OMG

2023 CANNES LIONS

A LOOK BACK AT THE FESTIVAL

PANELS, PARTNERSHIPS, WORK AND ANNOUNCEMENTS

JUNE 2023

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OVERVIEW & CEO INTROS

CANNES 2023
OVERVIEW

This year, the Cannes Lions International Festival of Creativity returned to the French Riviera to celebrate its 70th anniversary. Within the Palais des Festivals, experts presented dozens of keynotes, panels, and discussions to thousands of delegates, each looking for inspiration and insights into where the industry is heading next.

Complementing the main programming, Omnicom Media Group was present at the Omnicom Cove, joining a series of exclusive chats and panel sessions with our clients and partners.

Opening the conversation to the world, these sessions were streamed live via Omnicom's dedicated microsite and discussed further on Candid Cannes, our company's — and the industry's — first daily live TV show.

Every day, Omnicom and OMG experts explored the issues raised in the Omnicom Cove and beyond, hosted interviews with leading marketers, and led engaging debates about the festival's primary talking points.

Key discussions explored how to navigate and optimize an increasingly complex media ecosystem, orchestrate data to build privacy-safe consumer connections, empower brands to win in commerce channels, and, of course, how AI will disrupt our industry.

In this report, we recap all the key takeaways from the Omnicom stage, summarize the partnerships and announcements our group launched during the week, and share actionable learnings that will help brands and marketers accelerate their media strategies in the months to come.

We hope you find our thoughts interesting and insightful.

CANNES LIONS 2023:
OUR LEADERS' PERSPECTIVES

Before the start of Cannes Lions, we interviewed OMG leaders about how Cannes inspires them, and their hopes and expectations for this year's festival. See what they said.

FLORIAN ADAMSKI
Global CEO, OMG on how Cannes is becoming more focused on business results.

WATCH VIDEO HERE

GEORGE MANAS
Global CEO, OMD WW on the resurgence of creativity.

WATCH VIDEO HERE

GUY MARKS
CEO, OMG EMEA on building connections at Cannes.

WATCH VIDEO HERE

RALPH PARDO
CEO, OMG NA on unlocking growth.

WATCH VIDEO HERE

PHILIPPA BROWN
Global CEO, PHD WW on using creativity as a business driver.

WATCH VIDEO HERE

DAY 1:

FORGING AND MAINTAINING CONNECTIONS ACROSS THE NEW CONSUMER JOURNEY

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FORGING AND MAINTAINING CONNECTIONS ACROSS THE NEW CONSUMER JOURNEY

The first day of this year's Cannes Lions International Festival of Creativity was brimming with compelling insights and takeaways as advertising's brightest minds gathered to debate the industry's biggest issues.

At the Omnicom Cove, Omnicom Media Group's home for the week, our leaders and clients kicked off our programming by discussing Juneteenth, the commitments and progress leaders have made to integrate **inclusion** in their work, and how to reach **diverse audiences** authentically.

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BRANDS AS ACTS OF LEADERSHIP:
HOW THE WORLD'S BEST BRANDS PUT PURPOSE INTO ACTION

In this panel, **Daniel Binns, Interbrand's Chief Growth Officer and CEO NA** asked leaders from **Adobe, IKEA, Allianz**, and **GE** how their brands are transcending category constraints and scaling faster than their competitors by acknowledging social movements that their audience is passionate about.

"

We need to be able to pivot and operate with much more agility than we have before, [and] listen to what [our] customers are saying.

HEATHER HOPKINS FREELAND
Chief Brand Officer, Adobe

"

WATCH THIS SESSION

DARE TO DELIVER
DEI IN ACTION

In this discussion, in partnership with **LinkedIn**, host **Emily Graham, Omnicom's Chief Equity & Impact Officer**, examined the progress brands have made in becoming more inclusive since 2020 (when Juneteenth was recognized as a holiday).

The panelists agreed that, while many brands have 'dared' to say they will change, more still need to 'deliver' on that promise. "Progress hasn't been fast enough," noted **Barbara Burnett, Director of Programmatic Accounts at Colossus SSP**, a minority-owned SSP.

Emphasizing the role that marketers can play in effecting positive change, **Anton Vincent, President at Mars Wrigley**, added: "We shape messages for a living. We have the power to change things."

Progress hasn't been fast enough.

BARBARA BURNETT
Director of Programmatic Accounts, Colossus SSP

WATCH THIS SESSION

SHE'S NOT
BLACK ENOUGH

In this panel session, host **Gena Pemberton, Chief Diversity Officer, Omnicom Health Group**, explored how to authentically reach and resonate with diverse audiences while sharing unique personal stories of challenges overcome in the corporate workplace.

Rooted in the personal experiences of creative and marketing leaders, panelists **Gabrielle Dallas Wesley, Chief Marketing Officer, Mars Wrigley, North America**, and **Erica Taylor, Ph.D., Chief Marketing Officer, Genentech**, shared their views on the topics of imposter syndrome, authenticity, being 'the only,' and more.

You have to be in the room to make an impact. My responsibility is to make sure I'm at the table when decisions are being made; when choices are being made.

GABRIELLE DALLAS WESLEY
Chief Marketing Officer, Mars Wrigley, North America

WATCH THIS SESSION

CMOS IN THE SPOTLIGHT: PEPSICO

In this session, **Mark Kirkham, CMO of PepsiCo's International Beverages,** was a key voice on a panel that explored the business case for creativity.

Per a recent Deloitte study, 41% of high-growth brands say that creativity and innovative thinking have been the most important tools in growing their brands over time. But for marketers on the ground, the challenge remains balancing short-term sales with long-term results.

Marketers must always have 'growth mindsets,' said Kirkham, but they can be smart by testing creative ideas in small markets first to prove their effectiveness. Then they can build a business case to scale up. Not all ideas will work, of course, but they must not be afraid to fail.

"

Fear is excitement in disguise. You've got to embrace that.

