

**OGILVY PUBLIC RELATIONS**  
**FUTURES #2**  
**2017: THE MARCH OF THE MACHINES**

**INSIGHTS FROM CANNES LIONS, CES, E3 AND VIVID IDEAS**

Ogilvy Public Relations

# INTRODUCTION

Welcome to Ogilvy PR Futures #2. This year we've captured 15 trends and insights that we think will fundamentally impact marketing communications now and into the future. As you can guess from the title of the report, there is one major headline: the **March of the Machines** (trends #1 - #5). We touched on this in last year's Futures #1, but this year we are seeing more and more traction on how algorithms, machine learning, robots, virtual personal assistants, artificial learning and new digital mediums such as virtual reality are profoundly changing our industry. In fact it is more than a change, it is a revolution, and it is going to be more impactful than the internet and social media upheavals of the last twenty years. Artificial intelligence (AI) in all its forms will be just as big if not bigger – and as Kevin Kelly framed it in his talk at Cannes – this is the **Second Industrial Revolution** (see trend #3).

But whilst there is this monumental change happening, there is also then an unexpected and just as profound unforeseen and very un-artificial result, which we are calling **The New Empathy** (trends #6 - #10). This is essentially how technology is also forging a new sense of global human connectedness through emotional story-telling and empathy. In what sometimes seems like the darkest of days in 2016, there is also a new optimism and is bringing people and cultures together.

We finish with a collection of insights (trends #11 - #15) which we are calling the **New Adventures in Marketing**, which cover a variety of miscellaneous but just as important movements, including a new era in brand marketing that we are calling **Brand Activism** (trend #14).

The report wraps up with a deeper look at the award winning work we loved from Cannes.



# WHERE WE WENT FOR INSPIRATION

## CANNES FESTIVAL OF CREATIVITY

The Cannes Lions is the global festival of creativity. 2016 again saw record numbers of attendees and award entries. The festival drew high profile celebrity speakers (Usher, Will Smith), intellectuals (Kevin Kelly, Sir Ken Robinson), creatives (Christopher Bailey, Anna Wintour, Alejandro Gonzalez Iñárritu), technologists (leaders from Airbnb, Spotify and Google) and agencies. The very latest creative thinking, insights and ideas from around the world were shared, digested and recombobulated...

## CES

The Consumer Electronics Show (CES) is held every January in Las Vegas, and the event hosts presentations of new products and technologies in the consumer electronics industry.

## VIVID IDEAS

Vivid Ideas is the festival of creativity tied to Sydney's annual Vivid light festival. Vivid Ideas is a platform for sharing new ideas on creativity, innovation and community building.

## E3

E3 is the annual Electronic Entertainment Expo, held every year in Los Angeles in June. It is the annual trade fair for the video game industry.

Join the conversation at [#ogilvyprfutures](https://twitter.com/ogilvyprfutures)



Where you see this symbol, it means you can scan the page to watch the video content. Download and then open the Blipper app.



# THE TRENDS

## THE MARCH OF THE MACHINES

1. EMOTIONAL CONTENT ALGORITHMS
2. AI ART
3. THE SECOND INDUSTRIAL REVOLUTION
4. CENTAURS
5. VIRTUALITY

## THE NEW HUMAN EMPATHY

6. THE NEW HUMAN EMPATHY
7. BE NICE, BE HUMAN
8. THOUGHTS ON DIVERSITY
9. IMMERSIONISM
10. MAKE INTERESTING FRIENDS

## NEW ADVENTURES IN MARKETING

11. ANALOGUE ESCAPISM
12. THE EPHEMERAL WEB
13. QUICK RESPONSE COMMS
14. BEYOND BRAND PURPOSE: BRAND ACTIVISM
15. CULTURAL ENGINEERING



# CHAPTER 1: THE MARCH OF THE MACHINES

1.

EMOTIONAL  
CONTENT  
ALGORITHMS

2.

AI ART

3.

THE SECOND  
INDUSTRIAL  
REVOLUTION

4.

CENTAURS

5.

VIRTUALITY

# THE MARCH OF THE MACHINES

In this chapter, we highlight how the new field of data driven creative science is opening up our industry to new possibilities and ideas never even conceivable just a few years ago. In five insights we outline how social media will be fundamentally changed by machines that can post, respond and even create content (trend #1) and then build on this technology to even create art (trend #2), how virtual reality is opening up a whole new creative medium (trend #5), how smart machines will transform our world (trend #3) and how in the longer term we could even become a new species (trend #4).



1

THE SOCIAL FORECAST

# ■ EMOTIONAL CONTENT ALGORITHMS



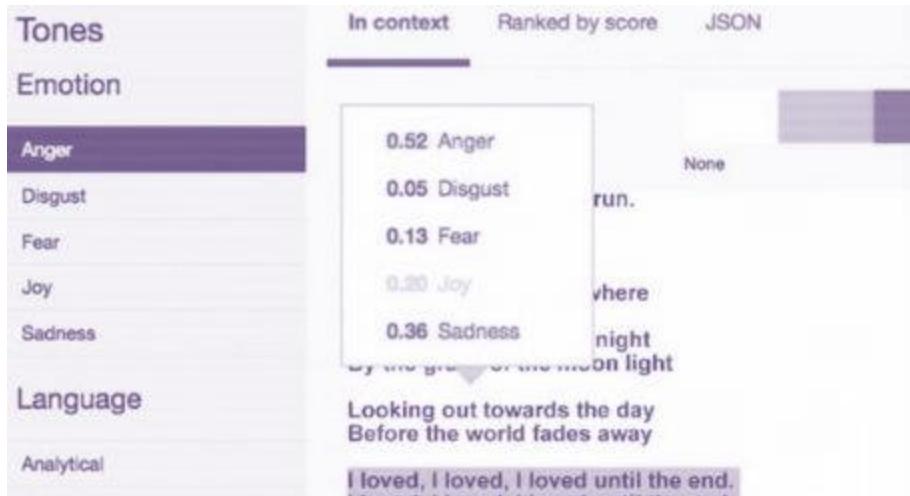
# OVERVIEW



## THE SOCIAL FORECAST: EMOTIONAL CONTENT ALGORITHMS

### What's the fuss all about?

Our pre-eminent problem today is getting and then keeping attention. Engagement is dropping: brands and organisations are finding it harder to gain traction with paid, owned, earned and shared media. The solution is potentially new machine learning emotional detection technology. This is a way to deliver content that engages emotionally by mathematically editing video content in scientifically proven way to drive the most powerful emotions.



### What's the potential?

Could a machine tell us what the optimum video content is?

Brands are already beginning to use the technology to write scripts and edit content to drive classic story telling narratives that illicit emotions such as sadness, anger and sympathy, but always ending with happiness.

- AI is beginning to be used to cut and edit video content.
- AI is already beginning to optimise and even write scripts.
- Even further out could AI supplement and even replace social media roles as machines get better at creating, messaging and responding to social content.



## THE SOCIAL FORECAST

# CASE: THE BBC TEST

The BBC used an experimental algorithm that uses a webcam to measure people's emotions as they watch content. The machine learns what drives emotion and engagement as 32 facial muscle groups are tracked at the rate of 15x per second.

The BBC tested two trailers for a new David Attenborough app, one film was edited using AI and the other by humans.

What's the most effective content? The machine won the test – it correctly edited the footage to drive the right emotional reactions to keep engagement: fear drove us in, happiness and joy sustained us, and surprise kept us watching at the end.



## THE SOCIAL FORECAST

# ECLIPSE: THE AI FILM DIRECTOR

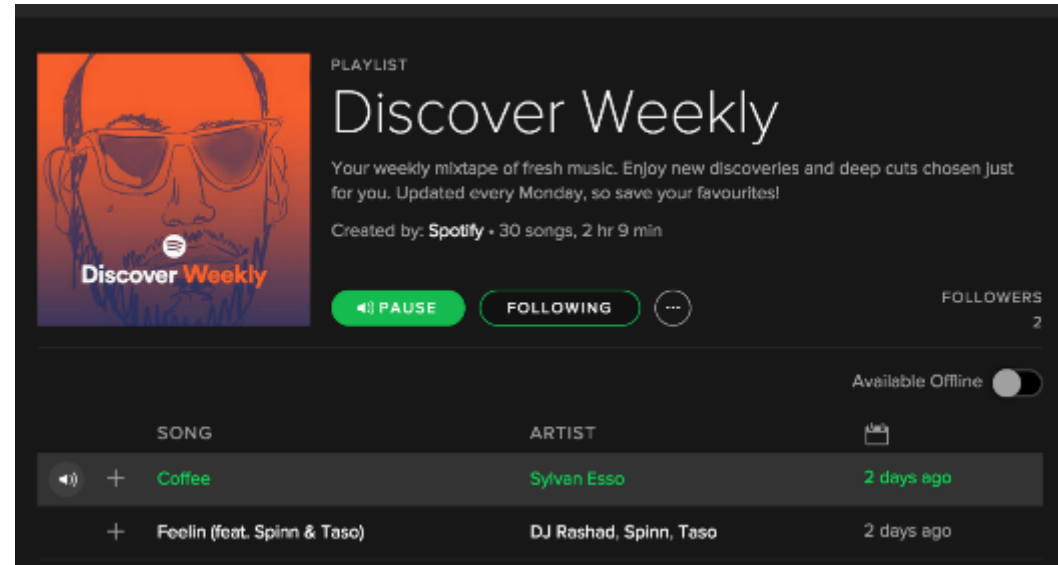
At Cannes, we were shown a series of short films during the annual New Directors Showcase, which highlights new emerging talent, except this year one of the entries was from a machine. "Eclipse" is a video for a new single by a French pop band. IBM's Watson was used to analyse the content of the song's lyrics and it wrote a script and a film treatment. Then another machine took that treatment and directed humans and drones on the set to shoot the film against the script.







