

Press Release

For immediate release

WARC reveals insights from the Cannes Creative Effectiveness Lions 2019

Three major themes highlighted: Creative 'catalysts' pay off, PR and social underpin participation, the enduring power of the real

Global, 31 July 2019 – WARC, the global authority on advertising and media effectiveness, has today released a report identifying trends and themes that are common to the successful campaigns of this year's Cannes Creative Effectiveness Lions, which celebrate the measurable impact of creativity.

The 'Cannes Lions 2019 – Insights from the Creative Effectiveness Winners' report is based on interviews with all of the judges and the winners of the Grand Prix and Gold Lions, as well as an analysis of the metadata around all 227 entries submitted to the category with WARC examining factors such as the media mix, creative strategy, metrics and results.

WARC highlights three major themes in the report:

- **Creative 'catalysts' pay off**

This year's winners highlighted the trends for brands to invest in highly creative short-term initiatives alongside their everyday marketing activity.

However, **marketing consultant Peter Field** advises exercising caution to ensure that these "flashes of creative brilliance" drive long-term strategy as opposed to derailing it.

- **PR and social underpin participation**

Fifty per cent of shortlisted papers cited participation as a creative strategy constructed to be executed via PR and social channels.

Jury member **Joanne Lao, CEO, TBWA\Greater China**, said: "Participation was undoubtedly a key theme in the shortlist work. The best campaigns allowed people to take deeper action beyond likes."

- **Enduring power of the real**

Successful brands have a more holistic interpretation of customer experience that isn't confined to digital channels.

Jury president **John Seifert, Chief Executive, Worldwide, Ogilvy**, commented: "Brands have to live in the digital reality but they can't be defined by it; they need to have some kind of connection to a physical space."

Summing up, **Lucy Aitken, Managing Editor – Case Studies, WARC**, said: "This year's winners show the potential return of risk-taking for brands of all sizes. Marketing that plays it safe is finding it harder to cut through with audiences.

"The fantastic set of case studies included in the report will provide inspiration for marketers seeking to use creative power for greater effectiveness."

WARC's 'Insights from the Cannes Creative Effectiveness Lions 2019' report includes:

- In-depth exploration of the themes, including expert commentary and what each theme means for brands, media owners and agencies.
- A review of the winning work, objectives, insight and strategy as well as judges' comments.
- Data analysis covering media budget, lead media, media mix and hard and soft metrics.

A sample of the report can be downloaded [here](#). The full report is available to WARC subscribers.

This latest study follows the recently published report 'Strategy and effectiveness lessons from Cannes Lions 2019', providing a bite-sized summary of the industry trends picked up on by WARC at the 2019 Cannes Lions Festival. A sample of the report is available [here](#).

WARC also recently launched the ultimate guide to marketing effectiveness. 'Anatomy of Effectiveness' is a white paper highlighting five key priorities for brands seeking to drive better consumer engagement. 'Anatomy of Effectiveness' can be downloaded at makeitwarc.com

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About WARC – A global authority on advertising and media effectiveness

WARC provides the latest evidence, expertise and guidance to make marketers more effective. WARC's mission is to save the world from ineffective marketing.

WARC's clients include the world's largest brands, advertising and media agencies, media owners, research companies and universities. They rely on WARC for rigorous, unbiased information and advice on almost any advertising and marketing issue, which WARC delivers via best practice guides, case studies, research papers, special reports and advertising trend data, as well as via webinars, awards, events and advisory services.

WARC collaborates with more than 50 respected industry organisations globally including: The Advertising Research Foundation, Cannes Lions, Effie Worldwide, Association of National Advertisers, ESOMAR, 4A's, IPA and DMA.

WARC was founded in 1985, and has offices in the UK, US and Singapore. In July 2018, WARC became part of Ascential plc, the global specialist information company.

About Ascential

Ascential is a specialist, global information company that helps the world's most ambitious businesses win in the digital economy. Our information, insights, connections, data and digital tools solve customer problems in three disciplines:

- Product Design via global trend forecasting service WGSN;
- Marketing via global benchmark for creative excellence and effectiveness Cannes Lions and WARC, and strategic advisory firm MediaLink; and
- Sales via ecommerce-driven data, insights and advisory service Edge by Ascential, leading managed services provider for Amazon Flywheel Digital, the world's premier payments and Fin Tech congress Money20/20, global retail industry summit World Retail Congress and retail news outlet Retail Week.

Ascential also powers political, construction and environmental intelligence brands DeHavilland, Glenigan and Groundsure.