MARK KIRKHAM
CMO, International Beverages, PepsiCo

TIKTOK: HOW COMMUNITY AND ENTERTAINMENT ARE TRANSFORMING PURCHASING HABITS GLOBALLY

In this discussion, **Sofia Hernandez, Global Head of Business Marketing at TikTok,** invited **Michelle Crossan-Matos, CMO of Ulta Beauty**, to discuss how brands can leverage the platform to sell.

As Hernandez explained, per TikTok insights, 84% of users leverage the platform as a source for product reviews — which they trust, as they consider the community on this platform to be authentic.

Therefore, brands must play by these same rules and avoid overselling in order to succeed in this space.

"

[The worst thing a marketer can do when creating content for TikTok is] be a control freak and try to cram in loads of product benefits.

MICHELLE CROSSAN-MATOS
CMO, Ulta Beauty

OMNI COMMERCE BRINGS CONNECTIVITY TO FRAGMENTED INVESTMENT LANDSCAPE

Kicking off day one, Omnicom launched **Omni Commerce**, the industry's first connected commerce orchestration solution. An ecosystem of tools, technology, data, and partnerships, **Omni Commerce** is designed to enable insight, activation, optimization, and attribution across the entire commerce landscape, break down the silos between commerce and brand investment, and enable seamless decision-making.

Read more at Digiday.com

OMNICOM LAUNCHES OMNI ASSIST, LEVERAGING FIRST-MOVER ACCESS TO OPEN AI

Our second major press announcement unveiled **Omni Assist**, our inaugural generative AI capability enabled by a first-of-its-kind partnership with Microsoft.

Omni Assist provides insights, notifications, and recommendations across every step of the workflow of Omni's open operating system, spanning across audience development, planning, activation, measurement, and optimization.

Read more at WSJ.com
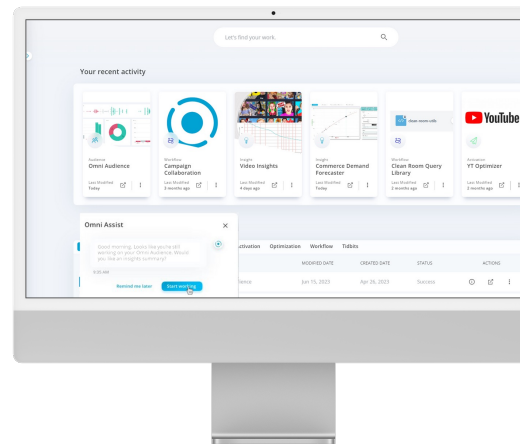
JUN 19

WATCH CANDID CANNES

Day one saw the launch of Candid Cannes, our daily live TV show, which featured insights and perspectives from Omnicom leaders and guests about the Festival's trending topics.

In this episode, **Chris Foster, CEO, OPRG, BECA Founding Member**, and **Nancy Reyes, CEO, TBWA\Chiat\Day NY**, led the conversation.

WATCH NOW

DAY 2:
COMMERCE, CREATIVITY, AND THE IMPACT OF AI

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As the digital world expands, it is becoming increasingly important for marketers to create compelling experiences that drive consumers down the purchase funnel.

This was a topic explored in detail on day two in the Omnicom Cove. A panel of speakers from **Diageo**, **Uber**, **Omnicom Commerce Group**, and **Transact**, told us why it is time to 'stop selling' and 'start compelling,' while **McDonald's' Joan Colletta** and **Anne Enright** explained how their company is working to create best-in-class experiences driven by creativity, community, connectivity, and co-creation.

Of course, in the age of AI, definitions of creativity are evolving as new technologies such as Chat GPT and DALL·E 2 change how we conceptualize and develop campaigns. This was a theme explored in the Palais by **Goodby, Silverstein & Partners** and **OpenAI**, while econometrician **Les Binet** ushered in a new age of effectiveness — reminding us that however campaigns are created, marketers should not forget to balance short-term sales with long-term brand-building.

Capping off the day, **Omnicom Media Group** announced a ground-breaking partnership with **Uber** that will enable our agencies to leverage the company's mobility and delivery signals to unlock audience insights, activation, and measurement within Omni, our marketing orchestration platform.

STOP SELLING.
START COMPELLING.

To win the attention and choice of consumers today, it's less about where commerce happens and more about creating compelling, motivating, and unifying experiences. While new tech, new media, and new ways to buy give us more options, how we innovate, organize, behave, and take risks to be compelling is what matters most.

" Experiences are where you create distinctions today. We have more products available than ever… and it's the experiences that make them distinctive.

CURT MUNK
CSO, TracyLocke

"

WATCH THIS SESSION

15

POWERING A GLOBAL ICON: MCDONALD'S CULTURE OF CREATIVITY, COMMUNITY, CONNECTIVITY, AND CO-CREATION

In this discussion, **Andrea Lennon, Chief Client Officer of Omnicom**, sat down with **McDonald's' Joan Colletta, Senior Director of Global Brand Marketing**, and **Anne Enright, Senior Director of Loyalty, Engagement, and Media**, to discuss their approach to driving innovation for their brand.

One key change is how people order their burgers. As Enright revealed, the business is increasingly centered around digital. Not only has the brand acquired 50 million loyalty app members across its top six markets, but "40% of all transactions globally are now run through digital channels."

WATCH THIS SESSION

40%

of all transactions globally are now run through digital channels.

ANNE ENRIGHT
Senior Director of Loyalty, Engagement, and Media, McDonald's

OMNICOM & REDDIT

In this session, OMG was welcomed into the **Reddit, Inc.** Explorer space for the inaugural **Omnicom&** session, which gave our people the chance to learn more about the platform that Reddit **CEO Steve Huffman** calls "the most human place on the Internet."

The morning was kicked off with a warm welcome from **Kathleen Saxton, CMO of Omnicom**, and **Chris Stephenson, Global Head of Strategic Engagement at OMG**, before talks from **Alex Underwood, Global Head of Agency of Reddit, Inc.**; **Jen L. Wong, COO**; and **Andrew Abbott, Global Agency Lead**.

Later, a panel hosted by **Reddit CMO Roxy Young** gave a behind-the-scenes view of how creatives have launched the most successful campaigns on the platform, and what it means to be a moderator for threads across communities as niche as Love Island UK, low aviation plane enthusiasts, and unique espresso.

