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*IF I WERE
MARKETING @...*

JINAL SHAH- SERIAL IDEATOR

Cannes Lions Nominations for 2016

JINAL SHAH, *Serial Ideator*

Cannes Lions 2016 Nominations

- Category- Creative Innovation + Innovative Technology
- Nominations-26 + 13



26 CREATIVE INNOVATION NOMINEES

Life Saver Backpack By Luki



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

F21THREADSCREEN BY FOREVER 21

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



NETFLIX SWITCH BY NETFLIX



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- DEELOCAL, Pittsburgh

Our Take On The Nomination



Very useful and integrated
product and brand
innovation. Leaving it
open for customization
speaks to today's
generation

NETFLIX SOCKS BY NETFLIX

NETFLIX

NETFLIX SOCKS

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SUBMIT YOUR IDEAS

**Go ahead.
Watch yourself
to sleep.**

Netflix socks pause your show automatically,
so you never miss a moment.



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- DEEPLOCAL, 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

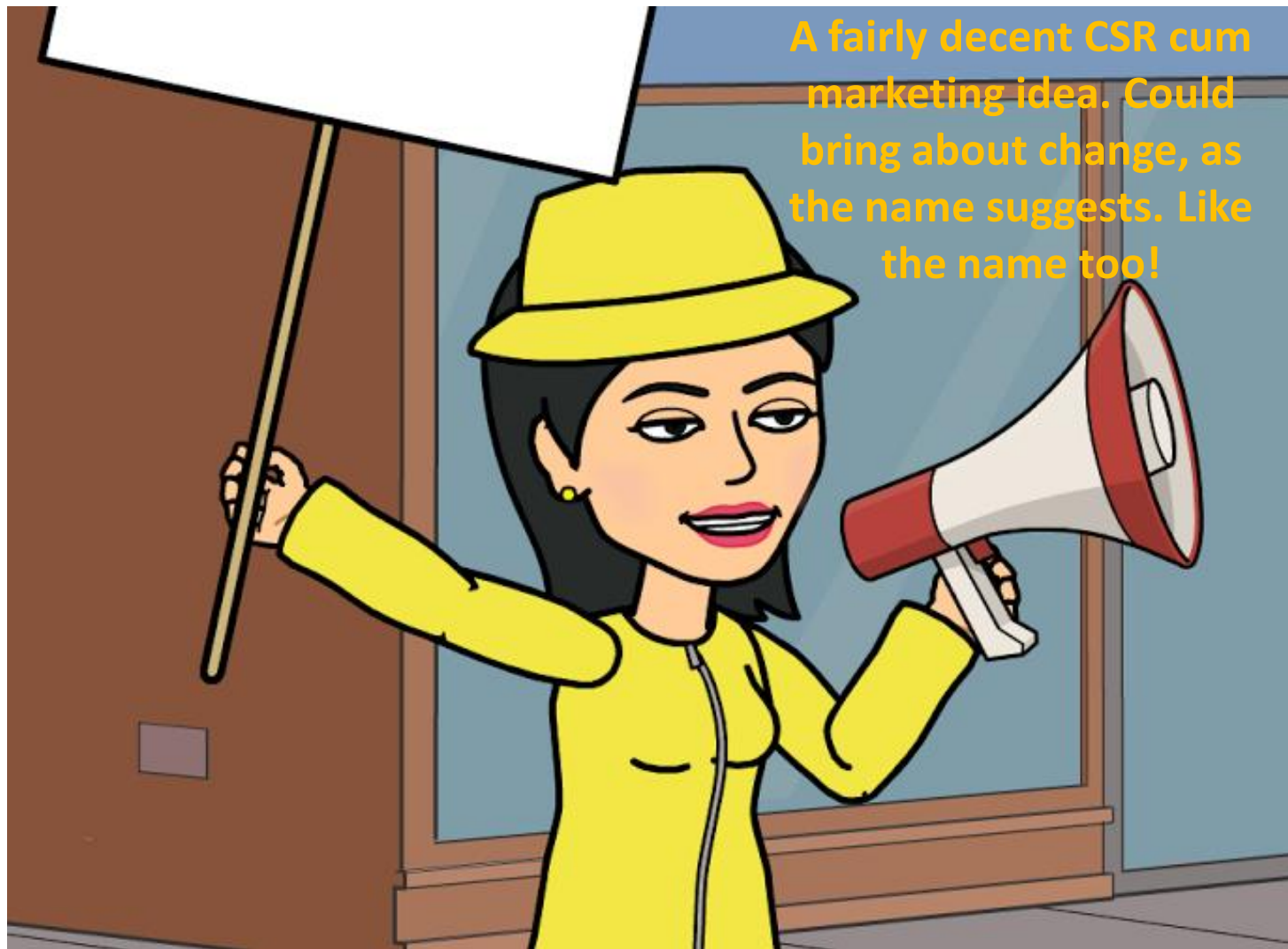
CHANGE PLEASE AND THE BIG ISSUE



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

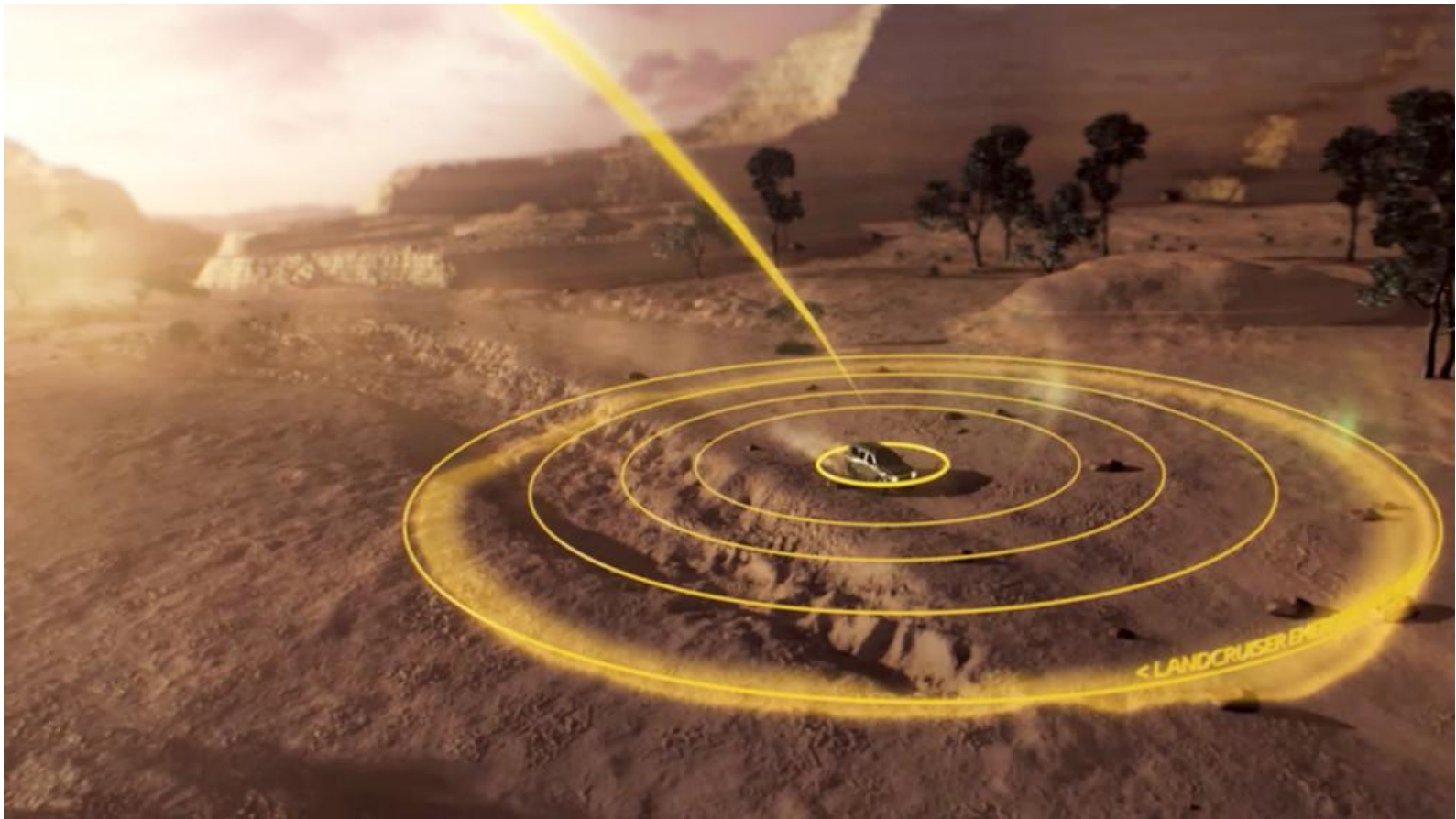
Brand- Change Please and The Big Issue | Agency- FCB Inferno, London

