



CANNES LIONS

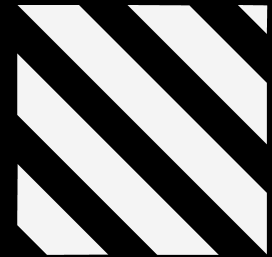
WRAP-UP

LIVE



**CANNES
LIONS**

WARC



CONTAGIOUS

What happened on stage

The severance

01 THE UNIQUELY HUMAN MIND

- “The human brain is the only existence proof we have of a change of intelligence.”
- “Human intelligence is unbelievably efficient... we still don't have those capabilities in AI.”
- “Building AI systems will reveal what's special about the [human] mind.”
- “AGI is missing true creativity—the leap into the novel and new.”
- “You cannot have artificial intelligence without human intelligence.”
- “Data understands the past; human creativity builds the future.”
- “At the core is a little bit of intuition, a lot of intelligence, and a big idea.”

02 CREATIVITY: DEEPLY HUMAN

- “AI isn't the end of human creativity; it's the latest chapter.”
- “New tools never replace human creativity; they amplify and reveal it.”
- “The craft and soul of a creative piece is human.”
- “AI can never generate that level of human imperfection.”
- “Creativity comes from your intuition, your gut feeling—your sense of value.”
- “Technology is in service of human creativity.”
- “Poetry is consumer intimacy and creative courage; plumbing is the technology.”

03 THE VALUE OF HUMAN PERSPECTIVE & CONNECTION

- “Authentic human perspectives are going to become the premium.”
- “The brands that succeed will optimize for human perspective and trust.”
- “As technology takes over, people give more value to human contact.”
- “What's becoming increasingly scarce is authentic human connection.”
- “There's still love for human value on whatever you're doing.”
- “We aren't just looking for a factual answer; we're looking for the human perspective.”
- “Courage is the human factor that defines how you combine art and science.”

04 AI: THE GIFT, THE CURSE & OUR PURPOSE

- “AI is the gift, but it's also the curse.”
- “We want to build it... for maximum human flourishing.”
- “Cyber is the first warning shot for humanity about what could happen.”
- “The rise of AI is only making authentic human connection more valuable.”
- “The real reason you're here is to use yourself in service of something greater.”

05 NO REPLACEMENT FOR THE HUMAN TOUCH

- “No automation can replace the human touch.”
- “AI could have analyzed millions of data points... [but] that takes human observation, empathy, and intuition.”
- “No model can generate” decades of human experience.”
- “The brain gives a special treatment to physical things” over AI's “computational interpretation of reality.”

06 AI: LIMITED BY THE PAST

- “AI is fundamentally regressive.”
- “All AI learning is retroactive.”
- “It can only ever recycle what has come before.”
- “AI can mimic the past... but it cannot participate in the evolving human conversation.”
- “It threatens to flood our landscapes with a tsunami of the mediocre.”
- “In the AI era, personal taste is the moat.”

07 DON'T OUTSOURCE YOUR MIND

- “...whenever we let AI think for us. Our brains weaken.”
- “...AI and data become an acceptable crutch.”

08 HUMAN ORIGIN, HUMAN INSIGHT

- “They really don't originate.”
- “The technology didn't create the idea. It helped bring human insight to life.”
- “AI combined with human creativity are the turbochargers.”
- “Creativity... has and always will be a deeply human endeavor.”
- “Robots don't build brands. You do.”
- “Robots don't have fun. People do.”