# THE ALGORITHMIC SOCIAL FORECAST

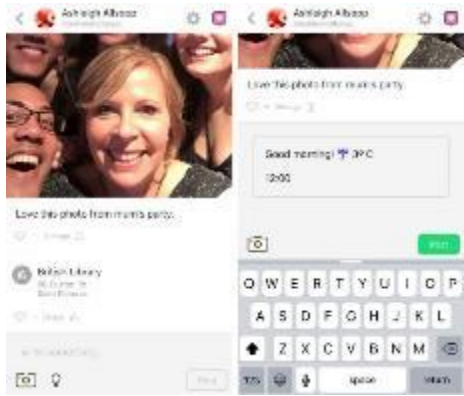


TM

GumGum is a new image recognition technology that searches pictures for brand mentions. In recent study for SABMiller, it found that 88% of all Miller brand mentions online are now visual. Spotify's AI powered Discover Weekly machine learns playlists to make ever changing recommendations just for you, and Blackwood Seven is an automatic AI media buying tool to accurately predict the optimised ROI media spend for any campaign.

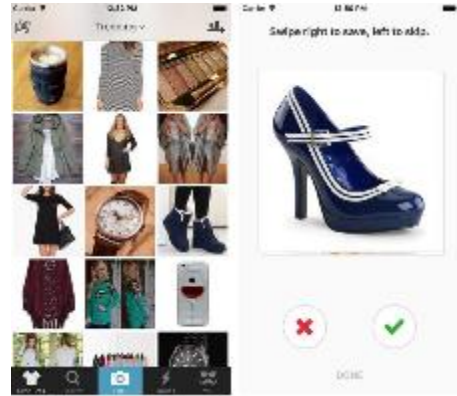
# THE SOCIAL FORECAST

## NEW CHANNELS TO WATCH



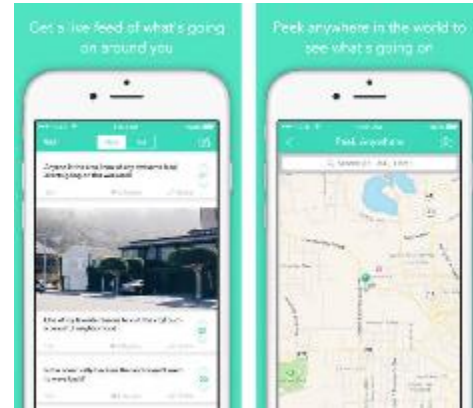
### PEACH

A light-hearted app that mixes a Twitter style simple posting mechanic with a private profile function viewable to just your friends like Facebook. This has added credibility as it is from the founder of Vine – Don Hofman.



### WANELO

Wanelo (Want, Need, Love) is a social shopping app that features millions of products from the likes of big brands all the way through to independent Etsy sellers. See what your friends have favoured in the app, and add items to your wish list.



### YIK YAK

Yik Yak continues to grow in popularity, especially amongst students, as it is a go-targeted chat app; allowing you to see what is being discussed and is trending nearby.



### KIK

Kik is a popular chat app that doesn't require a phone number to set up. You can share pictures, videos, gifs, games and text with friends, and there's a handy feature that uses your camera to add new friends to your contacts list.



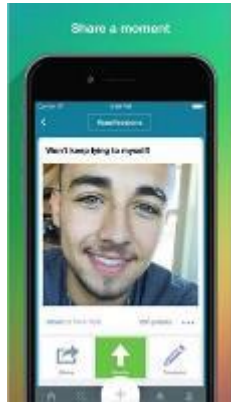
### SHOTS

A rival to the likes of Snapchat, Shots is a smartphone app that lets you capture photographs or videos, or 'shots' as they're called in this app, through the front-facing camera, which then get shared with other Shots users. The Shots are retro VHS-style with a time stamp included, which adds a fun retro touch.



# THE SOCIAL FORECAST

## NEW CHANNELS TO WATCH



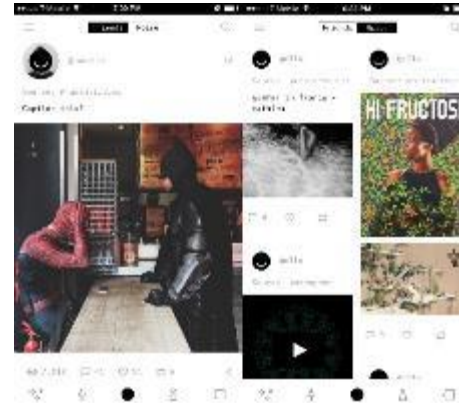
### HYPER

The best way to describe Hyper is a fusion of Instagram with Yik Yak: geo-located photo sharing. You can use hashtags and geotags to help you discover new things. There's a voting system that can allow users to get opinions on their post.



### BEBO

Bebo has relaunched and it's now very different, and kind of fun. You create your own avatar, and you can chat with friends using funny illustrations that are generated from your hashtags.



### ELLO

Positioning itself as The Creators Network, Ello is trying to forge itself as a mix of Tumblr, Instagram and LinkedIn – a place where the creative goes to be inspired by visual content. It also resolutely stands against any advertising or commercial ties.



### GOODREADS

According to research, top CEOs read four to five books per month, and Goodreads is the place where these great minds share their great books. Goodreads is the social platform for books, readers and bookworms.



### YOUNOW + LIVE.LY

A number of new dedicated live streaming apps that nod to Snapchat and build in commentary, feedback, chat and trending functions. The most traction is with YouNow and Live.ly. a streaming platform that immediately made it into the top 10 of the US iTunes. store on launch.



# NEW CHANNELS TO WATCH



In a little under a year Musical.ly has grown from nothing to an audience of almost 100m mostly-teenage users. At it's heart it's a lip-syncing app which allows "musers" to make 15 second videos over popular songs.

# WHAT IT MEANS FOR US



THE MARRIAGE OF  
PREVIOUSLY DISCONNECT  
MEDIA MACHINE TOOLS

INVESTIGATE EMOTIONAL  
CONTENT ALGORITHMS

RESEARCH CASES OF  
MACHINE LED SOCIAL  
CONTENT

**THE SOCIAL  
FORECAST IS  
(AGAIN) LIVE  
AND FLEETING**

SOCIAL CONTENT  
MEASUREMENT MUST NOW  
INCLUDE VISUAL  
ANALYTICS

CONSIDER THE NEW  
SOCIAL CHANNELS

RESEARCH CASES OF AI  
CREATED SCRIPTS



# 2. AI ART







# OVERVIEW



## ARTIFICIAL INTELLIGENCE ART

### What's the fuss all about?

A lot of hype at Cannes was all about the emerging field of machine creativity. We thought creativity was a unique and special human endeavour: but no - creativity is not just a human thing, it's something that other minds can do. But machine creativity is very mechanical and mathematical – it's different and a whole new type of creativity. A recent example is AlphaGO – a program being run on Google's DeepMind machine (left) which beat Go champion Lee Se-dol. It's moves were remarked as being beautifully creative.



### What's the potential?

In the future a machine could create entire pieces of marketing content.

- We could see a robot winning a Cannes Lion.
- Agency creative teams will be joined by a creative bot that can read a brief and then issue 300 ideas to start the process.
- Will brand owners and social media managers become robots? Machines will be able to decide what content, what channel, what messaging and when to post.

# GOOGLE MAGENTA



Google's next foray into the burgeoning world of artificial intelligence will be a creative one. The company has previewed a new technology called Magenta which teaches AI systems to generate music and art, which launched on June 1<sup>st</sup> 2016.





# THE NEXT REMBRANDT



ING, a sponsor of the Rijksmuseum in Amsterdam, worked with Microsoft and the Delft University of Technology to create a new Rembrandt using data and facial recognition algorithms. A computer and an advanced 3D printer were used to learn about Rembrandt's style and created a Rembrandt, 400 years after his death.





# ADVENTURES IN VR-ART



Dreams of Dali



Kaleidoscope World Tour of VR Art

Jessica Brillhart, VR Filmmaker Google, and Clay Bavor, VP of VR at Google, shared an insightful demonstration of how VR will enable us to create new art and stories that are so real that it becomes a true artistic immersion, like we've never experienced before.





# GOOGLE TILT BRUSH



Google's new tool that allows you to paint in front of you in space, in three dimensions. The magical feeling of reaching into space and creating a whole new world, being or object. Glen Keane – supervising animator on many Disney classics, including the Little Mermaid - re-created Ariel live on the Lumiere stage on Cannes using the Tilt Brush.

SCAN  
TO  
WATCH





# ART WITH WATSON

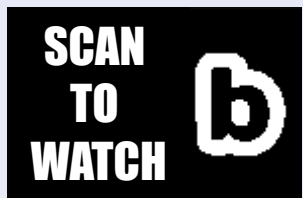


Six artists were exposed to Watson's various program interfaces (APIs). The artists interpreted Watson's APIs in an original composition. Then, Watson processed and re-imagined the work of the artist to create an original composition based on Watson's impressions of that artist's work. A true partnership of creative human expression and artificial intelligence.