Omnicom | ∞ **Meta**

OMNICOM & META

In this session, **Meta** discussed how original content fuels Reels, and how AI will provide the tools to accelerate campaigns to deliver and perform at the speed of culture.

Kicking off the conversation, **Matt Steiner, Meta's VP of Monetization Infrastructure, Ranking and AI,** shared their vision for generative AI and the breakthroughs they've made in the last year to build that technology into every one of their products.

Calling Meta 'alchemists' who were 'constantly tinkering,' **Jimmie Stone, VP of Creative Shop**, then spoke about how creativity is the essential spark for connection between brands and their audiences. "Social-first campaigns have a shared language. And that shared language is increasingly the language of Reels, which embraces a Lo-Fi aesthetic," he said, but went on to insist that "Lo-Fi does not mean low craft."

Stone then introduced **BBDO CEO Andrew Robertson** to share how, together, they embarked on a global creative sprint to unlock the potential of Reels for BBDO's clients. In practice, this meant rallying 24 agencies to produce 96 campaigns for 70 different clients in a matter of weeks.

> " Social-first campaigns have a shared language. And that shared language is increasingly the language of Reels, which embraces a Lo-Fi aesthetic. Lo-Fi does not mean low craft. "
>
> **JIMMIE STONE**
> VP, Creative Shop

OMG

THE 3RD AGE OF EFFECTIVENESS

Digital promised so much for effectiveness and accountability, prompting many marketers to shift most of their advertising budgets online. But the reality has not lived up to the hype — largely due to inaccurate or underdeveloped attribution models.

"

A lot of short-term 'direct' sales are not really incremental. You can't just attribute a sale to an ad click, as the consumer might have bought the product anyway after being influenced by long-tail brand campaigns on other channels.

LES BINET
Group Head of Effectiveness at adam&eveDDB

"

CHATGPT, DALL·E AND THE FUTURE OF CREATIVITY

In the last 12 months, OpenAI has wowed the world with the introduction of generative AI tools such as DALL·E and ChatGPT — offering millions of people the chance to experience AI for the first time. But what does this mean for the creative industry? Will humans be replaced?

Talking to **Margaret Johnson, Chief Creative Officer and Partner at Goodby, Silverstein & Partners; Brad Lightcap, OpenAI's COO**, didn't think so.

"

The tech will change the nature of work, but every tech does change. I think you still need humans to be creative. The output starts with 'the human input.'

BRAND LIGHTCAP
COO, OPENAI

"

OMNICOM MEDIA GROUP PARTNERS WITH UBER TO MELD RIDER DATA WITH OMNI'S INSIGHTS

Continuing Omnicom's rollout of new partnerships and collaborations in the commerce media space, on day two we announced that Omnicom Media Group has partnered with **Uber Advertising.** This data collaboration will allow our agencies to serve up our clients' media using Uber's mobility and delivery signals. It is the first partnership with an agency holding company that Uber has struck to date.

JUN 20

WATCH CANDID CANNES

In episode two of Candid Cannes, our daily live TV show, **George Manas, OMD Worldwide CEO,** and **Trina Roffino, President of TMA**, heard from Omnicom leaders, partners, and clients, including speakers from **Adobe, PepsiCo, Annalect, OPMG, Goodby, Silverstein & Partners, Greenhouse,** and more.

WATCH NOW

DAY 3:

THE POWER OF BRAND EXPERIENCE AND AUTHENTICITY

THE POWER OF BRAND EXPERIENCE AND AUTHENTICITY

Day three of the Cannes Lions International Festival of Creativity 2023 honored brands' effectiveness and creativity, and the power of innovation and purpose, to drive positive business growth for world-class brands.

At the Omnicom Cove, Chicago's top CMOs and global brand leaders from **Abbott, Discover, Gatorade**, and **McDonald's** shared the importance of breaking convention and staying on the pulse of innovation.

The 'Getting Brands the Right Seat at the Table' panel echoed similar opinions by **Blackstone Group's Managing Director of Portfolio Operations, Jonny Bauer**, and **Goodby Silverstein & Partners' President, Leslie Barrett**, who highlighted the value in moving brands upstream to transform value creation in private equity.

From a personal brand point of view, filmmaker and actor Spike Lee joined us with leaders from the **Black Executive CMO Alliance (BECA) — Jerri DeVard, CMO and Co-Founder of BECA, and Chris Foster, CEO of OPRG**.

Featured at the Palais, **DDB** and **Molson Coors** leaders took to the stage to discuss the principles of effective advertising, delving into Les Binet's four principles of creativity, emotion, reach, and fame as drivers of stronger business results – a topic also discussed by **Unilever's Chief Digital and Commercial Officer, Conny Braams**, and **Dove's Chief Marketing Officer, Ale Manfredi**, who shared their approach to building brands that last.

Omnicom Media Group closed the day with a first-of-its-kind partnership announcement with **Albertsons**, which will leverage multi-party clean room technology within Omni video content to integrate shopper data into the holistic video planning process.

THE BEST OF CHICAGO TAKES ON CANNES, CREATIVITY, AND WHAT'S NEXT?

In this panel, **TBWA\Worldwide's Global CEO, Troy Ruhanen,** gathered Chicago's top brand leaders attending Cannes to discuss what's now and next.

CMOs and global brand leaders from **Abbott, Discover Financial Services, Gatorade, and McDonald's** explored what's next on the creative and innovation agenda, the increasing need for total brand experience, and the brand platforms that continue to drive them.

The panel stressed the need to break convention to move ahead — even if that seems challenging.

> If you do what is logical, you will end up in the same place as your competitors.
>
> **ERWIN DITO**
> VP, Global Brand Leadership, McDonald's

WATCH THIS SESSION

GETTING BRAND THE RIGHT SEAT AT THE TABLE

In this session, **Jonny Bauer, Managing Director of Portfolio Operations at Blackstone**, and **Leslie Barrett, Partner and President at Goodby Silverstein & Partners,** joined us to elaborate on how they are moving brand upstream to transform value creation in private equity.

