"IF I WERE MARKETING @...

JINAL SHAH - SERIAL IDEATOR

Cannes Lions Nominations for 2016
Cannes Lions 2016 Nominations

• Category- Creative Innovation + Innovative Technology
• Nominations- 26 + 13
26 CREATIVE INNOVATION NOMINEES
Main idea- A school backpack giveaway that doubles as a lifejacket for kids going to school by river

Brand- Luki Fruit Snacks for children | Agency- J Walter Thompson, Colombia
Our Take On The Nomination

A very good product fit - the giveaway reminds kids of the fruit snacks; fruits are life enhancing and the backpacks are life saving
FOREVER 21 REVEALS MASSIVE MECHANICAL SCREEN MADE OF THREAD

6,400 spools of thread that display your Instagrams.

Main idea- Back-to-school Tried and True campaign, allowing best friends from anywhere around the world to receive an auto edited video of themselves together by using #F21ThreadScreen while posting their pictures/ videos on Instagram

Brand- Forever 21 | Agency- Breakfast, New York
Our Take On The Nomination

A bit of a stretched connection with the brand message but innovative execution nonetheless.

www.ifiweremarketing.com
Main idea- A wireless button that can be customized to suit your needs to enable you to watch Netflix – eg. One press of button and it switches on the TV, dims light, orders food, starts Netflix

Brand- Netflix | Agency- DEEPLOCAL, Pittsburgh
Our Take On The Nomination

Very useful and integrated product and brand innovation. Leaving it open for customization speaks to today’s generation.
Main idea- A wearable technology in the form of socks that senses when you have fallen asleep and pauses your Netflix show when you doze off

Brand- Netflix | Agency- DEELOCAL, Pittsburgh
Our Take On The Nomination

Don’t know how comfortable the socks would be but the innovation shows a keen insight into consumer usage and habits.
Main idea- The Big Issue magazine launched this cause to help the homeless- encourage people to buy coffee from the baristas who are actually homeless people

Brand- Change Please and The Big Issue | Agency- FCB Inferno, London
Our Take On The Nomination

A fairly decent CSR cum marketing idea. Could bring about change, as the name suggests. Like the name too!

www.ifiweremarketing.com
Main idea- LandCruiser is present in almost all of Australian Outback which is totally cut off from communication network. A custom made device placed in each LandCruiser can provide 25km radius with wifi/mobile network/etc.

Brand- Toyota Australia | Agency- Saatchi and Saatchi, Sydney
Our Take On The Nomination

With almost a monopoly in rural Australia, Land Cruiser could have easily skipped marketing efforts but it not only continued, even innovated (and how!). That has us impressed
Main idea- 100% biodegradable 6 pack beer rings which are marine life friendly and also matter to the TG of fishermen, surfers, etc

Brand- Saltwater Brewery | Agency- We Believers, New York
Our Take On The Nomination

Perfect example of great marketing - an activity that enhances and integrates with the product and message
Main idea- Cars driving over a special mat on the road help convert water into energy that can power the new powerful Volvo. Power comes from unexpected places!

Brand- Volvo Car USA | Agency- Grey New York
Our Take On The Nomination

Our favorite thus far!!
Especially the execution—where product is not only beautifully displayed, it is demonstrated. Especially love the customized Thank You message board.
Main idea- Generate excitement and suspense for new game Black Ops 3 by shocking the loyal gamer base of Black Ops 2 using Snapchat and Snapcode within Black Ops 2

Brand- Activision’s Black Ops 3 Game | Agency- Edelman, Los Angeles
Our Take On The Nomination

Found it ok. Good but not in the league of the other nominations
Main idea- Everyone should be able to experience music- so a shirt with sensors that respond to orchestra’s music enabling deaf people to feel the music!

Brand- Junge Symphoniker Hamburg | Agency- JUNG von MATT Hamburg
Our Take On The Nomination

A brilliant technological and creative innovation, rolled into one! What a beautiful fit with an Orchestra!!!

www.ifiweremarketing.com
Main idea - Delayed Stockholm commuter trains were often publicized in the media and created a negative spiral that reinforced the sense that "the trains are always late." An algorithm and app created to predict traffic problems 2 hours before, thus reducing delays, increasing customer satisfaction.

Brand - Stockholmståg | Agency - KÄRNUSET Stockholm
Our Take On The Nomination

Found this to be more apt as an Innovative Technology rather than Creative Innovation
Main idea - Get online shopping delivered right to your Volvo car, no matter where you are - saves consumers time and saves online portals redelivery costs

Brand - Volvo | Agency - OgilvyONE London
Our Take On The Nomination

An example of how keen observation of customer lifestyle can yield golden nuggets of brilliance!

www.ifiweremarketing.com
Main idea- Create a hoverboard that floats using permanent magnet and liquid nitrogen cooled super conductors

Brand- Lexus International | Agency- Chi and Partners, London
Our Take On The Nomination

This is more like a product innovation rather than creative innovation. Don’t see the connect with the brand message.

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Audi AG’s Mission to the Moon

Main idea: In the capacity of cooperation partner, Audi is supporting the German “Part-Time Scientists” team in the Google Lunar XPRIZE space travel competition. The ambitious goal is to land a rover on the Moon.