## Art with Watson

An exhibit produced by IBM, New York City, Spring 2016.



# CODEOLOGY

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Codeology is an open-source project that reimagines any computer code by bringing it to life visually. A unique combination of programming languages in each Codeology submission determines its unique look: no two pieces of original code are exactly alike, so no two Codeology art are either. The application pulls data from public API and creates visuals using WebGL, ThreeJS, and GLSL Shaders. Shape and colour represent an individual language, with size being proportionate to how many characters of code were written.



# WHAT IT MEANS FOR US

**YOUR CODE, YOUR  
DATA, YOUR BRAND:  
RE-INTERPRETED IN A  
CREATIVE MARRIAGE  
OF MACHINE AND  
HUMAN.**

RE-INTERPRET YOUR  
DATA WITH WATSON

BE A THOUGHT LEADER  
IN VR-ART

WE ARE EXPLORING  
USING A MACHINE IN  
OUR CREATIVE  
CONTENT

YOUR CODE AS ART

YOUR DATA,  
VISUALISED

MARRY A CREATIVE  
MEDIUM TO YOUR  
MACHINES



**3.**

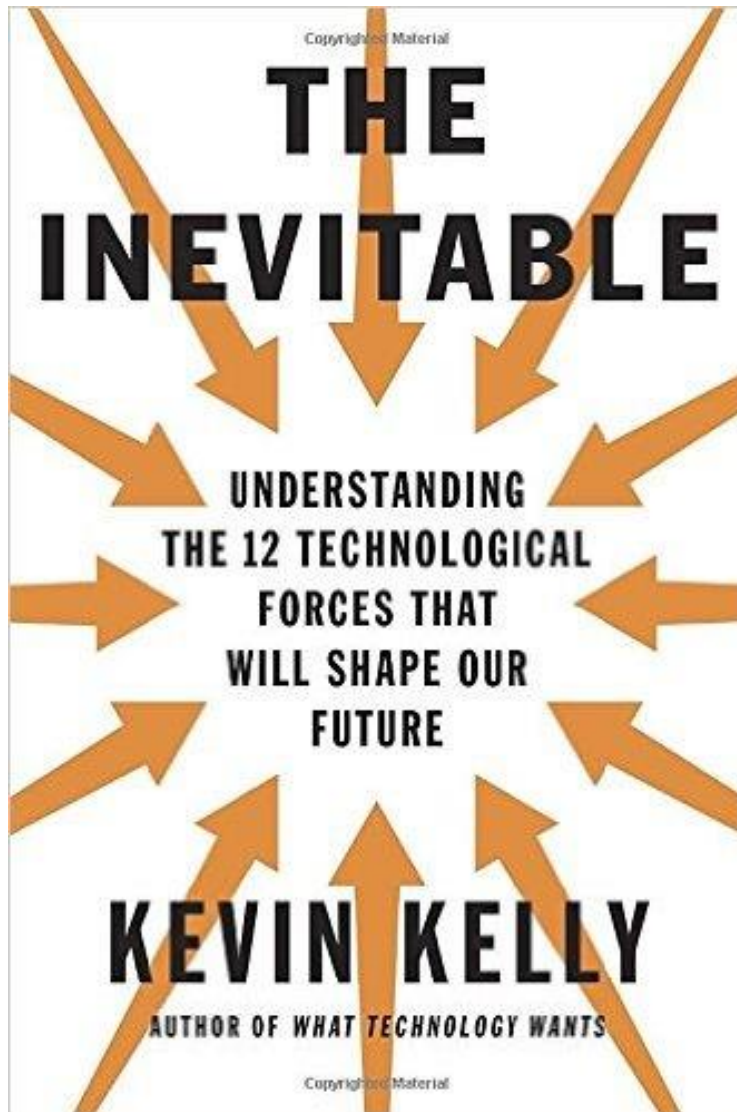
**WELCOME TO**

**THE SECOND**

**INDUSTRIAL REVOLUTION**



# OVERVIEW



## THE SECOND INDUSTRIAL REVOLUTION

### What's the fuss all about?

A new way of looking at the inevitable patterns of the future, through understanding how recurring arrays of technology and history come together to form new inventions. Kelly explains how things can be predicted by looking at how existing technologies have coagulated to build new ideas. Kelly explains how wires, metals, gravity, the internet and AI are making us go in certain directions and this technology will lead us in certain inevitable ways – like gravity. This is about the form of the future, not the specifics. For example, Kelly explained how the telephone was inevitable and predictable (thanks to the combination of plastics, metals, electricity and telegrams), as was the internet (calculators, computational devices, electricity and the telephone), but not the radical applications of these technologies such as the smartphones and Twitter.

### What's the potential?

The Inevitable outlines twelve new technologies that will shape our world over the next thirty years:

- Tracking
- Sharing
- Flowing
- Decentralisation
- Virtuality
- Cognification



# A SYMPHONY OF COGNIFICATION



Google's CEO, Sundar Pichai: 'Humans can achieve a lot more with the support of AI assisting them.'

This is the trend to making existing machines smarter through AI: cognifying.

Kelly claimed that AI is inevitable once we started to make computers and the proof is already here through virtual personal assistants (VPAs) and supercomputers such as Siri , IBM's Watson, AlphaGo and Cortana.

New examples are arriving all the time: Google AI can now read any photo and tell you what's in the shot and can even caption it for you. Google technology can now teach machines how to learn to play video games and Google's DeepMind can now beat a human champion.

Kelly says that this is called is artificial smartness and it's a very vertical intelligence (very clever at certain things such as GPS, calculating and recall).



# A SYMPHONY OF COGNIFICATION



“The most common occupation in America is currently a truck driver. In 20 years 50% of these jobs will be gone, in 30 years 100%”.  
Kevin Kelly

# CREATIVITY VS EFFICIENCY



So jobs will go: jobs that focus on efficiency and productivity. These jobs will go to robots and machines. But tasks that are not productive will remain human: science, art, innovation, creativity, experiences and management. So for our industry: social media and digital will be increasingly done by machines, whilst creative, management and relationship based jobs will continue to be human.

# BRANDS AS ROBOTS



F.R.H.A.N.K.

Kerry Foods' Mattessons have seen sales jump 38% since 2012 thanks to a relentless focus on targetting gamers, and then bringing the brand to life through smart technology that would appeal to them. Tactics include MMM3000 (the meat snacking helmet) and this AI robot called F.R.H.A.N.K (Fridge Raiders Hunger Automation Nutritional Kit).



# THE FUTURE: UTOPIA OR DYSTOPIA

Paraphrased from Business Life June 2016

## Utopia

Work becomes optional. The knowledge, analysis and efficiency of robots and AI have created an abundance of goods, services and time. The need for adults to spend the vast part of their lives at work has now been eliminated. The response is the Universal Basic Income where every citizen is paid sufficient money to have a good quality of life, whilst the quality of life has soared as the hyper-efficiency of technology shrinks the cost of living. We spend our time bringing judgement, creativity, invention, entertainment and human care to the table, making the little work we do feel like joy. We just do the fun jobs.

## Dystopia

Thanks to machines, more and more of us will lose our jobs and the funneling of ever greater wealth to ever fewer tech innovators and entrepreneurs will reach extraordinary levels by 2033. Mass protests fail to bring in the Universal Basic Income and inequality becomes the defining characteristic of our lives. As software such as Amelia replace over 250m call centre jobs around the world, all taxi and truck driving jobs disappear, and many fall behind the ever accelerating pace of technological change, the living standards of low to middle income households drop, leading to mass civil unrest.

# WHAT IT MEANS FOR US

## PREPARE FOR THE SYMPHONY OF COGNIFICTION

WHAT DOES YOUR  
BRAND LOOK LIKE AS A  
ROBOT?

SOCIAL MEDIA JOBS  
COULD BE DONE BY  
BOTS

MACHINES WILL TAKE  
ON ROLES THAT NEED  
EFFICIENCY

EVERY MACHINE WILL  
BE TRULY SMART AND  
LEARN

FUTURE PROOF YOUR  
CAREER BY FOCUSING  
ON THE  
UNPRODUCTIVE

WE WILL WORK IN A  
TEAM OF MACHINES  
AND HUMANS



# 4. CENTAURS





# OVERVIEW



## THOUGHT YOU WERE A HUMAN? YOU'LL SOON BE A CENTAUR

What's the fuss all about?

New technology will work seamlessly with us to enhance our own intellectual abilities, physical capabilities and experiences.

### What's the potential?

- No longer will the human brain have the 10 billion neurons it currently does, but it will be connected wirelessly to the internet and thus the rest of humanity and even supercomputers with the power of 100 trillion neurons: our bodies and mind will have enhanced capabilities.



# CONSTRUCTION STARTED



Dot (the world's first braille smartwatch)



Here (active listening device that alters the sound around you)



Cortana VPA



Self-driving Cars



Google's Jacquard Project



Pilot Auto-translator



The Pretender Project



High Fidelity Virtual Social Platform

# THE PRETENDER PROJECT



A device that allows you to control another's body in real time.