On the challenges of giving brand a seat at the top table, Bauer explained that the only barriers are the ones you create yourself.

> Our industry is so malleable that you can really morph it into whatever you want it to be.
>
> **JONNY BAUER**
> Managing Director of Portfolio Operations, Blackstone

WATCH THIS SESSION

OPRG & BECA PRESENT: THE BLACK CREATIVE DILEMMA

In the final panel of the day, award-winning filmmaker and actor **Spike Lee** and leaders from the **Black Executive CMO Alliance (BECA) — Jerri DeVard, CMO and Co-Founder of BECA, and Chris Foster, CEO of OPRG**, joined us in the Omnicom Cove to discuss Spike's history attending Cannes, the impact his filmmaking has had on the creative community, and the idea of creating something timeless. Spike would be honored with the festival's first 'Creative Maker of the Year' award later in the week

> If you can make a living doing what you love, you've won.
>
> **SPIKE LEE**

WATCH THIS SESSION

OMNICOM & TIKTOK

In this Omnicom& session, we got an exclusive look at **OMG** and **TikTok's** long-term brand outcomes research, as well as inspirational breakout sessions on using creativity to generate attention. The session was broken down into four segments.

In the first, 'TikTok: Top of Mind,' **TikTok's Khartoon Weiss** talked to the platform's **Head of Global Business Solutions, Blake Chandlee**, in a fireside chat about the exponential growth of the platform over the last five years.

Then, **OMD USA's Chief Innovation Officer, Luke Lambert**, alongside **TikTok's Global Research Leader, Esteban Ribero**, revealed the results of OMD's seven years of work looking at attention research in a segment called 'The Value of Quality Attention for Brand Building.' "Attention is not a new concept. It can be a stronger predictor of sales than viewability," said Lambert.

Feiran Wang, Head of Third Party, Creative Product, was up next, revealing some of the tips and tricks creators and agencies can use to produce best-in-class creative assets.

And finally, the session wrapped with **Krystle Watler, Head of Creative Agency Partnerships,** talking to **TikTok Creator David Ma** and Luke Lambert in a segment called 'Talking Creative, Production & Attention.'

> The client conversations have shifted since last year, from why (TikTok) to how? This year, clients are saying 'How can we use the platform? Inspire us, give us a roadmap, show us how we can have an authentic voice on the platform.'

BLAKE CHANDLEE
Head of Global Business Solutions

POURING INTO WORK THAT WORKS: MILLER LITE'S LOVE LETTER TO BEER

In this session, **Alex Lubar, DDB Worldwide Global President and COO,** quizzed **Sofia Colucci, Chief Marketing Officer at Molson Coors**, about the ingredients of effective advertising. Focusing on Miller Lite, Colucci explained how the brand achieved success by applying Les Binet's four core principles of Reach, Fame, Emotion, and Creativity to drive strong business results for the brand.

At the heart of the beer brand's strategy is a brand platform devised during the pandemic: "Taste Like Miller Time." It runs through the brand's output on every channel — from TV to radio, and outdoor to digital. The brand has even brought the message to life through physical products such as 'Beer Drops' consumers can squirt into their drink to make it taste like a Miller Lite, and 'Beer Cubes' (beer-flavored ice cubes) that will keep drinks cool in the summertime heat.

THE REAL BEAUTY OF LONG-LASTING BRANDS

Unilever has some of the world's best-known brands. But how do they build brands that last? Speaking in the Palais, **Conny Braams, Chief Digital and Commercial Officer,** revealed that the secret is to be ready to change as the world changes. She identified three pillars that inform Unilever's approach to marketing: understanding how consumers LIVE, SHOP, and PLAY.

Braams called out three core changes and observations of the last few years: first, people are living longer, but only 6% of ads feature people over 65; second, Gen Z prefers pre-loved clothes and other items to buying new; and third, shopping is now entertainment.

To connect in this world, brands need to bring community, culture, and commerce together and "get real, do good, and be unmissable."

OMNICOM DEAL WITH SNOWFLAKE CREATES A MULTI-PARTY CLEAN ROOM USING ALBERTSONS AND VIDEO PUBLISHERS' DATA

On day three, OMG announced a key partnership with **Albertsons Media Collective**. The partnership will enable cross-channel video planning and attribution, combining shopper data with audience data from NBCUniversal, Paramount, and Warner Bros. Discovery in an Omni-integrated, first-of-its-kind, multi-party clean room powered by Snowflake and VideoAmp.
Read more on Digiday

JUN 21

WATCH CANDID CANNES

On day three's live TV show, **Omnicom's Chief Client Officer, Andrea Lennon**, and **OMD USA's CEO, Chrissie Hanson**, spoke with **PepsiCo's Chief Consumer & Marketing Officer, Jane Wakely; Ro Kalonaros, Global Director of Content & Culture at Omnicom**, explored why 'difference wins' with **Nathalie Lam, Global Head of Sponsorships at Philips; OMG's CEO Flo Adamski** gave us his words of wisdom in the 'One For The Road' segment; and **Spike Lee** closed out the show in a special on-the-beach interview with **Chris Foster.**

WATCH NOW

DAY 4:
ACTIVATING AI & THE NEXT ITERATION OF THE INTERNET

DAY 4:
ACTIVATING AI & THE NEXT ITERATION OF THE INTERNET

One topic in Cannes dominated the agenda: Artificial Intelligence. But beyond all the hype, how can marketers start harnessing its power today?

That question was answered on Thursday in the Omnicom Cove, as **Jonathan Nelson**, **CEO of Omnicom Digital**, hosted **Forrester** and the **University of Oxford** to explore how Omnicom agencies are activating AI right now.

We also heard from **Kellyn Smith Kenny, Chief Marketing & Growth Officer at AT&T**, who revealed how her company is leveraging creativity as part of its culture and growth mindset to produce effective brand campaigns.

