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- LIONS: FESTIVAL, DIGITAL, MEMBERSHIP, ADVISORY AND INTELLIGENCE
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Cannes Lions 2022: Digital Advisory Briefings

The Lions Briefings: **An Overview**



The Lions Briefings will help your company unpack the trends impacting the creative marketing industry. Your team and clients will learn best practices for identifying the conditions for success to embed creativity and effectiveness into your culture and processes.

LIONS Briefings are a result of extensive research from our in-house team of experts who interview over 1,500+ people in the marketing industry every year. With LIONS Briefings, you and your team will:

- Get inspired with a truly global view of what is recognised as the best creative work making the most impact across the industry today
- Identify the trends shaping the future brands' landscape and driving business growth
- Get equipped with the knowledge to navigate the ever changing marketing and communications landscape
- Understand your role in the wider social and cultural context
- Adopt measures of creativity into your marketing performance
- Develop an understanding of the drivers of effectiveness

LIONS Briefings: **Process**



Over the next few slides we will outline each of the briefings we have available for your consideration. Once you have reviewed these, a follow up call can be done alongside our content team to re-examine your key strategic priorities, at which point we can define which of the briefings are most suited to you and your clients needs.

From here we can build a proposal specifically tailored to you. All of our briefings can be delivered digitally and for up to 500 people. LIONS is responsible for sourcing all speakers, creating the content and any facilitating all technical/logistical session delivery.

LIONS Briefings: **How to Win a LION**



Synopsis: Over an hour, we will unpack the strategy, thinking and processes behind LION-winning work at Cannes Lions. We will explore how to build a compelling case study that will engage and excite the jury. And hear first hand from the people judging the work - our amazing jury - about what it takes to be a winner.

Learning: How to be smarter with your award entries

Delivery: 45 minutes minutes presentation followed by 15 mins Q&A.

LIONS Briefings: State of Creativity Study



Synopsis: We share the most pertinent findings from LIONS' official State of Creativity Study. In our largest study to date with the creative community we hone in on the new approaches, attitudes and strategies businesses are using to drive growth with creativity. What challenges do creative companies face? What opportunities are the world's biggest advertisers focusing on? And what creative tools and tactics are these businesses employing to drive creative success in 2022? We reveal the answers, delve into the analysis and discuss how businesses can augment their creative endeavours in 2022.

Learning: Get the full picture on the pulse of the creativity industry and a guide to the challenges and opportunities for creativity in 2022

Delivery: 45 minutes minutes presentation followed by 15 mins Q&A.

LIONS Briefings: Creative Trends



Synopsis: In this briefing, we condense and analyse the most significant findings from our State of Creativity Report to provide insight into the creative shifts most likely to impact brands. As we unpack the core creative trends, we will support each one with examples of LION-winning work that successfully puts them into practice and drives business results.

Learning: The core creative trends shaping the industry today and how to apply them in practice.

Delivery: 45 minutes minutes presentation followed by 15 mins Q&A.

LIONS Briefings: Sustainability



Synopsis: The global climate change agenda demands that brands don't just say, they do. Consumers now expect brands to be completely transparent and prove their role as catalysts for change, and creativity serves as a vital tool in that process. This briefing unpacks some of the latest creative approaches to embedding sustainable activities into business and explores the tools, technologies, and techniques used to create LION-winning work today.

Learning: Inspiration and insight on how creativity can be applied to drive sustainable initiatives.

Delivery: 45 minutes minutes presentation followed by 15 mins Q&A.



LIONS Briefing: **Modern Storytelling in Creative Communications**

Synopsis: Storytelling is the traditional vehicle of communication that helps brands to make an emotional connection with consumers, tugging on our human values to prompt action. However, the advancement of technology has caused our connection with the world to become fragmented - making it harder for brands and media companies to share their stories in the modern world. In this session, we look at how storytelling has changed and adapted to the current media landscape; what the latest techniques are, and how companies are applying them effectively.

Learning: Learn how the age-old technique of storytelling has been adapted for modern audience engagement and connection.

Delivery: 45 minutes minutes presentation followed by 15 mins Q&A.

LIONS Briefing: Brand Purpose & Activism



Synopsis: Brands that are known for their high commitment to purpose have grown at more than twice the rate of others. To engage with the ever-increasing numbers of belief-driven buyers, brands must embed an attitude of accountability and activism into their core. In this briefing we draw upon data, insights and Lion-winning examples to help you understand how brands are driving tangible action using creativity.

Learning: An up-to-date briefing on how brands are building consistent and authentic expressions of your brand purpose into your creative strategy.

Delivery: 45 minutes minutes presentation followed by 15 mins Q&A.

LIONS Briefing: Data & Technology



Synopsis: The proliferation of technology and sheer abundance of consumer data now available offers new and exciting avenues for creative expression, but with it, added layers of complexity and competition. How are brands harnessing data and technology to support their creativity? And which cutting-edge experiments are bringing mutual value to data exchange? Unpacking three core themes on befriending data, data artistry, and social data we explore the best-in-class examples of brands using data to connect, serve and empower today's changing consumer.

Learning: The latest insights on how data and technology are enabling more creative brand strategies and activations today

Delivery: 45 minutes minutes presentation followed by 15 mins Q&A.

LIONS Briefing: Integrated Creativity



Synopsis: Integrated marketing is nothing new, but its definition has evolved. As the line between on-and-offline fades and marketers throw out the channel rule book, we bring you a look at what it means today. This briefing delves into LION-winning examples of integrated work and ideas that have defied expectations, cracked the code to engagement, and set a new standard for multi-channel marketing.

Learning: What the not-so-distant future holds for integrated marketing, and how to avoid being left behind.

Delivery: 45 minutes minutes presentation followed by 15 mins Q&A.

LIONS Briefing: Titanium LIONS Deep Dive



Synopsis: The Titanium LIONS is the most prestigious of the awards and one that isn't given away lightly. It celebrates the game-changing creativity that keeps us all on our toes. In this session, we will be looking at Titanium winners over the years with insights from our very own LIONS award data to identify what elements make up provocative, envy-inspiring work.

Learning: Build a universal understanding across the business of what game-changing creativity looks like.

Delivery: 45 minutes minutes presentation followed by 15 mins Q&A.

Pricing: Overview



Each of the LIONS briefings is priced at:

€10,000. This price is fully inclusive of all logistical requirements and as previously explained can work for 500 people.

Customer Story:



The Challenge

Yum!KFC Thailand needed to understand how they can continue to build their brand from a top line revenue perspective, whilst also building increased brand value perception.

The Solution

We created digital learning experiences that would help Yum! KFC upskill their marketing and creative teams to:

- Better understand the power of creativity
- Identify how it impacts top line growth.
- Develop a bespoke version of Creativity Matters (LIONS keynote presentation) with an emphasis on work by other fast-food outlets in Asia.
- Provide a framework to help measure creative effectiveness more accurately at a local level.



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- Thank you.

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