Brand: Audi AG | Agency: Think, Hamburg
Our Take On The Nomination

Branding all the way to the moon- not bad!! By helping scientists, Audi gets to do some sort of CSR, plus establish itself as an engineering and design expert plus get branding on the rare and unoccupied ad landscape of the moon!
Main idea- Interiors of Colombia have no electricity. The largest public service company EPM wanted to help people and demonstrate their new foray into solar energy. Hence, the hats

Brand- EPM EMPRESAS PÚBLICAS DE MEDELLÍN | Agency- DDB, Colombia
Our Take On The Nomination

Another example of perfect marketing - brand message + product demo + CSR rolled into one highly innovative campaign.
Main idea- Santillana’s leveraged its distribution network of guide books in remote areas of Mexico to give Paper Glasses to kids who may have undetected vision problems.

Brand- Save The Children And Santillana | Agency- Grey Mexico, Mexico City
Our Take On The Nomination

Marketing leveraging distribution! Good idea
Main idea- Tim Broadband wanted to help visually impaired people use emoticons the way normal people see them. So they introduced sounds for the emoticon in the internet readers used by the visually impaired people.

Brand- Tim | Agency- Artplan, Rio De Janeiro
Our Take On The Nomination

Creative and unique rendition of the product benefit of fast, honest internet without any catch. Love the line - For some people, hearing is seeing

www.ifiweremarketing.com
Main idea- Most women don’t test for diabetes because of costs or fear of blood test, etc. To sell more tissues, Topli innovated a tissue which analyses tears to see if the person has diabetes

Brand- Topli Tissues | Agency- Dentsu Indonesia, Jakarta
Our Take On The Nomination

Brilliant solution for increasing product sales and making the brand stick in the minds of consumers

www.ifiweremarketing.com
Main idea- Lockheed Martin is working on technology to take us to Mars and they use group Virtual Reality Experience by changing the window glasses on a school bus to HD displays of Mars- giving kids a virtual field trip to Mars

Brand- Lockheed Martin | Agency- McCann New York, New York
Hats off to the creative and technical minds behind this insanely simple yet flawlessly executed VR stunt!
WILSON SPORTING GOODS’ WILSON X CONNECTED BASKETBALL

Main idea- A basketball that is connected via a mobile app and gives you stats and helps train you for shots

Brand- Wilson Sporting Goods | Agency- Phenomenon, Los Angeles
Our Take On The Nomination

More an innovative technology or product innovation than a creative innovation. The creative is a regular ad!

www.ifiweremarketing.com
BURGER KING’S MCWHOPPER

Main idea - An olive branch extended by Burger King to its main rival, McDonald’s for Peace Day

Brand - Burger King | Agency - Y&R NZ Auckland / Y&R MEDIA NZ Auckland
Takes a lot of guts to give equal coverage to your main rival at your expense! But the risk paid off in terms of goodwill the brand earned.
Main idea- By downloading NYT VR app on the mobile, people can experience the story of the displaced people as reported by The New York Times

Brand- The New York Times | Agency- VRSE.WORKS Los Angeles
NYT VR would get a boost with such a report but in terms of creative idea, it is alright. Not path breaking.
DEUTSCHE TELEKOM’S SEA HERO QUEST

Main idea- A mobile game sponsored by Deutsche Telekom to help Dementia Research

Brand- Deutsche Telekom | Agency-Saatchi & Saatchi London
Our Take On The Nomination

It is basically a sponsorship example. Hence, it is not unique.
Main idea- Samsung and JWT created an ink that when loaded in home printer, can print braille, thus making braille printing accessible to all, in cost effective way.

Brand- Thai Samsung Electronics / Thai Association Of The Blind | Agency-J. Walter Thompson, Bangkok
Our Take On The Nomination

It is a product innovation, but a mighty useful one at that.

www.ifiweremarketing.com
Main idea- Riding a rickshaw will purify water in Bangladesh!

Brand- Wateraid | Agency-Grey Bangladesh, Dhaka
Our Take On The Nomination

Useful innovation which will ensure widespread adoption and hence, branding and publicity
Main idea- A wearable head band that detects the intensity and impact of concussion in touch sports

Brand- Samsung Australia | Agency-Leo Burnett, Millers Point
Our Take On The Nomination

More a product innovation, but also reinforces that Samsung is an innovative brand. Will have good brand exposure when used in every game.

www.ifiweremarketing.com
SELECT INNOVATIVE TECHNOLOGY NOMINEES
DUANG PRATEEP FOUNDATION’s MOTOREPELLENT

BBDO Cleverly Engineers a Mosquito-Repellent Motorcycle Exhaust Pipe- Special filter helps fight disease

Brand- Duang Prateep Foundation | Agency- BBDO, Bangkok
Main Idea: Project Jacquard makes it possible to weave touch and gesture interactivity into any textile using standard, industrial looms. Beta testing with Levi’s

Brand- Google | Agency- Google Creative Lab, London
Main Idea: ING and Microsoft sponsored the recreation of Rembrandt’s painting by a computer using Data and Technology

Brand- ING | Agency- J. Walter Thompson, Amsterdam
THE CITY OF NEW YORK’S LINKNYC

Connecting cities, citizens, and businesses.

LinkNYC, the largest and fastest free municipal Wi-Fi network in the world, will provide superfast Wi-Fi, phone calls, device charging, and an Internet-enabled tablet. Paid for by advertising and at no cost to New Yorkers, LinkNYC will generate over $500M in revenue for NYC.

Main Idea: Providing free public wifi to the city of New York, sponsored completely by ads. Basically creating a whole new medium for advertising!

Brand- The City of New York | Agency- Intersection, New York