Of course, launching such campaigns in immersive environments is becoming a key challenge, as **LEGO's Chief Product and Marketing Officer, Julia Goldin**, explained in the Palais. Speaking alongside **Epic Games' President, Adam Sussman**, she discussed LEGO's plans to create innovative — and safe — experiences in the Metaverse and beyond.

Further forecasting the future, **Kathleen Saxton, Omnicom's Chief Marketing Officer,** was invited aboard the PwC yacht to discuss digital optimization tactics, while **Chrissie Hanson, CEO of OMD US**, spoke at the Amazon Port to discuss how to approach inclusion effectively at a global level.

Finally, in a major press announcement, Omnicom Media Group revealed a first-to-market clean room collaboration with display advertising company **Criteo**, which will give Omnicom's media agencies access to 725 million users — the world's largest set of commerce data.

MORE THAN A SHINY OBJECT: A PRAGMATIC APPROACH TO AI TODAY

To kick off Thursday's sessions in the Omnicom Cove, **Jonathan Nelson, CEO of Omnicom Digital,** spoke to **Jay Pattisall, VP and Principal Analyst of Forrester, and Andrew Stephen, Professor of Marketing at the University of Oxford,** about how Omnicom is harnessing AI for the benefit of its clients' brands.

Explaining the scale of the data that Omnicom is currently processing:

> "
>
> The Library of Congress has 176 million books. One petabyte is the equivalent of 40 libraries of Congress. Omnicom is processing 11 petabytes of data. So, to put it in context, Omnicom is processing 440 Library of Congresses worth of data so we can unlock AI advantages for our clients' brands.
>
> **JONATHAN NELSON**
> CEO, Omnicom Digital
>
> "

When asked the now classic question about when the robots will be taking over, Pattisall said that the tech is still developing with significant legal, ethical, and copyright challenges. However, he reassured the audience that although there will be job losses, "more jobs will change than will disappear."

Stephen spoke of the need to have a 'human-first' approach and for people to work alongside AI, saying we would need to "hold the hands of the robots to do better work."

WATCH THIS SESSION

AT&T + OMC:
YOU CAN'T DO IT ALONE: THE ANATOMY OF LIVING YOUR PURPOSE

In this session, **Kellyn Smith Kenny, Chief Marketing & Growth Officer at AT&T**, and **Andrew Robertson, CEO of BBDO**, joined **Ralph Pardo, CEO of OMG NA CEO,** to discuss how creativity, culture, and a growth mindset breathed new life into AT&T.

Talking about AT&T's repositioning to launch a purpose-built campaign, Smith Kenny explained, "We knew we needed to live it before we launched it…We needed to make sure it was an authentic representation of us." She added, "You have to be brave. You have to be optimistic. You need to have a vision that's ambitious, but you also have to be pragmatic about the timeline."

Continuing the conversation on the partnership between AT&T, OMG, and BBDO, **Ralph Pardo** explained, "We're thinking more deliberately about how we bring media, creative, and CRM together, and that's the proposition of what future proof is. It's about blending the art and science of it all."

> "
> You have to be brave. You have to be optimistic. You need to have a vision that's ambitious, but you also have to be pragmatic about the timeline.
>
> **KELLYN SMITH KENNY**
> Chief Marketing & Growth Officer, AT&T
> "

WATCH THIS SESSION.

THE TRANSFORMATION OF DIGITAL ADVERTISING: WHAT DOES TRUE OPTIMIZATION LOOK LIKE?

Speaking on the PwC yacht, **Kathleen Saxton, CMO of Omnicom**, joined **Phil Smith, Director General at ISBA**, and **Sam Tomlinson, PwC's UK Media Leader,** to discuss the challenges facing digital advertisers.

For Tomlinson, the need to plan for the post-cookie world remains a hot topic. He was concerned that too many brands are still using inaccurate third-party data and remained skeptical that companies such as Live Ramp will be able to provide a robust, viable alternative. Therefore, "You need to take responsibility as a brand and prepare your strategy," he said. That should include optimizing your tech stack and building your first-party data before it's too late.

AI, of course, was also discussed — specifically how it will change the talent conversation in agencies. For Saxton, the tech will help "democratize" tools and platforms across teams and departments and empower more people. "Rather than [require the skills of] a specialist, AI can be used by everyone in any position in our companies," she said. But we must be "willing to be novices again" in order to learn how to use it effectively and optimize outputs.

As a final point, Saxton asked the panel for their thoughts on pitching, and the growing trend of global, consolidated pitches. For Tomlinson, this is not going to change any time soon. "Market-by-market appointments won't stand the test of time," he said, and agencies must get used to responding to global pitch complexities. What is vital, however, is that agencies don't over-promise and underdeliver. Agencies must "build systems and processes [at the start of the engagement] that will help them down the line," said Saxton.

ADVANCING THE GLOBAL DEIA PERSPECTIVE: APPROACHING INCLUSION AT AN INTERNATIONAL LEVEL

At the Amazon Port, **Chrissie Hanson, CEO of OMD USA**, joined a panel to discuss what 'diverse' and 'inclusive' marketing means for different regions, how brands and advertisers move beyond surface-level representation, and how to approach inclusion effectively at a global level.

Hanson was joined by moderator **Jonathan Cloonan, US Agency Group Head, Amazon Ads; Walter Frye, Director of Brand Marketing, Amazon XCM;** and **Rachel Lowenstein, Global Head of Inclusive Innovation, Mindshare.**

OMNICOM & SPOTIFY

In the final installment of our Omnicom& partner sessions, Spotify welcomed us into their space to immerse ourselves in their Sonic Science survey, hear the latest on viewability and attention, and discover how to create emotional connection through audio.

Spotify's research revealed that audio is adding value to the emotional well-being of listeners. According to **Vicky Maciver, Spotify's Global Omnicom Lead**, "over 70% of Gen Z/millennials are turning to audio as a mental health resource."

They also delved into the power of podcasting. "Targeting is the easy part, but the big question is what story do you have to tell?" asked **M. Tye Comer, Senior Production Manager at Spotify**. "The podcasting space is really right for that."

"It's all about emotion," echoed **Richard Brim, Chief Creative Officer, adam&eveDDB**.