# THE SINGULARITY



A number of people have eloquently and insightfully bought this technology revolution together in a unifying story about The Singularity. The Singularity is a moment that will happen at some point over the next 20 to 30 year. Its exact definition depends on who you listen to, but it is essentially when technology reaches the point of true independent intelligence or consciousness, or when technology reaches a tipping point of exponential progress that causes a runaway reaction, or when human and machine become one.

Kelly ultimately stated that you will become a new you: enhanced with artificial intelligence. Your body and mind will be capable of things currently impossible. We will no longer be humans he said, we will become a new hybrid species: centaurs.

# THE SINGULARITY

Mike Yapp, Founder and Director, The Zoo at Google and Mark Holden, Global Head of Strategy & Platforms at PHD stated that the Singularity will bring the following:

Smartphones will be implanted into our brains.  
Doctors will partner with AI for every consultation and every operation.

Brainstorms will become a marriage of man and machine. Humans will always need to add magic, serendipity, randomness and unexpected connections, but our new AI creative machine will already have generated 300 thought starters.

That public relations will grow as the importance of influencer and peer to peer reviews and endorsement outgrows traditional journalistic media as readership and viewership figures decline.

However media buying and some parts of social media will decay as they become done by machine.



# WHAT IT MEANS FOR US

**BE A CENTAUR:**

**PREPARE TO BE,  
AND TO MARKET  
TO HUMAN  
MACHINE  
HYBRIDS**

WHAT PARTS OF YOUR  
OFFER COULD BE DONE  
BY MACHINE?

EXPLORE NEW  
CENTAURIAL  
TECHNOLOGY

HOW WILL YOUR  
BUSINESS BEHAVE  
WITH THE  
SINGULARITY?

BRAINSTORM USING  
THESE NEW  
TECHNOLOGIES AS  
STIMULUS





**5.**

**VIRTUALITY**

**A NEW MEDIUM AND A NEW EMPATHY**



# CANNES: VR EVERYWHERE





# OVERVIEW



## THE ARRIVAL OF VIRTUALITY

What's the fuss all about?

“Perhaps the most transformative new creative technology since the internet. In the short term virtual reality (VR) is over-hyped, but in the longer term it is under-hyped”, Kevin Kelly, Co-Founder of Wired.

## WHAT'S THE POTENTIAL?

- V.R. will transform many industries over the next 20 years. It's been around since 1989, but now the cost and the ease of access to it via a smartphone has reached a tipping point.
- Industries such as entertainment, travel, gaming, pornography, retail and automotive will all be transformed.
- Two kinds of VR:
  - Immersive VR – Full VR so that you feel like you are in a new place (eg. Oculus Rift).
  - Presence VR – Where digital holograms are added to your view (eg. Microsoft HoloLens).



# A NEW SENSORIAL MEDIUM



Alejandro González Iñárritu (director, writer, producer) in conversation with Tham Khai Meng (Co-Chairman and CCO O&M) stated that VR “will put the audience into a new very immersive film experience. It is as transformative for film as the advent of television or cinema”.

# FUTURE OF VR



## What is it?

*(from clockwise top left)*

### Roaming VR

Where you have an entire room to move through whilst wearing a VR headset.

### Tactile VR

The addition of haptics.

### Telepresence

Meeting transformed as your colleagues appear as holograms.

### Social VR

Meet, chat and explore with your friend's avatars.

### V-Commerce

Browse, select and buy in a virtual store.



(clockwise from top left)  
Melbourne's Zero Latency VR  
experience.

Haptics integrated with VR.  
The future of meetings with holograms.  
High Fidelity social VR platform  
eBay's VR Department Store.



# FUTURE OF VR

Marc Mathieu (CMO Samsung America) and Eddy Moretti (CCO Vice) talked about how virtual reality is a once in a generation new medium.

They stated that “we are very lucky and that very rarely do we experience a new medium – cinema, painting, television, radio and virtual reality”.

“Caveman used 360 degrees to actually use an early painted virtual reality, then we went backwards and captured everything in a square frame such as movies and photography.”

Samsung have built a long term partnership with Oculus to create high quality VR experiences at





SNIPPETS OF VR

# NOMADS



New content on the Oculus Store: Nomads, Dreams of Dali, Notes on Blindness, Beyond the Frame.



# SNIPPETS OF VR



Clockwise from left: Stella Artois' The Perfect Flight (which enabled you to experience the world of Rufus, the Wimbledon pigeon scarer), The Wild Within from the Tourism Board of British Columbia, Lexus Elevate (a film about the love of racing bikes), Water Poverty (immersing you in the challenges of having to walk for water every day in Honduras) and Absolut Vodka's Reality Labs (the livestreaming of music concerts through VR).





# SNIPPETS OF VR

## FIELD TRIP TO MARS

THE FIRST GROUP VR EXPERIENCE



To inspire the first generation that will go to Mars, an ordinary school bus was turned into a group VR experience. The glass windows were transformed into three dimensional display screens and the students see Mars outside. When the bus drives on Earth, the kids drive on Mars. When it turns or stops on Earth, the kids see and feel it turn and stop on Mars. There are no headsets, no goggles – nothing to isolate them. Just the most natural, immersive and inspiring way to show school kids just how far they can go.

# SNIPPETS OF VR: EBAY VR DEPT STORE

THE AUSTRALIAN

Virtual shopping world the new reality at Myer



eBay Australia chief Jooman Park with Myer's Richard Umbers at the launch of the world's first virtual reality department store in Sydney yesterday. Picture: Britta Campion



SCAN  
TO  
WATCH



eBay has long had to fight a perception that it is the foe of high street retailers. Quite the contrary: eBay is the friend of retailers by providing a low cost easy access online retail platform. Additionally consumers think that eBay is still a destination for auctions, when it is in fact Australia's number one retail platform, visited by eight million Australians every month. Through a VR idea, eBay was able to show it can partner with retailers to embrace innovation to sell new items to consumers.

eBay partnered with one of Australia's largest retailers, Myer, and developed the Virtual Reality retail platform (v-commerce) to marry its technology with Myer's product range. Available as a downloadable app via iOS or Android, the world's first VR department store was launched in Sydney to media and consumers via a three day media briefing, launch event and consumer activation program. To bring the technology to the nation, from the day of launch eBay distributed 20,000 cardboard VR viewers (or 'Shopticals').

The campaign generated more than 700 pieces of coverage, including 250 pieces of broadcast, for a combined reach of almost 800 million impressions across the globe. The VR store had more than 8,000 unique visits to the microsite by 7am on the day of launch growing to 117,777 unique users by June. eBay Shopticals sold out within two minutes each day and eBay's sales for the month of May were up (with no other marketing activity). Finally eBay's latest brand tracking results showed Australia's understanding of eBay as a destination for new items increased.





# SNIPPETS OF VR



Showcasing the new F-TYPE with a 'virtual' interactive experience that surprisingly became an actual outdoor one.

The virtual reality experience can replicate the thrill of actually driving a Jaguar F-TYPE. To demonstrate this, Jaguar invited the public to an automotive expo to experience the only virtual simulation worthy of the F-TYPE. One that wasn't virtual at all.



Later, persons were presented a short movie VR experience at a Japan F-1VR, an online "looked like a large motion simulator platform. A fake VR screen played a distraction video while the air was actually (almost) and others not to be adjacent areas by a precision driver. Hilarious chaos as inside the passengers' helmets were true and they could believe what was happening, jumping out before being (obviously) returned to the road. Once out, the passengers were interviewed, then shown a video of what actually happened, much to their surprise.





# MIXED REALITY: UPDATE



Say hello to Magic Leap: the most hyped virtual reality form of 2016. Valued at over \$4.5bn, the company recently let Wired's Kevin Kelly into its secretive labs (cover story left) to showcase its Presence VR or Mixed Reality technology (middle). Magic Leap brings this to life through a very special, very guarded, semi-transparent set of lenses that uses a photonic lightfield chip (right). This allows users to see distance-adjusted apparitions to inhabit the 'real' world around them.



# HOW DRONES ARE CHANGING CREATIVITY



A new generation of drones, equipped with 360° cameras are transforming storytelling. They enable us to get angles and perspectives that were impossible before. New Active Track Technology allows the drone to film and follow a moving object automatically just through object recognition. New generation of DJI drones allow automatic livestream through Facebook Live.





# HOW 360° VIDEO IS CHANGING CREATIVITY

360° cameras were on show from a large variety of manufacturers at CES. This is the first step into the world of VR. 360° video can also be shared as flat content and it's beginning to appear across all our Facebook feeds. YouTube and Facebook announced the support of 360° degree videos at CES and there are now more than 200,000 uploaded to date, with Facebook claiming that millions are watching them every day.



# HOW 360° VIDEO IS CHANGING CREATIVITY



Organisations have already started using 360° video to great effect, including New York Times immersing us in the lives of refugees, Sierra Club with a powerful video of the melting glaciers of Alaska, Gatorade putting us in the batting position and Google's road trip with a stranger.







# HOW 360° VIDEO IS CHANGING CREATIVITY

360°

360° takes people closer to their diverse and differentiated story and is driving engagement. YouTube has totally rebuilt its platform to take 360° video content and uploads are doubling every three months. The School of Rock 360° video led to a 300% increase in site traffic'

**SCHOOL  
OF  
ROCK**  
THE MUSICAL



# HOW 360° VIDEO IS CHANGING CREATIVITY



According to Facebook, the Star Wars: The Force Awakens 360° experience was one of the most engaging brand assets in 2015.