Our Take On The Nomination



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

TOYOTA AUSTRALIA'S LANDCRUISER EMERGENCY NETWORK



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



SALTWATER BREWERY'S EDIBLE SIX PACK RINGS



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

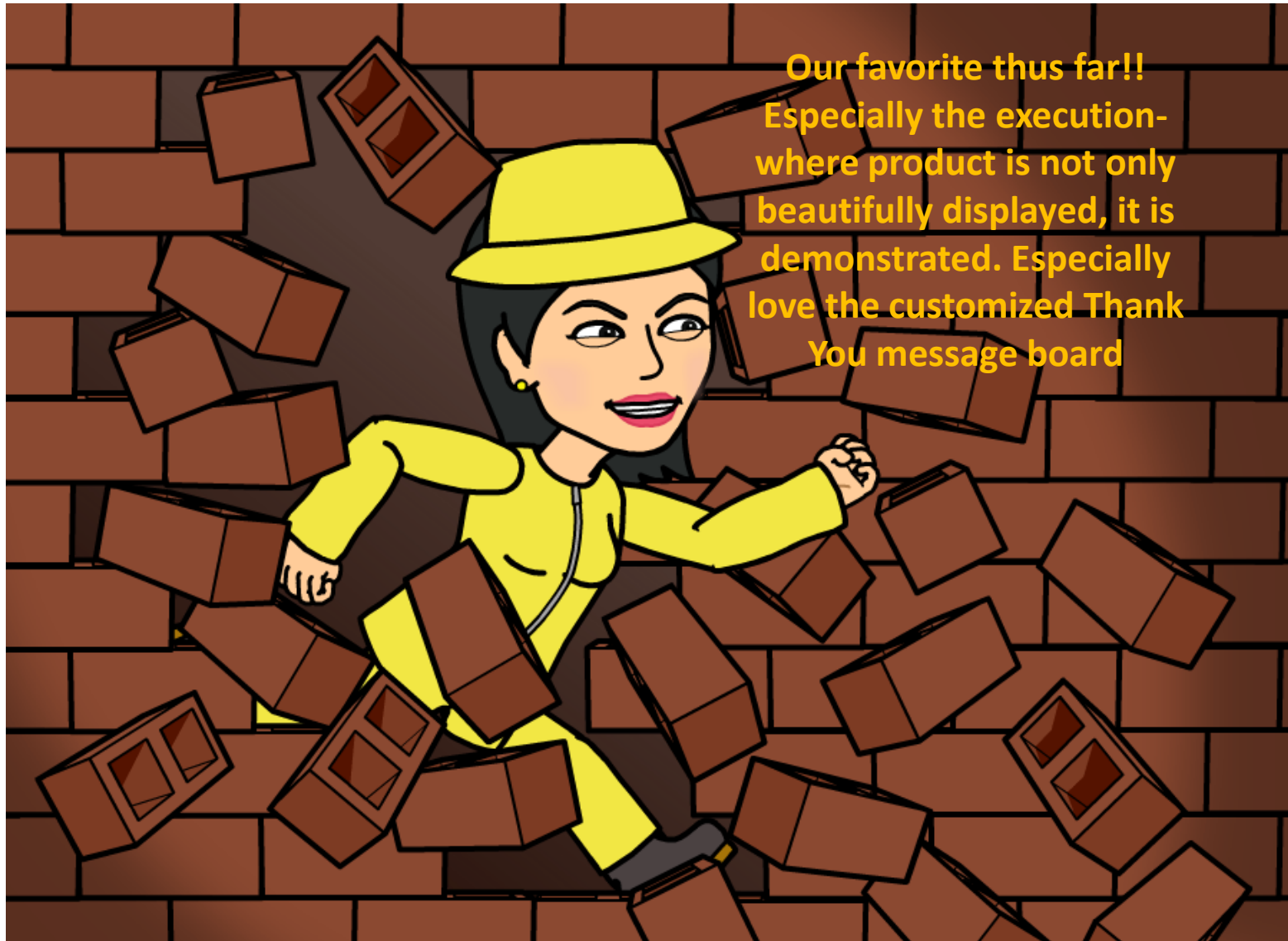
VOLVO CAR USA'S HIGHWAY ROBBERY



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

ACTIVISION'S HACK IN SACK



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



JUNGE SYMPHONIKER HAMBURG'S THE SOUND SHIRT



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!!!**

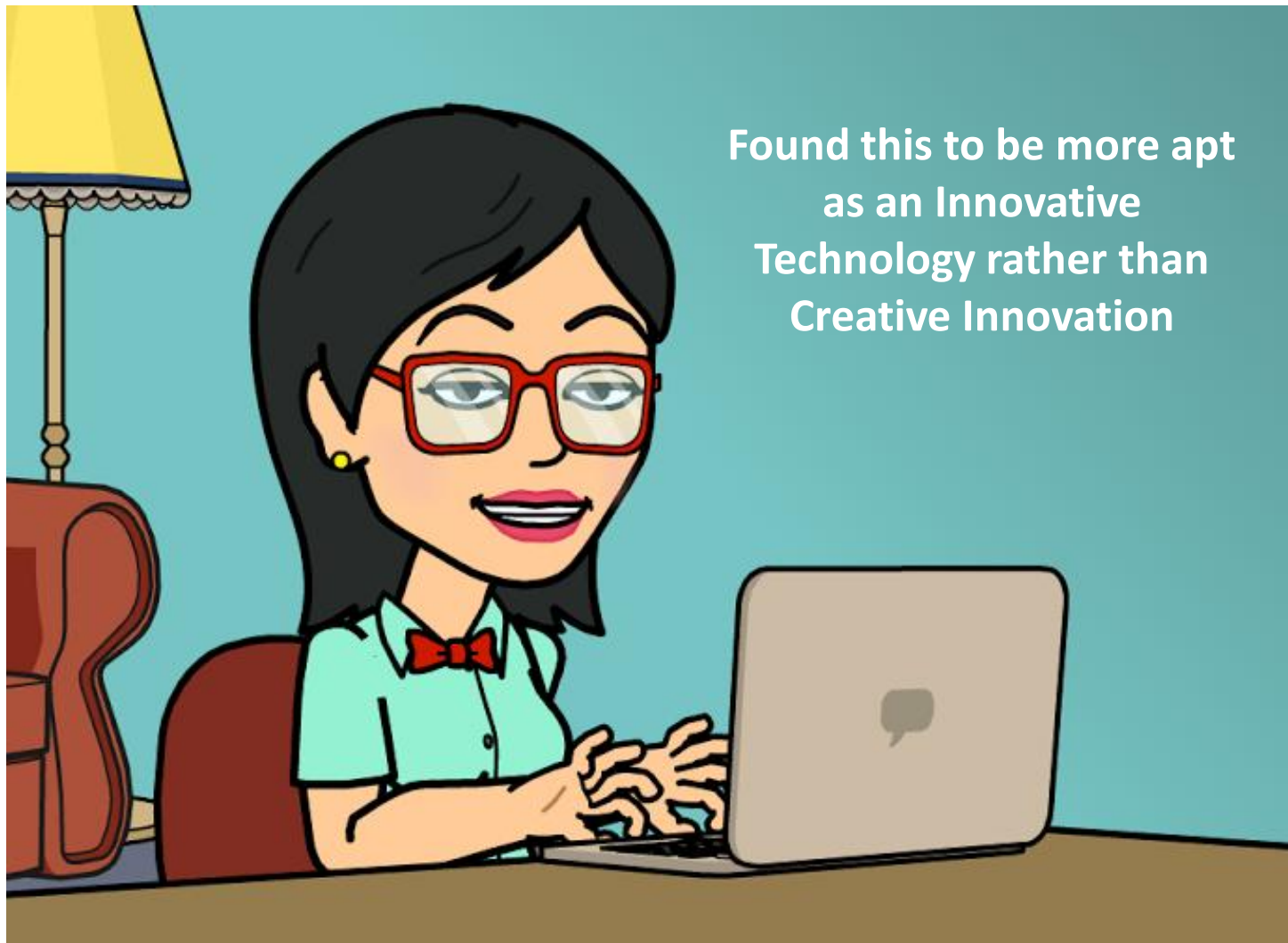
STOCKHOLMSTÅG'S THE TRAIN BRAIN PROJECT



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- KÄRNHuset Stockholm

Our Take On The Nomination



Found this to be more apt
as an Innovative
Technology rather than
Creative Innovation

VOLVO'S ROAM DELIVERY



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!