> # 70%
> of Gen Z/millennials are turning to audio as a mental health resource.
>
> **VICKY MACIVER**
> Spotify's Global Omnicom Lead

CEOS IN THE SPOTLIGHT: DIAGEO

In this session, **Diageo CMO Cristina Diezhandino** and leaders from **Reckitt and Logitech** stressed the importance of building emotional connections with consumers.

"On average, three out of four people will have forgotten our work the day after seeing it," said **Fabrice Beaulieu, Chief Marketing, Sustainability, and Corporate Affairs Officer at Reckitt**. However, he leveled, "emotions create memorability."

Diezhandino seconded that point but explained that, for her, packaging and packaging design can provoke just as powerful of an emotional reaction as storytelling.

> Art is a vehicle of human connection. We want our products to be beautiful objects that you want to keep.
>
> **CRISTINA DIEZHANDINO**
> CMO, Diageo

BUILDING THE NEXT ITERATION OF THE INTERNET

In this session, **Adam Sussman, President of Epic Games**, and **Julia Goldin, Chief Product and Marketing Officer of The LEGO Group**, discussed how their brands are coming together to take on some of the biggest challenges faced across the development of the metaverse.

To work, Sussman explained:

> [The metaverse needs to be] accessible to everyone, interoperable or available everywhere, fair and transparent, and community-powered.
>
> **ADAM SUSSMAN**
> President, Epic Games

To help this world grow, Epic will actively invite creators to help them build experiences in its 'Unreal Engine' — the world's most open and advanced real-time 3D creation tool.

Goldin extended the conversation by stressing the need to keep children safe in this new world. "Last year, one in eight kids in the UK were bullied online," she said. To keep them safe in the metaverse, therefore, brands must include stricter age-gating to access their experiences, no 'pay to win' mechanics, greater content moderation, and robust parental controls.

OMNICOM WRAPS CANNES DEALS WITH CRITEO AND INFOSUM DATA PARTNERSHIP

Fresh off announcing a sales-side platform called Commerce Grid together, Omnicom Media Group and commerce media company Criteo are collaborating on a data and clean-room partnership enabled by InfoSum.

OMG and Criteo, using InfoSum's clean-room tech, will match audience data from Omni (Omnicom's open source operating system) and first-party data from clients with Criteo's shopping intent insights generated from 750 million daily active users, to achieve maximum precision and efficiency — all within the bounds of privacy safety.

Read the full story at Digiday.com

Omnicom

CRITEO

INFOSUM

JUN 22

WATCH CANDID CANNES

The final episode of Candid Cannes, Omnicom's daily live TV show, was hosted by **Rachel Nairn, President of BBDO Los Angeles and Dallas**, and **Alex Lubar**, **Global President and COO of DDB Worldwide**, navigating us through a mix of strategy, creativity, tech, and innovation.

Chris Gokiert, **CEO of Critical Mass**, updated us with the final Omnicom medal haul from the Candid Cannes news desk. In our 'Story Behind the Strategy,' **Alex Hesz, CSO of Omnicom,** spoke with **Channel 4's Zaid Al-Qassibgy** about how the channel has used immersive technology to address women's safety. **Spotify's Head of International Ad Sales, Kri Carlet,** explained to **OMG's Global CEO of Investment, Johan Boserup,** how the music platform is commercializing podcasts and the implications of everyone's new favorite friend, the AI DJ.

WATCH NOW

PARTNERSHIP ANNOUNCEMENTS

OMG

OMNICOM CREATES INTERNAL ECOSYSTEM TO HANDLE COMMERCE MEDIA FUNCTIONS AS IT KICKS OFF ITS CANNES PRESENCE

As it did in 2022, this year Omnicom released a series of key moves and partnerships that cemented its place as a leader among agency holding companies in commerce media.

In the first, Omnicom announced it was formally launching Omni Commerce, a connected commerce orchestration solution that incorporates tools, technology and data but also leverages the e-commerce and retail partnerships it has in place today and plans to strike in the future.

Omni Commerce creates a solution, available to all Omnicom's clients, that encompasses all the elements of the holding company's commerce media inputs — insight, activation, optimization and attribution across the entire commerce landscape — as a means of breaking down the silos between commerce and brand investment.

Ultimately it makes the planning, buying, and posting process as seamless as can be within the Wild West that commerce media landscape currently resembles.
Read full story at Digiday.com

OMNICOM GROUP TO DEBUT TOOL USING GENERATIVE AI FOR ADVERTISING EMPLOYEES

The tool, which uses Microsoft technology, can help build media plans and target ad audiences, among other tasks

The launch of Omni Assist comes after Omnicom Group in February said it intended to embrace generative artificial intelligence as soon as possible.

Ad holding company Omnicom Group plans to debut its first generative artificial intelligence tool as part of a partnership with Microsoft: A virtual assistant to help ad agency employees with tasks across the advertising process such as compiling audience insights and building media plans. Omni Assist is built on top of the company's Omni platform. Unveiled in 2018, the platform was fashioned as a way for Omnicom's agencies and clients to create, plan and execute ad campaigns using data. O mnicom said it continues to consider the use of Omni Assist as a beta test before rolling it out more broadly. The company developed Omni Assist using access to OpenAI's GPT models through Microsoft Azure.
Read the full story at the WSJ.com

UBER PARTNERS WITH OMNICOM MEDIA GROUP TO MELD RIDER DATA WITH OMNI'S INSIGHTS

Continuing its rollout of new partnerships and collaborations in the commerce media space that it's announcing at Cannes Lions this week, Digiday has learned that Omnicom Media Group has partnered with Uber Advertising on a data collaboration that will let the media agency network serve up its clients' advertising using Uber's mobility and delivery signals. It's the first partnership with an agency holding company that Uber has struck to date.