# WHAT IT MEANS FOR US

**VR IS A NEW, FAST  
MOVING MEDIUM TO  
TELL STORIES, RE-  
INVENT COMMERCE,  
COMPASSION AND  
CREATIVITY**

WE ARE JUST STARTING  
ON THE HOCKEY STICK  
OF VR INNOVATION

CAPTURE EVENTS IN  
360, WE ARE.

WHAT IS YOUR BRAND  
IN VR? TALK TO US. WE  
KNOW HOW TO BRING  
YOUR ORGANISATION  
TO LIFE IN VR.

TAKE YOUR PRODUCT  
INTO OUR LIVES IN NEW  
VISCERAL AND  
EMOTIONAL WAYS

STORYTELLING CAN  
HAVE NEW PURPOSE  
THANKS  
TO VR

MARRY DRONES TO 360  
AND VR FILMING FOR  
EVENTS



# CHAPTER 2: THE NEW HUMAN EMPATHY

6.

THE NEW  
EMPATHY

7.

BE NICE, BE  
HUMAN

8.

THOUGHTS ON  
DIVERSITY

9.

IMMERSIONISM

10.

MAKE  
INTERESTING  
FRIENDS

# THE NEW HUMAN EMPATHY

There's one word at Cannes that was uttered more than any other. Not authenticity. Not purpose. No, not even engagement. It was empathy. Empathy is the new way to gain engagement. And of course engagement is one of things we are all trying to achieve in the confusion that is today's media landscape. Empathy has come to the fore because of the new digital world. Thanks to social media, we are now all the creators of our own stories and we publish them relentlessly. It is the stories of our lives that we are telling, and of our friends, and even of strangers, that are pulling at our emotions. These are the stories that are creating empathy, and are the stories that are working best. And now virtual reality is creating a new level of empathy by placing us literally in the shoes of others.





# 6.

## THE NEW EMPATHY

1. (Empathy)<sup>2</sup> = Understand  
those who produce the value  
and those who will consume  
the value — and why and  
how they need each other



# OVERVIEW



## THE NEW EMPATHY

What's the fuss all about?

Empathy has come to define effective campaigns because of the new digital world and social media. As we create our own stories every day, we are increasingly drawn to engaging with the emotional, differentiated stories of others. Cannes is awash with talk about how VR is a major new creative platform and a driver of empathy. Much of the new VR content allows us to experience a life through their eyes: this really is a new level of empathy.



What's the potential?

- A new generation of cameras will let you film moments in your life forever in VR, so that in the future you will be able to put on your VR goggles and step back in time to happy family dinners, chats with your mother or even show your now adult son what it was like to chat with him as a three year old.
- This is the new human empathy, driven by the platforms and machines we have created.

# VR AND SOCIAL IS DRIVING THE NEW EMPATHY



What's it like to spend 23 hours a day in a cell measuring 6x9 feet for days, weeks, months or even years? 6x9 is the Guardian's first virtual reality experience, which places you inside a US solitary confinement prison cell and tells the story of the psychological damage that can ensue from isolation.



**VR AND SOCIAL IS DRIVING THE NEW EMPATHY**



# THE SOURCE

from  charity: water

We live in a world where we have to choose between the \$5 bottle of Fiji Water or San Pellegrino. Imagine living in a world where you have to walk miles each day to bring water to your family, struggling to make time for your schoolwork too. Well now you can as you immerse yourself into the world of 13 year old Selam.

SCAN  
TO  
WATCH



GRAND PRIZE NOMINATED

KALEIDOSCOPE

2016 WORLD TOUR



**SNIPPETS OF VR**

# NOTES ON BLINDNESS: INTO DARKNESS

A VR JOURNEY INTO A WORLD BEYOND SIGHT



# THE EMPATHY AGENCY

Lily, Sarah and Grace

Madonna Badger, Chief Creative Officer / Founder, Badger and Winters, talked about the founding principle of her agency: empathy. She believes that empathy is the key to make an effective connection between a brand and a consumer, and has developed the Listening Lab – an empathy based creative process.

Madonna lost her parents and her three children in a tragic house fire in 2011, yet she managed to find purpose out of heartbreak: launching the #womennotobjects campaign as a legacy to her three daughters. The campaign aims to rid the marketing industry of the ongoing objectification of women.





# #WOMENNOTOBJECTS





**AIRBNB: #MANKIND**

**SCAN  
TO  
WATCH**



# AIRBNB x ART INSTITUTE OF CHICAGO



For the first time in North America, all three versions of Van Gogh's famous painting of his bedroom in Arles, France, were displayed in Chicago. To celebrate the occasion, the Art Institute of Chicago has recreated the room and put it up for rent on Airbnb for just US\$10.



# WHAT IT MEANS FOR US



BELIEVE IN THE  
GOODNESS OF  
HUMANS

REALISE THAT DIGITAL,  
SOCIAL AND VR IS  
MAKING EMPATHY  
WORK

COUNTER FEAR,  
HATRED AND BIGOTRY  
THROUGH IMMERSION

ENGAGEMENT TODAY IS  
DRIVEN BY EMPATHY

USE EMOTIVE AND  
REAL HUMAN STORIES

WHAT'S THE ISSUE YOU  
CAN EMPATHETICALLY  
CAMPAIGN ON?

# 7. BE NICE, BE HUMAN

“When we started our agency, we had in mind precisely the kind of people we wanted with us. There were two requirements: you had to be talented and you had to be nice... Life is too short to sacrifice so much of it to living with a bastard”, Bill Bernbach.





# OVERVIEW



## BE NICE, BE HUMAN

### What's the fuss all about?

The Universally Relation Emotion. An optimistic and connected sense of humanity, driven by social media. It might be hard to believe in these times, but this is all about our shared sense of togetherness and universally shared emotion: no matter your nationality, religion, orientation, sexuality, race, gender or age. This is being driven by social media and digital content, and the shared emotions and stories that drive engagement.



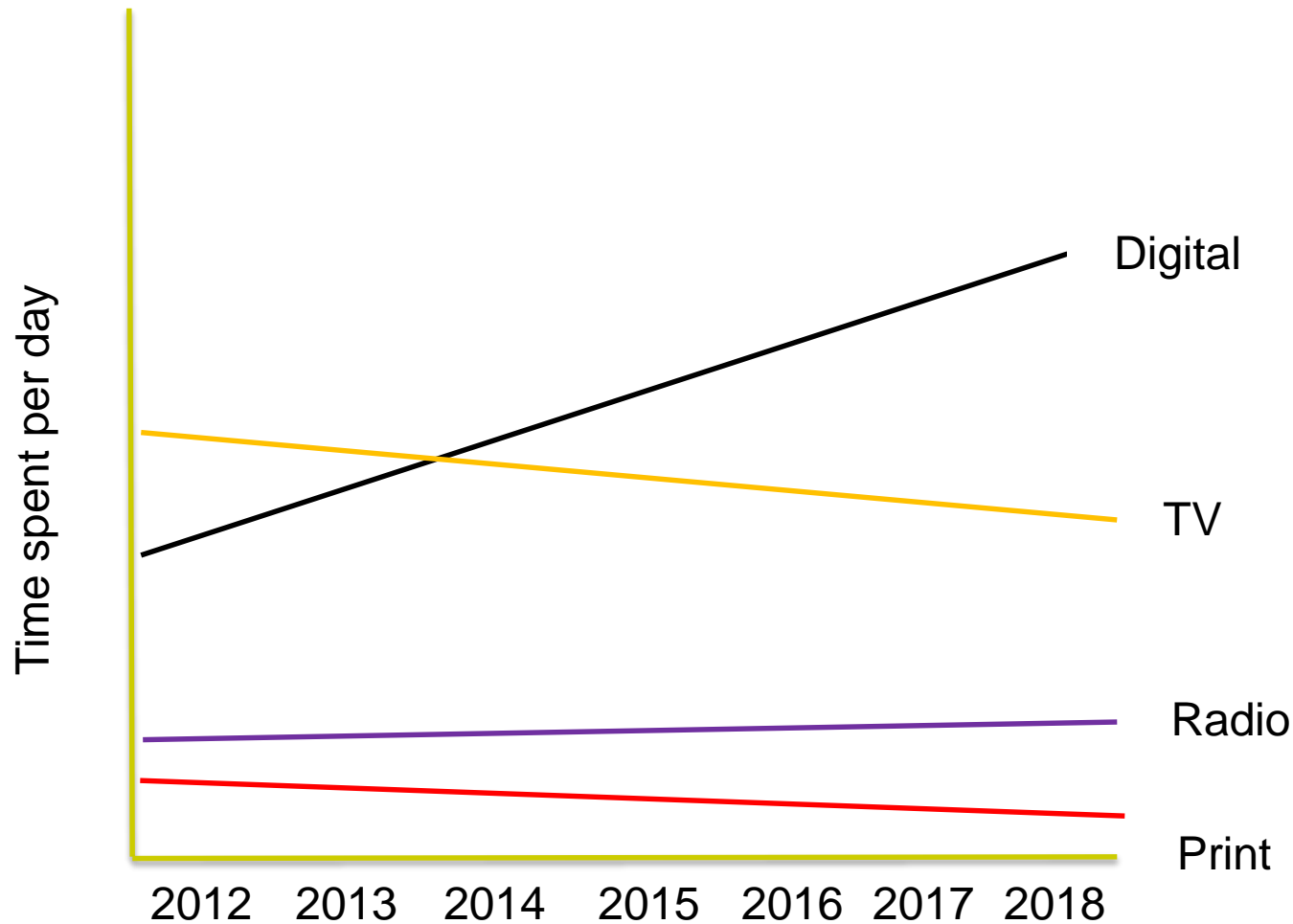
### What's the potential?