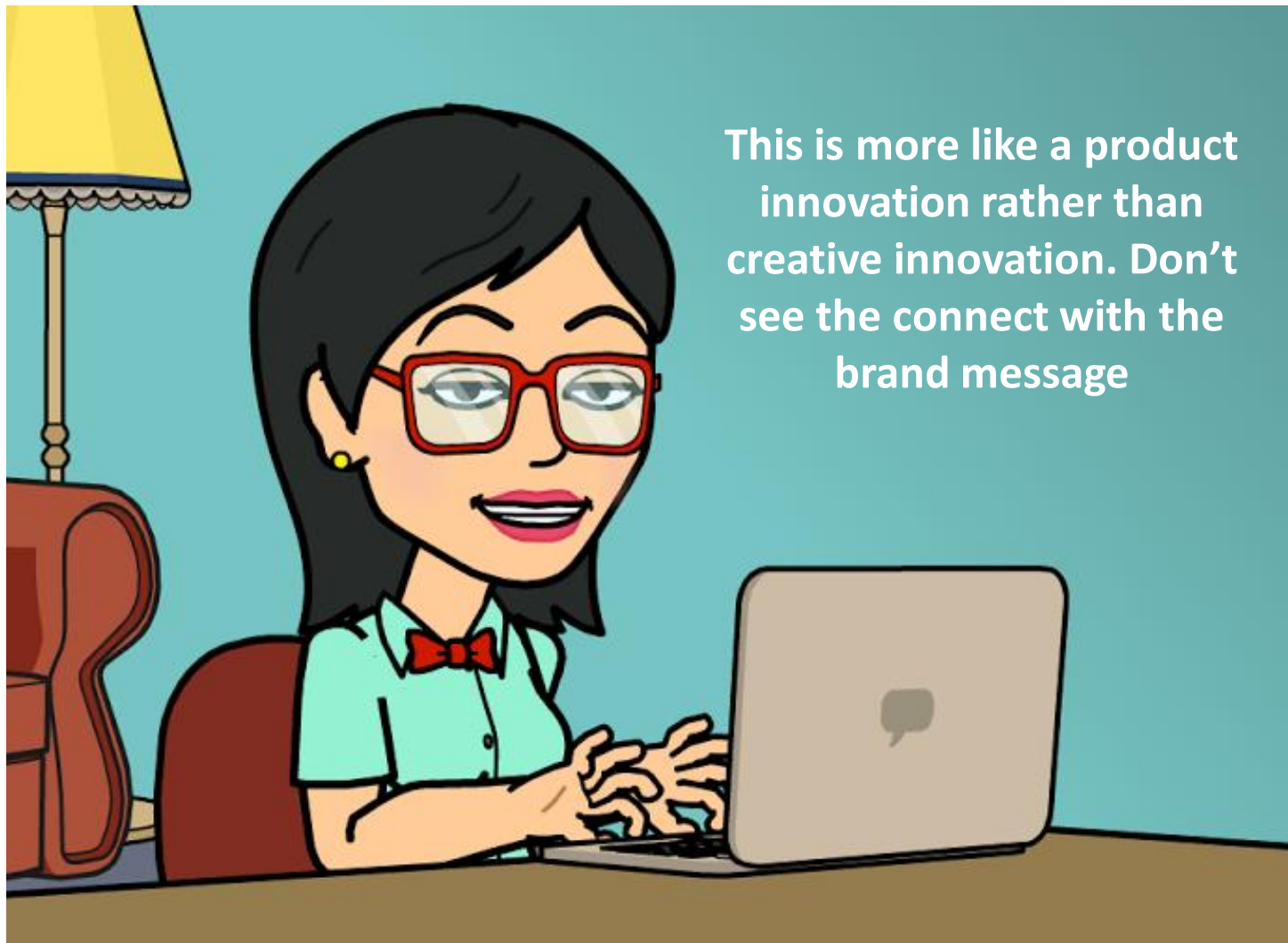
LEXUS INTERNATIONAL'S SLIDE AMAZING IN MOTION



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

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!