Uber Advertising's platform is said to reach some 130 million active users globally. And the data it's throwing off that OMG can use will be fed into Omni, the operating system that powers all of parent Omnicom's data and insights. Pairing the two... makes for a potent combination that generates deeper insights using consumers' specific commerce journeys (since Uber helps get them there) along with Omni's open architecture that allows for data to be imported from an external source to support activation and precise measurement.
Read the full story at Digiday.com

OMNICOM DEAL WITH SNOWFLAKE CREATES A MULTI-PARTY CLEAN ROOM USING ALBERTSONS AND VIDEO PUBLISHERS' DATA

Building on an initial partnership they announced back in January at CES, Omnicom Media Group and Albertsons Media Collective are escalating their relationship around investing in connected TV, Digiday has learned. It's a continuation of a series of deals Omnicom and its units are unveiling this week at Cannes Lions to attempt to cement its position as a leading holding company active in commerce media.

This deal, which the companies announced this morning at Cannes Lions, centers around multi-party clean-room technology that allows for multiple data streams to be melded in order to power enhanced cross-channel video investment. It's been enabled by new technology from clean-room provider Snowflake, and is housed in Omni, the holding company's operating system. Data flowing into the clean room includes Albertsons' first-party consumer purchase data, Videoamp measurement data and will include data from several video publishers, including Paramount, Warner Bros. Discovery and NBC Universal. Other publishers will be added.
Read the full story at Digiday.com

OMG

GOOGLE AND OMNICOM STRIKE GENERATIVE AI DEAL TO BRING TEXT AND IMAGE CREATION TO ADVERTISING

Partnership brings new tools for text and image creation to advertising with copyright protections

Omnicom is integrating Google's generative AI models into the agency's ad tech to give brands generative text and image capabilities. Omnicom is touting the partnership as the first commercial use of Google's generative AI technology, which the search giant has kept mostly under wraps until now.

Omnicom is baking Google's AI models into Omni, an internal marketing and data platform that works with cloud services, including Google Marketing Cloud. Google, Microsoft and Amazon all provide cloud services that are increasingly used in marketing operations and for applying AI. Omnicom will deploy two key Google AI models called Imagen and PaLM 2. Imagen is similar to DALL-E, for generating images, and PaLM 2 is Google's large language model for text.
Read the full article at AdAge.com

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Read the full story at Digiday.com

OMNICOM ADDS AWS, ADOBE GAI TOOLS TO FURTHER AUTOMATE RANGE OF AD CREATION ACTIVITIES

Omnicom announced two agreements at Cannes today—one with Amazon and the other with Adobe—that the ad-marketing holding company said would further boost its generative AI capabilities. The deals follow an announcement made earlier at the Ad Festival that the firm was using Microsoft to underpin new capabilities in its Omni operating system, including Omni Assist and Omni Commerce.

With Adobe Omnicom will integrate Adobe Firefly models with Omni data and client "ecosystems" to improve automation of content creation in a brand's "unique style and brand language. With Amazon, the company has a deal to use new Amazon Web

Services tools including Amazon Bedrock among others that will help automate activities like developing creative briefs , media plans, performance measurement, ad creative and audience segmentation.
Read the full story at MediaPost

AWARDS PERFORMANCE

OMNICOM WINS MOST CREATIVE COMPANY OF THE YEAR AT THE 2023 CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY

OMG's PHD is Runner-Up for Media Network of the Year.

This year, Omnicom, our parent company, was named Most Creative Company of the Year at the 70th annual Cannes Lions International Festival of Creativity. More than 120 agencies from 40 countries contributed to the title, with over 175 Lions won throughout the week.

MEDIA LIONS PERFORMANCE

Omnicom Media Group collectively contributed 56 total Lions, including four in the Media Lions competition from PHD. Thanks to these results in the Media Lions, PHD was runner-up for Media Network of the Year.

PHD took home gold in the 'Use of Channel Integration' category for 'Phone It In', a campaign created for Skinny Mobile. The campaign also picked up silver in the 'Use of Audio Platforms' category.

Significantly, the Gold trophy was the only one handed out in the Excellence in Media Craft category — a category that can be entered exclusively by media agencies.

PHD also won silver in the 'Media Execution' category for 'Heart Stopping,' a campaign created for the British Heart Foundation, in partnership with Heart Radio.

PHD's final Media Lion was a bronze in the 'Corporate Purpose & Social Responsibility' category for 'Certified Care,' a campaign created for Raid, submitted by Energy BBDO.

OMNICOM'S WIDER SUCCESSES

Among Omnicom's other successes, two of Omnicom's creative networks, DDB and BBDO, placed in the top three for Network of the Year, with DDB crowned first place and BBDO finishing third.

Several agencies also received special awards throughout the week, including DDB Worldwide claiming Regional Network of the Year in Europe and BBDO Worldwide winning the honor for MENA and APAC.
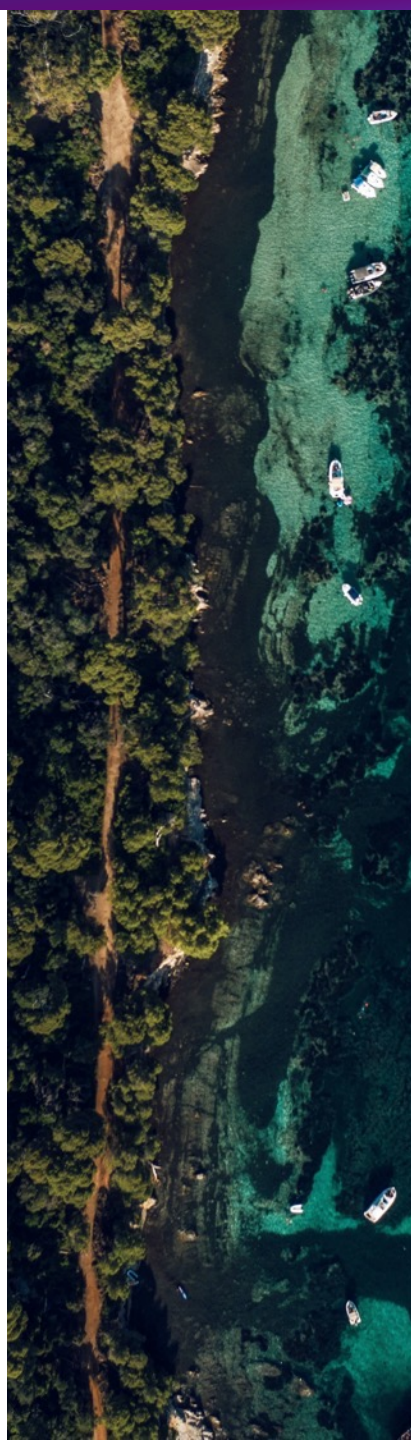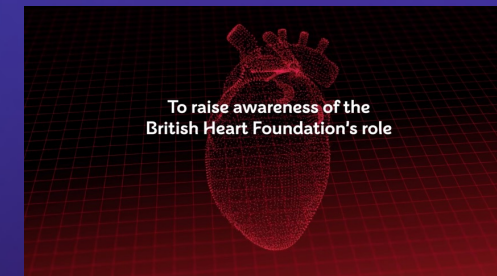
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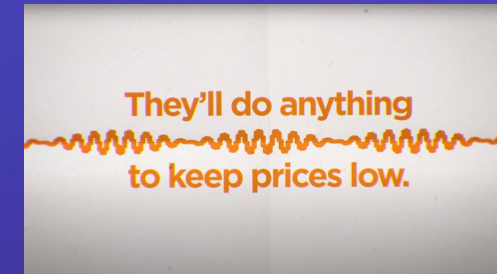
'PHONE IT IN'
Skinny Mobile | PHD

