF MARKETING COMMUNICATIONS | APPLE



3 Take a 'blue ocean' approach

Taking a 'blue ocean' approach and appearing in unexpected environments away from your competitive set can help to safeguard brand health. In the '[Inside The Jury Room](#)' session on the Health & Wellness Lions, Juror Luc Wise, Founder, The Good Company, said: "Our industry has been trying to get to grips with blending entertainment and advertising for decades. We have to get people to want to watch an ad, not force it upon them." The best work, he added, seamlessly blends enjoyment and experience.

To surprise and delight your audience, use unusual spaces and occasions to find new and exciting ways to engage.



Grab attention in unexpected places: 'The Last Performance'

Only a quarter – 26% – of the population in New Zealand has life insurance. So Partners Life's 'Last Performance' took an unconventional approach to engaging New Zealanders: partnering with popular crime series *The Brokenwood Mysteries*.

The health and life insurance company integrated with the show's plots and showed ads after each episode had ended. This prompted a 135% increase in visitors to its website and a 75% increase in leads.

Mel Routhier, Chief Creative Officer, VMLY&R Chicago, and Health & Wellness Lions Jury President 2023, said: "It's pure product play with something that's super hard to sell: no one wants to talk about life insurance, let alone spend money on it. They zigged where the rest of the category zagged."

Takeaway:

Find opportunities to connect within traditional formats.

Consider attention-grabbing ways your brand could take advantage of popular TV shows to drive reach.

[THE LAST PERFORMANCE](#)



Identify new touch-points for your brand

These three 2023 Lion winners show how to think about touchpoints in a more lateral, creative way.

HONEST EGGS | FITCHIX



VMLY&R, MELBOURNE

GOLD OUTDOOR LIONS

Honest Eggs 'Fitchix'

A regenerative farm eggs brand fitted its chickens with wearable fitness devices to show how much its chickens move across fresh pasture. It printed their step counts directly onto the eggs, leading to a 40% increase in orders. By turning its product into a media channel, Honest Eggs brought transparency to the industry, justifying its premium brand status.

General Motors / Netflix 'EVs on Screen'

Car giant General Motors used Netflix's reach to drive consideration of electric vehicles (EVs). This unpaid media partnership launched at the 2023 Super Bowl and was fronted by actor Will Ferrell. By parachuting Ferrell and EVs into familiar Netflix titles including *Squid Game* and *Bridgerton*, GM aimed to make EVs more familiar.

EVS ON SCREEN | GENERAL MOTORS, NETFLIX



THE COMMUNITY, MIAMI

SILVER FILM LIONS

CORONA EXTRA LIME | CORONA



DRAFTLINE, SHANGHAI

TITANIUM LIONS

Corona 'Corona Extra Lime'

Beer brand Corona collaborated across the supply chain with industry authorities and local farmers to set a new lime standard. As well as increasing the income of local farmers and helping to overcome a national lime shortage, the extra limes became an in-store media channel for Corona, supporting branded stickers to reinforce the beer's lime ritual.





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