EPM EMPRESAS PÚBLICAS DE MEDELLÍN'S SUN HATS



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

SAVE THE CHILDREN AND SANTILLANA'S PAPER GLASSES



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



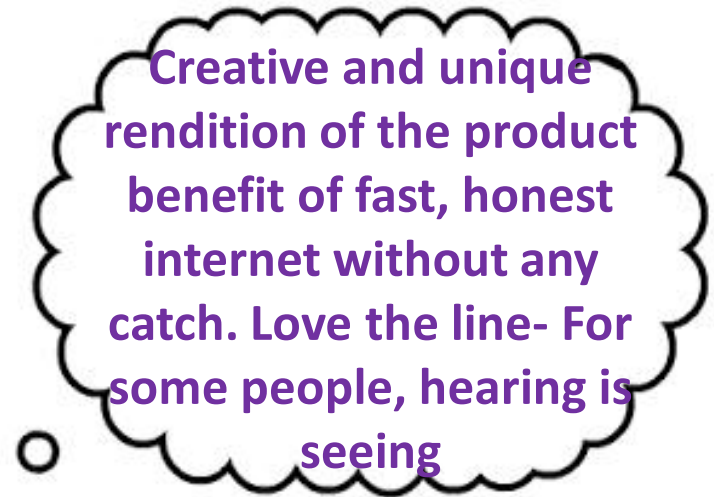
TIM'S EMOTI SOUNDS



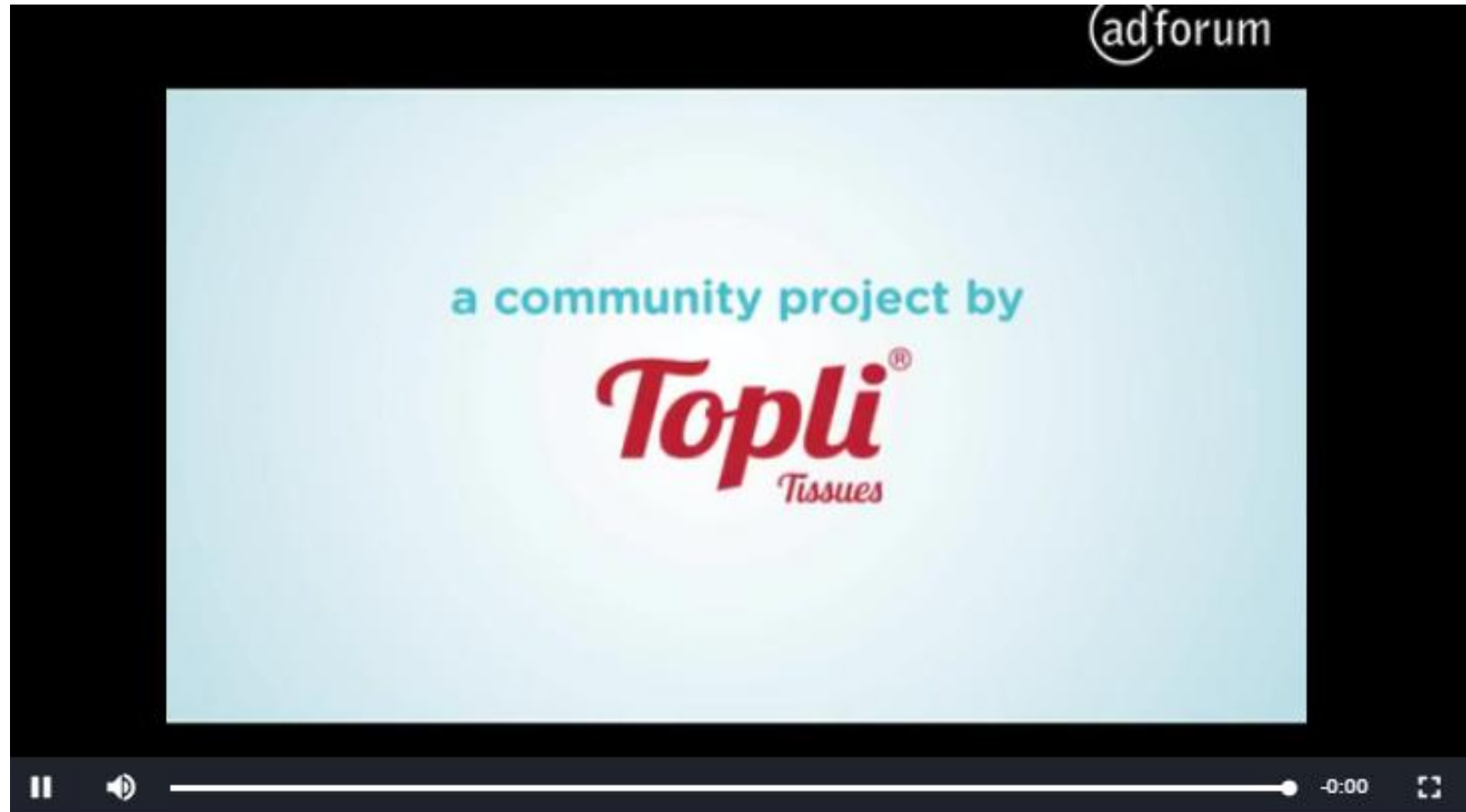
Main idea- Tim Broadband wanted to help visually impaired people use emoticons the way normal people see them. So they introduced sounds for the emoticon in the internet readers used by the visually impaired people

Brand- Tim | Agency- Artplan, Rio De Janeiro

Our Take On The Nomination



TOPLI TISSUES' DIABETEST



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



LOCKHEED MARTIN'S THE FIELD TRIP TO MARS



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

Our Take On The Nomination

Hats off to the creative and technical minds behind this insanely simple yet flawlessly executed VR stunt!