GOLD: Use of Channel Integration
SILVER: Use of Audio Platforms
Watch Video
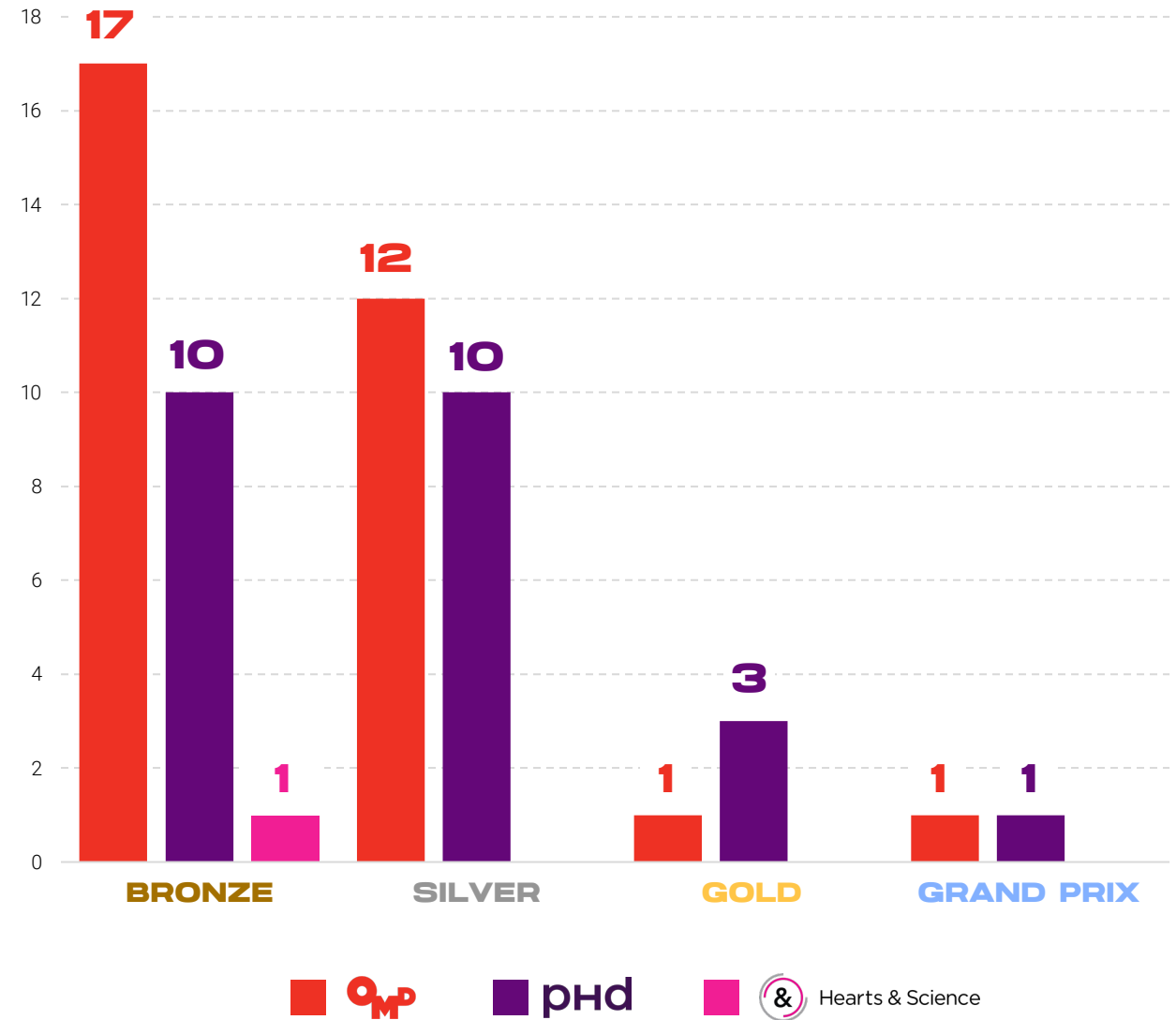

'HEART STOPPING'
British Heart Foundation | PHD

SILVER: Media Execution
Watch Video

'CERTIFIED CARE'
SC Johnson | PHD US

BRONZE: Corporate Purpose & Social Responsibility
Watch Video

OMG WINS AT CANNES LIONS 2023 BY MEDAL

BRONZE
- OMD: 17
- pHD: 10
- Hearts & Science: 1

SILVER
- OMD: 12
- pHD: 10

GOLD
- OMD: 1
- pHD: 3

GRAND PRIX
- OMD: 1
- pHD: 1

Legend: OMD | pHD | Hearts & Science