- Re-doubling our efforts on the mutual love of story-telling: look for ideas, stories and emotions that will translate across borders and lifestyles.
- Articulating the profound principles that connect us all to be at the heart of all our work.
- Ultimately focusing on a sense of togetherness in work that connects everyone, but also drives great work, as everyone has a voice.

Above Wendy Clark, CEO DDB North America, and Will Smith both talked at Cannes about the idea of the fundamental goodness of humanity, and a new sense of connectedness through positive emotion, human truths and work that benefits humanity.

Ogilvy Public Relations

# WHY: UNIVERSAL CONNECTIONS



## Today:

7.4bn people  
3.8bn have a mobile phone  
3.4bn are on the internet  
2.7bn are on social media

## 150m emails

21m WhatsApp messages  
2.8m YouTube views  
2.4m Google searches  
972k Tinder swipes  
701k Facebook logins  
528k Snapchat photos shared  
350k Tweets  
70k hours of Netflix watched  
38k Spotify hours of music played

Everyone's view has expanded and now thanks to social media, speed is the currency. Work has to be good, fast and cheap. And by good it has connect to as many as a TV spot used to, through Universally Related Emotion.



# VALUE THE WHAT AND HOWS EQUALLY

(or how to run an agency to find ideas that feature the Universally Related Emotion)

**#1 Do Good Work: There is no Substitute.**

**#2 Evolve Everything: People Process Product.**

**#3 Find Efficiencies: They are There.**

**#4 The Whats and Hows Equally: With Diversity at the Core.**

How we work is equally important as what we make.

For too long bad behavior has been tolerated so long as the work was good.

That is no longer okay, because collaboration is at the core of today's speed and efficiency.

Dacher Keltner

**THE  
POWER  
PARADOX**

How we gain and lose influence

Insights from Wendy Clark, CEO DDB North America

# IN CONVERSATION WITH WILL SMITH

People today purchase because of a connection of values. It's not about shifting more stuff, but making products that consider the audience. How do we improve lives? Steve Jobs just wanted to create products that blew our minds: that feel like love. People can tell when you have considered them in your product or marketing.

This is where we are all going – we have to create the things that we want people to say about us. Take the profound principles of humanity into consideration. Focus on improving lives.

Will Smith's brand Just Water is an example: using paper and paper based composite rather than plastics for packaging.



**Bottled water can be better.**

100% spring water in a paper based bottle.

[Learn More](#) ►



Ogilvy Public Relations





**A third of people over the age of 70 in  
the UK eat alone every day.**

**Join Bisto Spare Chair Sunday and help change that.**

British gravy brand Bisto has always been at the heart of the traditional British family Sunday dinner, but the brand was beginning to lose its relevance. Armed with the insight that over 1m older people go for over one month with no-one to talk to, the brand asked the public to open their homes for an elderly neighbour every month. Over 5,500 families signed up in 5 months, and sales grew 20%.



Pedigree

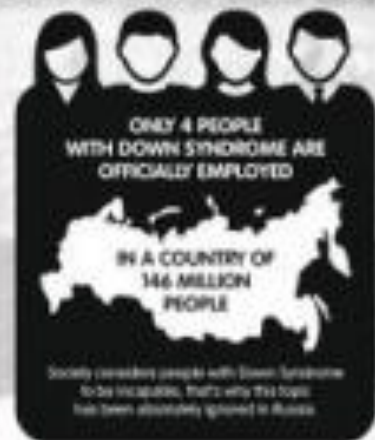
# pUp syndrome

How dogs taught Russian people  
to be more human

## Feed the good.

It is a global Pedigree creative platform, which is built around the insight that dogs help bring out the inner good in people. "pUp syndrome" project came into being as "Feed the Good" local campaign.

## SHOCKING STATISTICS:



## DEMAND:

There is plenty of work in any dog hotel, alongside dogs. Unlike Russian employers, dogs don't judge and accept everyone just as they are.

## IDEA:

We inspired a professional dog hotel to hire 5 young people with Down syndrome, who face the tough reality of life-long unemployment



5 young people  
with Down syndrome



A real professional  
dog hotel



The young people  
worked for 3 months

TRAINING, WALKING,  
FEEDING AND BRUSHING THE DOGS,  
CLEANING ROOMS AND KENNELS,  
GIVING THE DOGS EXTRA CARE

**RESULTS:**

24 Million 201 610 504  
Views Impressions

7634 \$ 1117 778  
Reach Cost per lead

**FIRST IN RUSSIA**  
It officially became the first Professional  
Adaptation Programme for people  
with Down Syndrome in Russia

**MEDIA BUZZ**  
It was the first time in history this topic  
was raised in the Russian media

**NATIONAL TV**  
The project was covered twice  
by the national TV at prime time

**JOB OFFERS**  
DownSideUp Charitable Foundation confirms  
a huge increase of interest of potential  
employers who want to follow our examples

**NEW DIRECTION**  
Seeing the demand DownSideUp Charitable  
Foundation opened a new department  
of professional adaptation for people with  
Down syndrome



ALL THE GUYS COPE  
WITH EVERY SINGLE TASK  
AND SHOWED THE WHOLE  
COUNTRY THAT

PEOPLE WITH DOWN  
SYNDROME ARE WILLING  
AND ABLE TO WORK

PEDIGREE: PUP SYNDROME



# AMNESTY INTERNATIONAL: GAY TURTLE

SCAN  
TO  
WATCH



## #GAYTURTLE

AMNESTY  
INTERNATIONAL



### WOULD YOU BUY IT?

#### PROBLEM

Discrimination against the LGBTI community has reached terrifying levels in Turkey. 41 citizens have lost their lives in the last five years. Unfortunately majority of people choose to stay silent about hate crimes because the LGBTI subject is still a huge taboo. There was a need to make people question their perceptions and show the absurdity in discriminating people by their sexual orientation.

#### CREATIVE EXECUTION

We placed eight hidden cams at a petshop for three days. Whenever a customer loves and wants to own a turtle, our actor dressed as a salesman informed the customer that the turtle is gay. As soon as they heard the turtle is gay, majority of the customers gave unexpected reactions and changed their minds about buying the turtle.

### UNFORTUNATELY — PEOPLE DON'T

#### RESULTS

IT WAS THE FIRST TIME IN HISTORY THAT TURKEY DISCUSSED THE SUBJECT OF LGBTI RIGHTS IN SUCH AN OPEN WAY - EVEN ON PRIMETIME NEWS - WHICH USED TO BE A TABOO EVER BEFORE.

NO MEDIA BUDGET

IN JUST 3 HOURS TRENDING TOPIC ON TWITTER

160.000.000  
IMPRESSIONS

\$1.700.000  
EARNED MEDIA

↑ 35.000%  
ONLINE  
ENGAGEMENT

↑ 12%  
COMMUNITY  
GROWTH





# CARITAS INTERNATIONAL: KEYS OF HOPE



## CHALLENGE

After 5 years of war in Syria, 12 million people have left their homes. But what they found were closed borders, lost loved ones.

Refugees weren't being viewed as individuals forced from their homes against their will that deserve compassion and a helping hand. They were seen as economic opportunities and financial burdens.

How can we turn the tide of judging, spitting and kicking into positivity and active support? How can we motivate people to take and contribute to care who need help?

## IDEA

One small insight gave a more human perspective on one of the biggest tragedies of our time:

While refugees have to leave everything behind, there is one thing they all take with them - THEIR HOUSE KEYS - a symbol of hope that one day they will return.

The PR campaign idea was to share 10 human stories behind 10 keys. Documented in Caritas refugee camps all over Europe, each video reveals the motivations of those leaving their homes, most of which are economic.

The KEYS OF HOPE platform gave these Syrian refugees and their stories a place and hope the space they weren't getting in mass media.

A photography campaign accompanied by biographies of 10 women as display of the live KEYS OF HOPE art exhibit. The project was invited to the exhibition opening. A robust digital hub showcased the same content plus a deeper dive. Users could browse, donate and share content. Traditional PR and online PR - bloggers, influencers, celebrity guests and people all over the social web - helped to spread the KEYS OF HOPE message and directed people to the platform.

## RESULTS

Visitors found and engaged with the KEYS OF HOPE photos and biographical films. They were engaged online via PR, social and blog posts. They connected and shared the stories with their peers, generating 300% more traffic to the donation platform. Sponsored media placement resulted in reaching over 17 million people.

But most important of all, the public details changed, turning an anonymous mass of refugees back into human beings. It has given hope to people who need help.