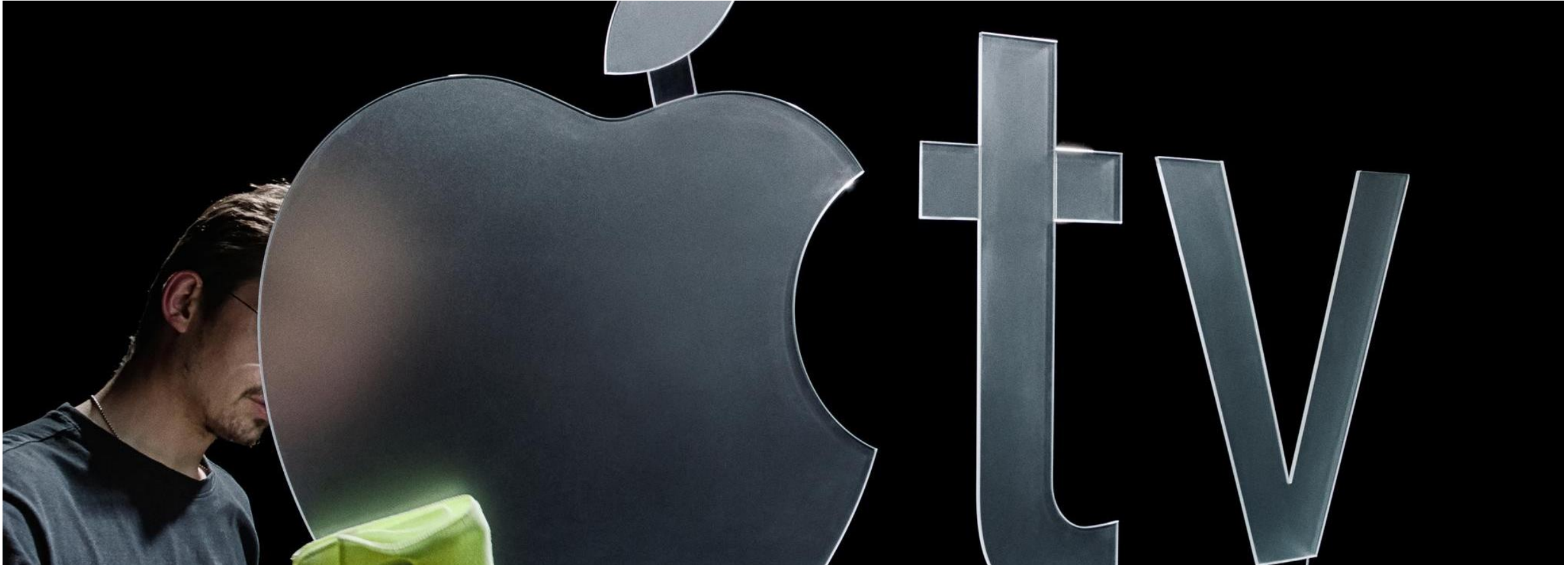
09 AI'S ROLE: AMPLIFIER, NOT REPLACER

- “OpenAI's mission is bringing intelligence to humanity for good.”
- “AI is a societal and human transformation, not just a technological one.”
- “The bottleneck isn't intelligence; it's humanity's ability to learn, embrace, and use it.”
- “AI will change how humans work by amplifying what we are capable of doing.”
- “If you care about human potential, this is a great time to be alive.”

10 THE HUMAN FUTURE: MORE HUMAN THAN EVER

- “The true source of creativity remains human.”
- “Human creatives are the most critical part of AI integration.”
- “AI is simply a tool in the human creative process.”
- “Telling a real story requires keeping humans in the loop.”
- “As AI outputs get easier to generate, human inputs become even more valuable.”
- “Humans must stay in the loop to direct, train, and frame AI.”
- “AI technology can fundamentally lead to a more human way to experience a brand.”
- “In an AI world, your irreplaceable lived human experience is your moat.”
- “AI can't replace the creative process; pushing a single button just produces 'slop.'”
- “AI is actually accelerating the journey back to being human.”
- “AI's prevalence will spark a return to human craft and things undeniably made by a person.”
- “Human ingenuity will adapt to use AI to express even more humanity.”

Apple TV Rebrand | Apple
TBWA\Media Arts Lab, Los Angeles
Grand Prix, Design Lions



“Intelligence comes from real people that are making their weird, messy, contradictory conversations on the internet. The rise of AI is only making this more valuable.”

LAURA NESTLER
EXECUTIVE VP OF COMMUNITY, REDDIT

Project Genie | Google
Google, Mountain View
Grand Prix, Digital Craft Lions



“AI isn’t the end of the story of human creativity. It’s the latest chapter. New tools have never replaced human creativity. They amplify it. They reveal it.”

TESSA LYONS
VP, INSTAGRAM, META

“Not a day goes by where I don’t have somebody tell me an incredible story of how ChatGPT has saved their life.”

DENISE DRESSER
CHIEF REVENUE OFFICER, OPENAI

The Secret Deodorant team
used AI to scale social asset
creation to 10 times its
previous output

10x

“AI will make our lives as marketers worse because we will create more garbage. We will creative more clutter... It’s going to be garbage in and garbage out.”

RUPEN DESSAI
CMO, UNA TERRA



'If your CEO is using AI to cut headcount, it means one thing. They have no imagination. They got handed the most powerful tool in human history and their first instinct was to fire people'

Jensen Huang
CEO / Nvidia

Mounted police take their horses shopping in a Prada store in France. A security guard lets them in. A crowd of people take photos of the scene.



“We see [AI] impacting every single issue that the UN works on, from climate change to democracy and elections to public health.”