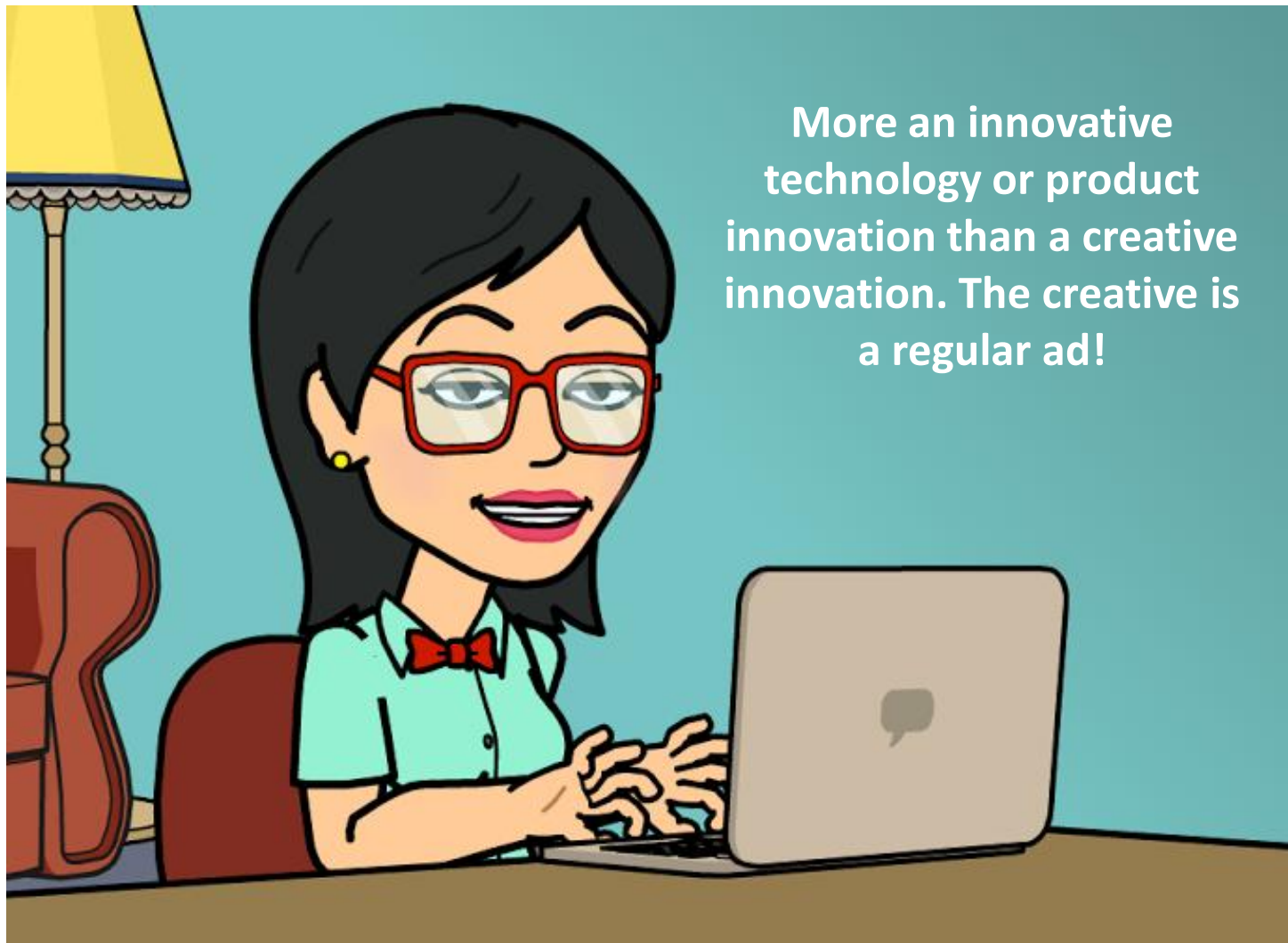
WILSON SPORTING GOODS' WILSON X CONNECTED BASKETBALL



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!

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

Our Take On The Nomination



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.

THE NEW YORK TIMES' THE DISPLACED



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

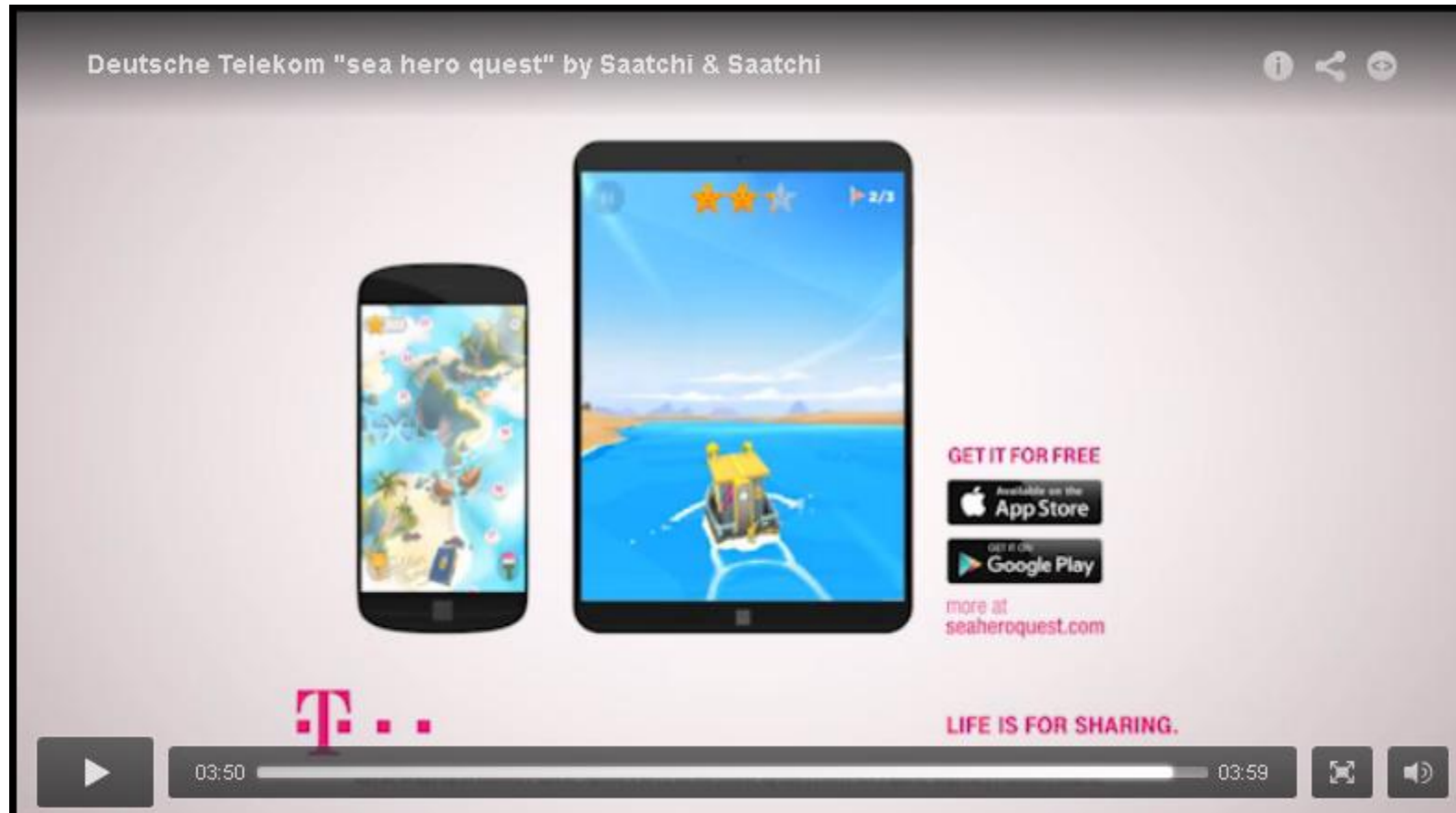
Brand- The New York Times | Agency-VRSE.WORKS Los Angeles