# WHAT IT MEANS FOR US

**CREATIVE  
EXCELLENCE COMES  
FROM  
EMPOWERMENT**

USE THE EMOTIONS OF  
STORYTELLING

BUILD A CULTURE OF  
COLLABORATION

HAVE A PURPOSE AND  
FIND A CAUSE

BE CULTURALL  
RELEVANT; BUT ADD  
NEW DIALOGUE



# 8. THOUGHTS ON DIVERSITY



# OVERVIEW



## THOUGHTS ON DIVERSITY

### What's the fuss all about?

The internet, especially YouTube and Netflix, is changing the way people hear stories. From stereotypical Hollywood genres to a new generation of YouTube creators who are diverse, flawed and vulnerable, these open and transparent voices are proving more trustworthy when it comes to buying products.



### What's the potential?

- Never before have minorities been able to access people and stories that they can relate to, and the growth of micro-targeting content will become more and more important.
- We are responding to the explosion of channels and content by actually focusing on less, but that is more tailored to us as individuals 85% of our time is spent on just five apps, and we continue to only watch on average 18 channels.

# BUILDING GENUINE TRUST

جولة


محلي



Online influencers are building genuine trust with their audience. They reveal their struggles, flaws and weaknesses. 57% of YouTube subscribers say they would buy what their vloggers endorse. An example is Hayla Ghazal, who has over 1.3m subscribers for her lifestyle videos and is now the most subscribed channel in the Middle East; breaking down barriers for women's fashion and beauty.



# FROM SEGEMENTATION TO MICROTARGETTING

A close-up photograph of Winona Ryder, who plays Eleven in the TV show Stranger Things. She is holding a bright yellow rotary telephone receiver to her ear with her right hand. She has dark, wavy hair and is looking off-camera with a serious, slightly concerned expression. She is wearing a dark blue jacket over a dark green shirt. The background is out of focus, showing what appears to be an indoor setting with warm lighting.

A few years ago, when Netflix embarked upon a change in strategy and decided to start producing its own original content, reports surfaced in the US press, about how the company would have a critical advantage over its rivals. Netflix had amassed "a stockpile of data about Hollywood entertainment that is absolutely unprecedented" wrote The Atlantic. It had classified the world's movies and TV shows into nearly 80,000 ridiculously specific micro-genres, which, together with the reams of data it had on its users' diverse behaviour and preferences, it could use to create content that really appealed to subscribers.

The company's latest cult-hit, *Stranger Things*, is the product of this strategy. Set in the 1980s and starring Winona Ryder, it is a sepia-tinged, nostalgia fest/absurdist sci-fi thriller that, either by fault or design, seems perfectly tailored for older millennials and Gen Xers. It might not sound like your cup of tea, but for whatever reason, it just works. In fact the show is arguably the most compelling piece of original content on Netflix to date. It therefore suggests that the company's strategy (to develop its own shows on a more cost efficient basis than it could license them for), is on target.

From Australian Financial Review, August 2016

# EMBRACE DIVERSITY



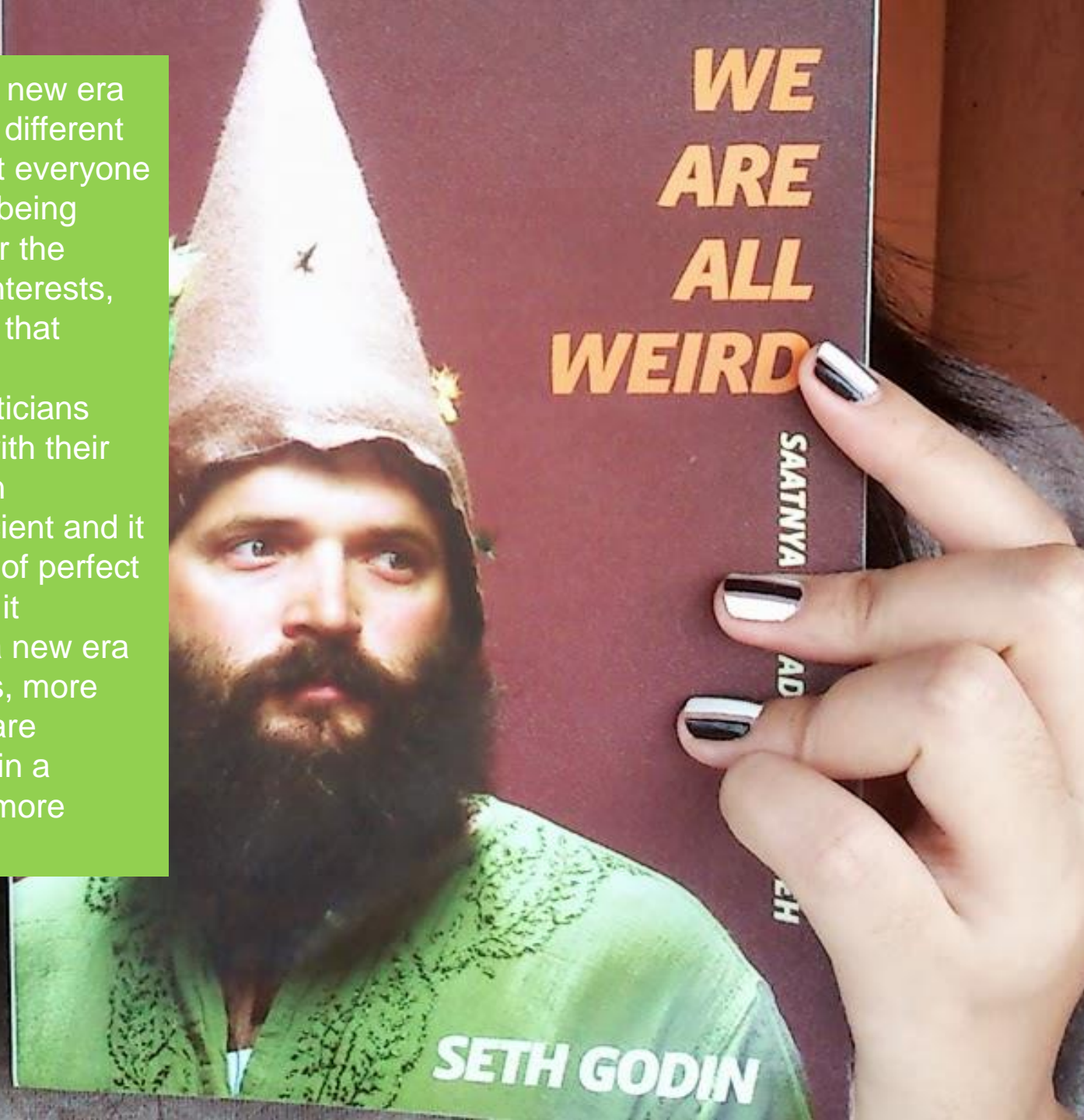
Diversity is crucial to the creative process. We are all wearing blinders of bias. It's important to have people of different backgrounds to create a mosaic of brains that can give feedback and build ideas.



# WE ARE ALL WEIRD

Seth Godwin's book 'We Are All Weird' defines the new era of diversity. It is a celebration of choice, of treating different people differently, and of embracing the notion that everyone deserves the dignity and respect that comes from being heard. The audiobook calls for end of mass and for the beginning of offering people more choices, more interests, and giving them more authority to operate in ways that reflect their own unique values.

For generations, marketers, industrialists, and politicians have tried to force us into little boxes, complying with their idea of what we should buy, use or want. And in an industrial, mass-market driven world, this was efficient and it worked. But what we have learned in this new era of perfect information is that mass limits our choice because it succeeds on conformity. As Godin has identified, a new era of weirdness is upon us. People with more choices, more interests, and the power to do something about it are stepping forward and insisting that the world work in a different way. By enabling choice we are allowing more people to survive and thrive.





# WHAT IT MEANS FOR US

**MICRO-TARGETTING:  
TELL YOUR STORIES  
THROUGH THOSE  
THAT IT IMPACTS**

**EMPOWER STORY  
TELLERS WITH NEW  
FORMATS**

**HIRE DIVERSITY TO  
CREATE NEW STORIES**

**THE STEREOTYPE IS  
DEAD**

**REPLACE CELEBRITY  
WITH VULNERABILITY**



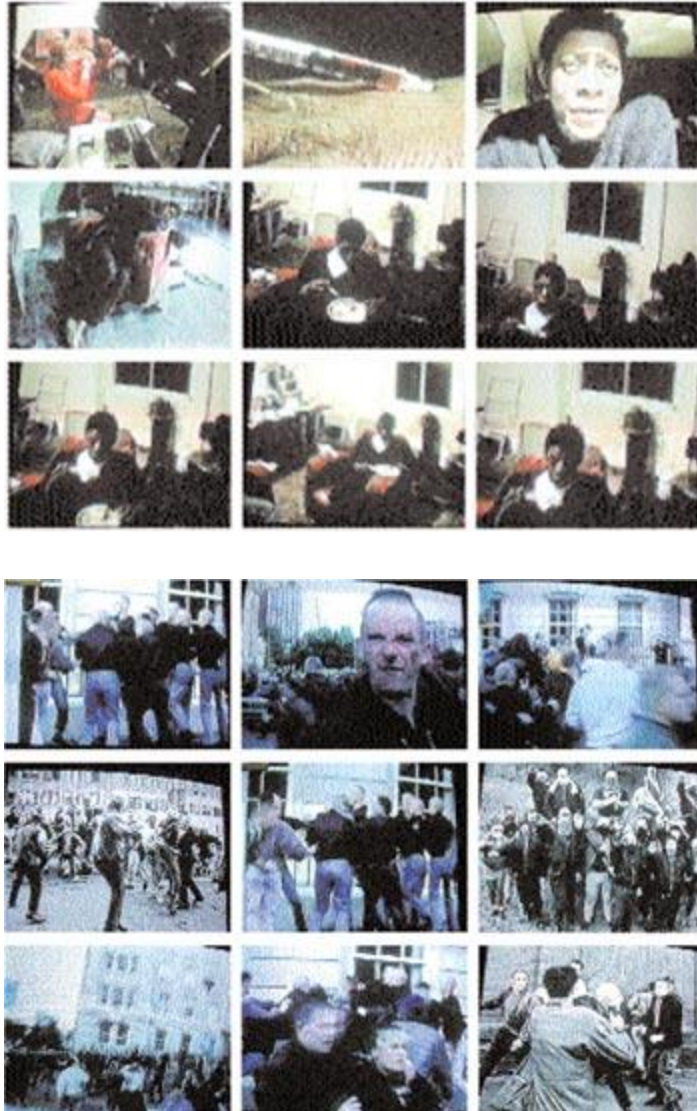
An aerial photograph of a suburban neighborhood, showing a grid of streets with houses, lawns, and parked cars. The image is used as a background for the text.