CHARLOTTE SCADDAN
SENIOR ADVISOR ON INFORMATION INTEGRITY,
UNITED NATIONS

“Over the next 10–15 years, I think it’s still underappreciated how much transformation AI is going to bring. I think it’s going to be almost a new human era.”

DEMIS HASSABIS
CO-FOUNDER AND CEO
GOOGLE DEEPMIND



The takeaways



01

Be deliberate about
the divide

02

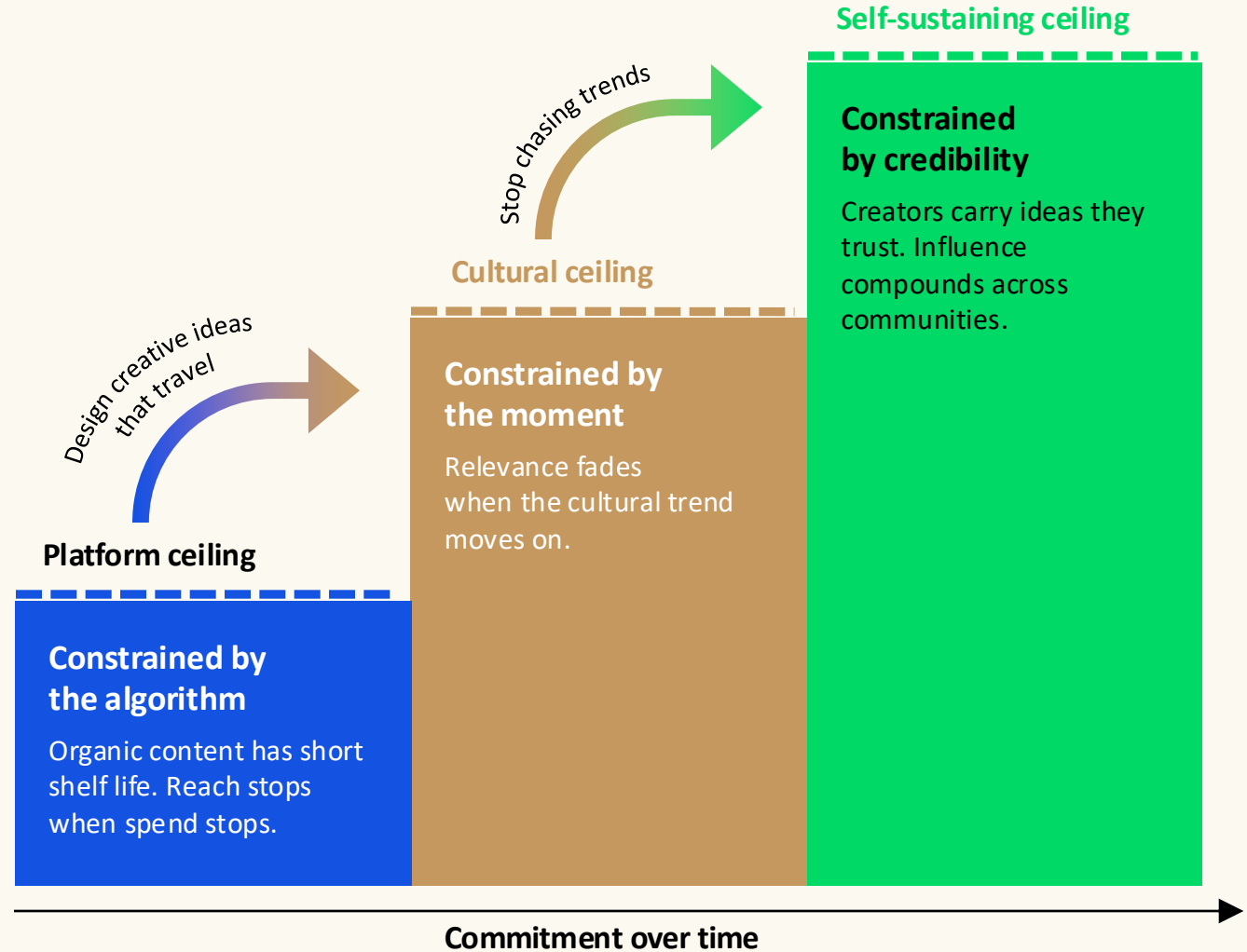
Prioritise quality
over quantity

03

Prioritise adaptability
over efficiency

Resonance,
not reach

Social has three ceilings



“The challenge isn’t getting noticed – it’s building velocity that lasts beyond the platform ceiling.”

KAVERI KHULLAR
SVP MARKETING, ASIA PACIFIC
MASTERBRAND



“Marketing is shifting from ‘brand say’ to ‘creator say’ to ‘people say’.”