Our Take On The Nomination

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

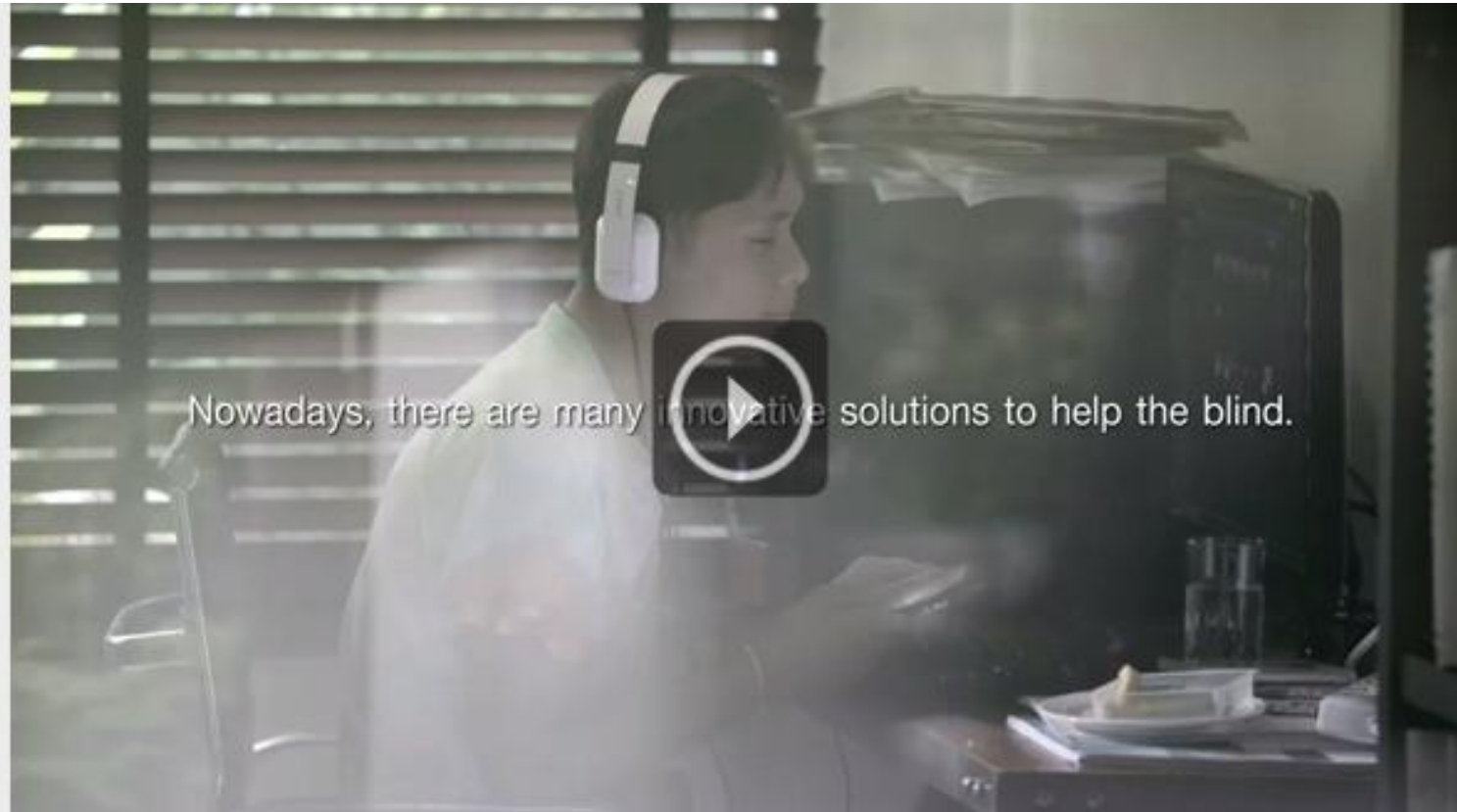
Brand- Deutsche Telekom | Agency-Saatchi & Saatchi London

Our Take On The Nomination

It is basically a
sponsorship example.
Hence, it is not unique



THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND'S TOUCHABLE INK



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

WATERAID'S PEDALPURE



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

SAMSUNG'S BRAINBAND



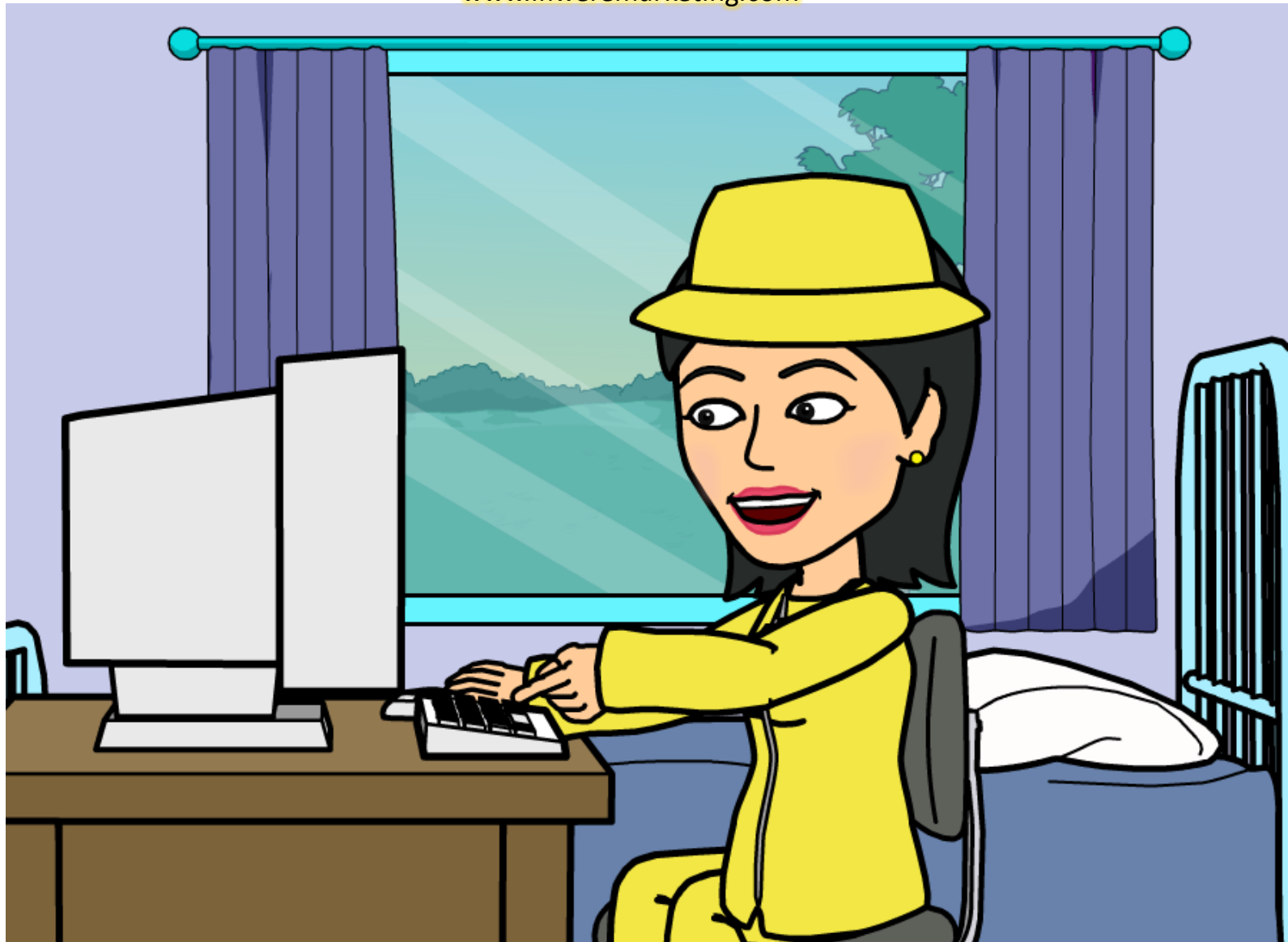
Main idea- A wearable head band that detects the intensity and impact of concussion in touch sports

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



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

GOOGLE'S JACQUARD WEARABLE FABRIC



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

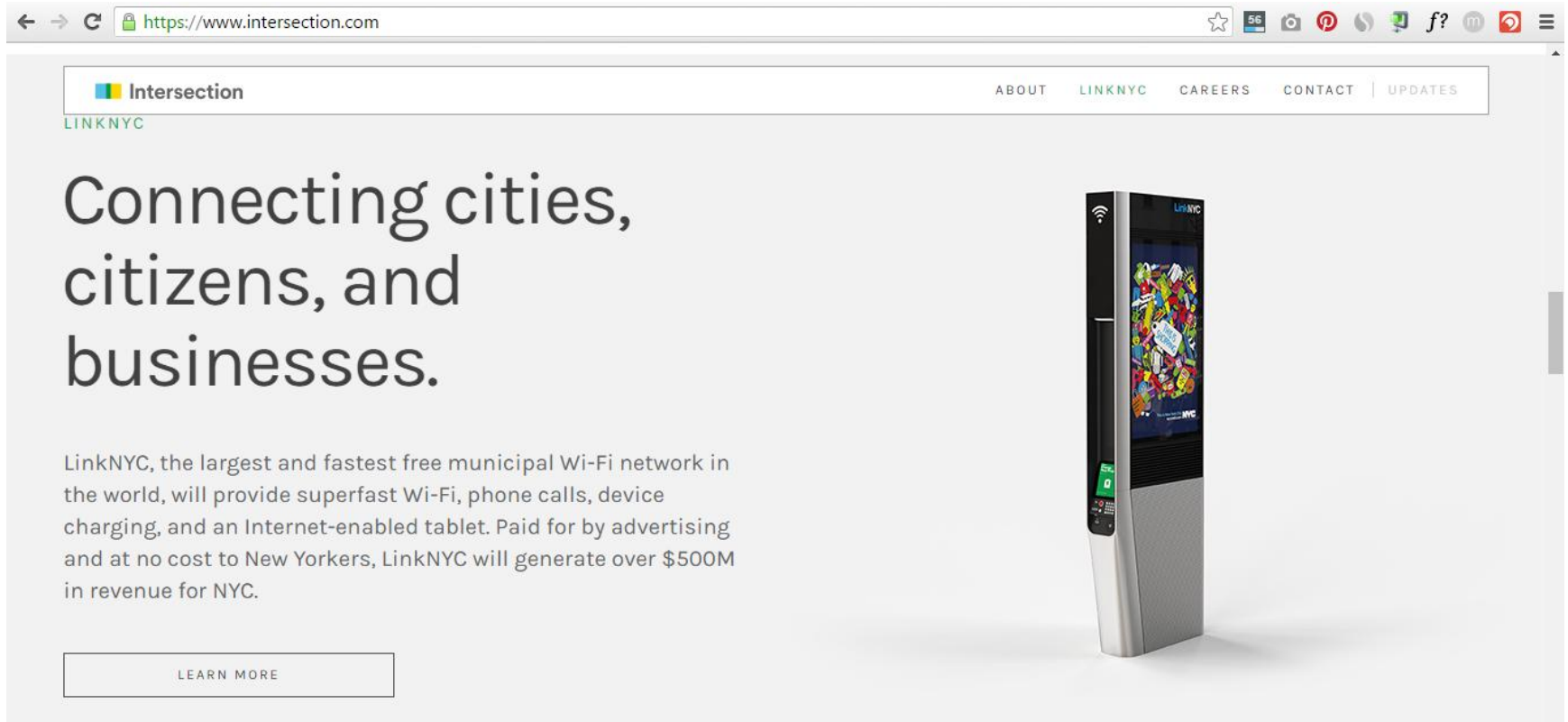
ING'S THE NEXT REMBRANDT



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



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

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