ASMITA DUBEY
CHIEF DIGITAL & MARKETING
OFFICER, L'ORÉAL





CANNES

LIONS

The takeaways



01

Don't conflate social
with social media

02

Creators are "torch"
bearers for the brand

03

Optimise for meaning,
not attention

Friction-maxxing

“Don’t let technology make you dumb. Use analogue as your most radical advantage to protect your critical thinking.”

PATRICIA VARELLA
CREATIVE DIRECTOR, POLAROID



“As an industry, we’ve confused motion with meaning. We’ve become incredibly efficient in creating things that people ignore.”

LEANDRO BARETTO
CMO, UNILEVER AND BEAUTY & WELLBEING

“Our processes are becoming more friction-free, we’ve got more automation. Depth has to be a choice and an intention. The more that we go deep, the easier it becomes, and we can use that as a competitive advantage.”

NATALIE MOORES
BRAND FUTURES DIRECTOR, SMARTS

“Patagonia’s image is a human voice. It is not processed; it won’t compromise its humanity. That means it will offend, and it will inspire.”

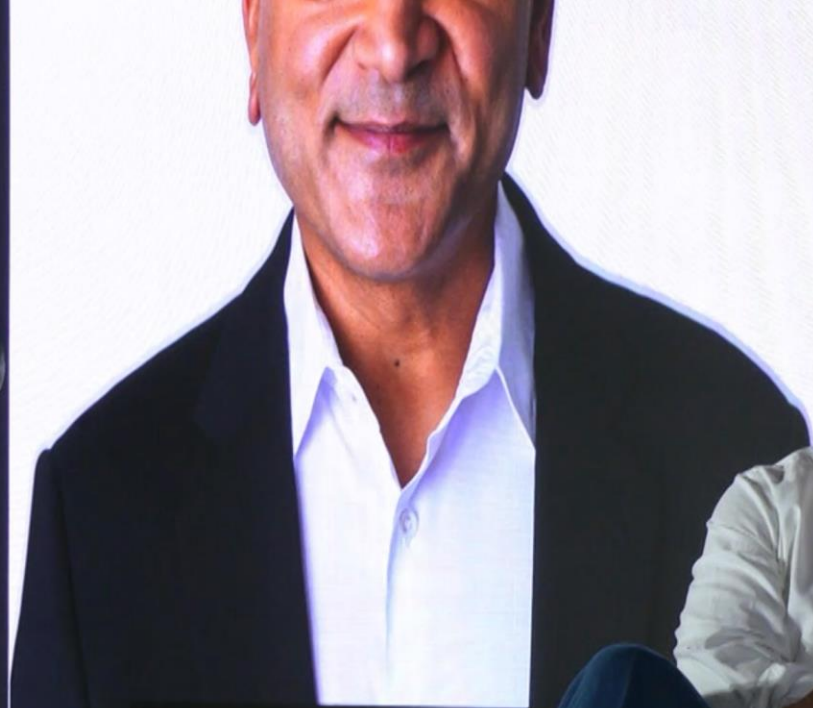
YVON CHOUINARD
FOUNDER, PATAGONIA

Source: ‘Forward, Not Flawless: The Creative Tension between Values and Scale’ | Alex Weller | The Forum

“The more clearly you state your values, the less universally acceptable you become. That is a trade-off you need to make.”

ALEX WELLER
VP OF CREATIVE, PATAGONIA





TARANG AMIN
CHAIRMAN & CEO,



BOBY MAR



The takeaways



01

Tech has made us over-efficient, hindering our critical thinking

02

A strong point of view means you might offend – but also inspire

03

Healthy conflict results in a healthy bottom line

Escaping the efficiency trap



Assets
Channels
Data
Vendors



People
Money

The result is that the
gap between theory
and practice is widening

“Consistency is something everyone believes in. Then you look at the work and go, ‘really?!’ It’s because of a lack of discipline.”

BYRON SHARP
PROFESSOR OF MARKETING SCIENCE AND
DIRECTOR
THE EHRENBERG-BASS INSTITUTE



36

Average duration
– in days – of an ad on
YouTube, TikTok or Meta
(big brands only)

Source: CreativeX

93%

of ads on YouTube, Meta or TikTok with budgets of under US\$10,000 – and that's only big brands

Source: CreativeX

Reimagine the way the world
moves **for the better**



63%

of visibility on LLMs is attributable to long-term brand equity

Source: Charlie Oscar / WARC

The takeaways



01

Brand as a coherent system –
both for humans and for
machines

02

An aligned vision for growth
– do you know your brand’s
“species”?

03

Clarity on the mechanisms
that turn creativity
into value



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