# 9. IMMERSIONISM

# VICELAND



# OVERVIEW



## IMMERSIONISM

### What's the fuss all about?

Immersionism is Vice's approach to content: "nefarious activities, investigative journalism and enlightening documentaries". And it's working, with over 7000 pieces of content made every single day and drawing a new generation into news. The idea of immersionism has been around for a while, and pioneers in the field (such as Fred Wiseman) spent years alongside his subjects understanding their world and then sharing it. However, this new wave differs because Wiseman didn't literally go back to school to get his story. He just filmed high school kids. This current wave of immersionists has people like photojournalist Lanre Feintola doing smack and crack for nine years as a way to infiltrate a milieu of junkies.

### What's the potential?

- A new wave of highly engaging content that immerses us in new, never seen before worlds.
- Young people, especially in countries such as the US and UK, no longer care about news, but this new way of telling stories engages the young and draws very strong viewing figures. VICE claims to have successfully re-introduced long form content to a new generation.
- Are there ways that we can tell our brand stories using cues from Immersionism?

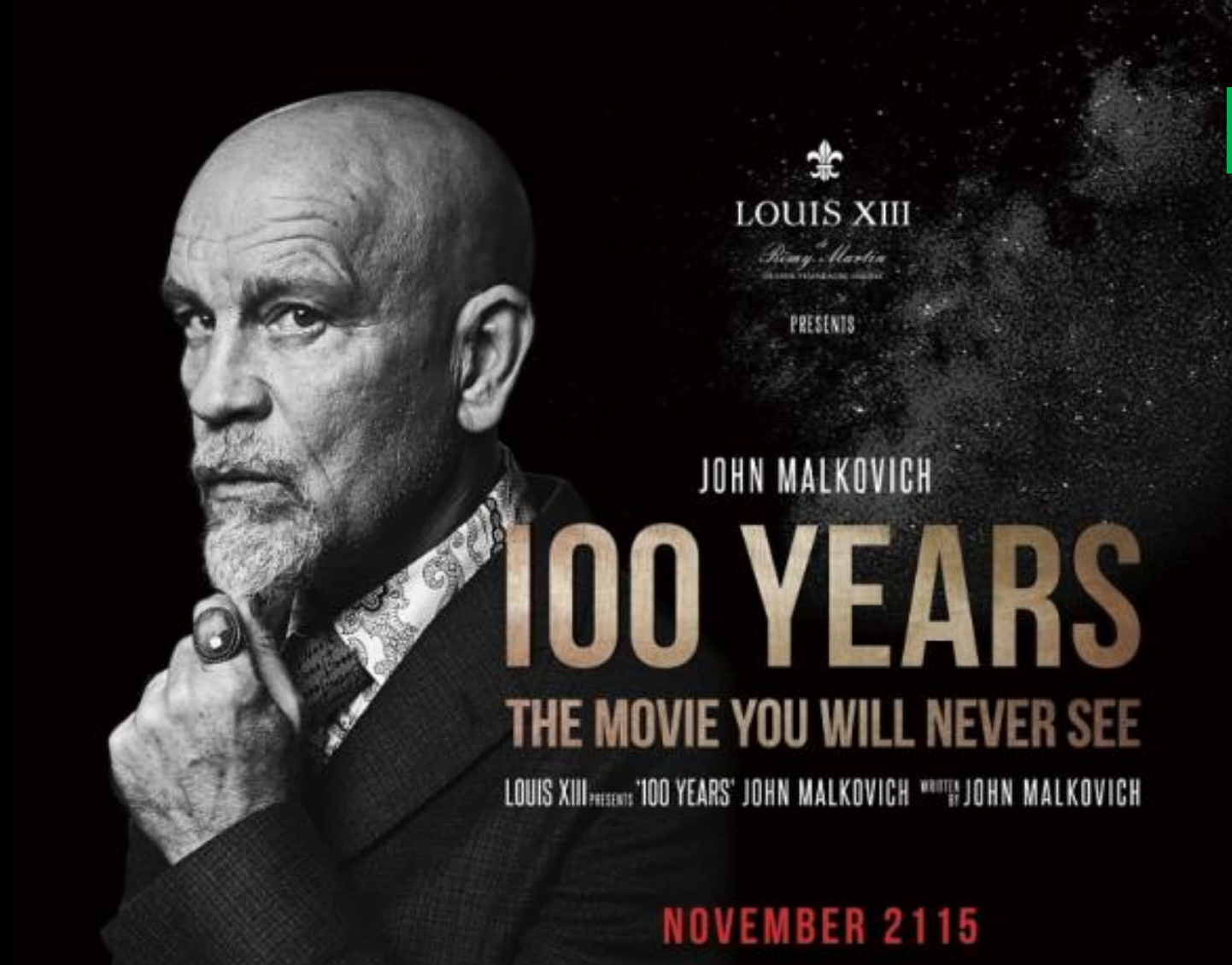


# EXAMPLES

A new wave of highly engaging content that immerses us in new, never seen before worlds. Examples include:

- **Cold Turkey:** we see the aforementioned Lanre Feintola decide to kick a nine-year heroin and crack addiction with seven days of cold turkey by bolting the door on his apartment.
- **Battle Centre:** Leo Regan spent a year in a house in London, run by an extreme church. Says Regan: “They wear combat jackets and kind of pull people off the street. Watching one guy who comes in off the street, a hitchhiker who has no experience of religion, and watching this guy convert in front of my eyes was an amazing thing”.
- **100% White:** A disturbing dive into a neo-Nazi group and one of the members Neil who has done the most appalling things, but the documentary juxtaposes this with the his human story. “Some of the things he’s done, I can’t even bear to hear them to be honest with you,” Regan explains of Neil. “It makes you sick to your stomach some of the things he’s been responsible for. But as an individual, I have to say I do like the man. That contrast is very disturbing for me and I think it adds a power to the thing. I mean, I see somewhere in him a humanity of someone trying to break free”.
- **Fighting ISIS:** The only journalist to have been successfully embedded with ISIS, VICE reporter Ben Anderson joins with various groups fighting the organisation, interviews captured jihadist fighters, and investigates the troubles that have led to the region's destabilisation.

# EXAMPLES



This film was inspired by the careful craftsmanship and patience it takes to create Louis XIII cognac. Just as each cellar master dedicates his life to create a drink he or she will never experience, those involved in creating 100 years will never see the film. To guarantee that 100 Years remains secure until its official premiere on November 18<sup>th</sup> 2115, the only copy of the movie is held in a special safe that will open automatically in 100 years.



# WHAT IT MEANS FOR US



- **Immersionism** – Tell the untold behind the scenes story of your company and brand.
- **Diversity** – Showcase the untold stories of highly different people.
- **Super Personalisation** - Someone with a very specific and unique, untold point of view that groups of people can relate to and is very personally moving for a few.
- **Intermatography** – A refocus on long form content that looks great, even if it's just for the internet.
- **By the Young Minded** – VICE takes risks. They give 23 year olds \$10m to make a show – and they admit it doesn't always work. But when it does you get stuff that is new and non- derivative. They like to partner these kids with experienced directors.
- **Be On The New Side of History** - The new optimism of a new generation being adopted across young America and Europe: gender equality, globalisation, prison reform, drug liberalisation, gay equality, new religious freedoms in America, environmentalism: these are things driving engagement for the under 30s.
- **Post Internet Philosophy** - A new approach to thinking, art and design that reflects how society has changed since the arrival of the internet. A new mode of interaction following the growth of Internet Art (how the marketing of brands and social media approaches to message dissemination became art).
- **Honesty** – Show everything, never pretend everything is okay and perfect. It's okay not to know the answers.

10.

**MAKE  
INTERESTING  
FRIENDS**





# OVERVIEW

## CONDÉ NAST'S ARTISTIC DIRECTOR

is coming to Cannes Lions

### Anna Wintour joins the programme

As editor-in-chief of American Vogue for more than 25 years, Anna Wintour has helped shape the fashion landscape. Now, as Condé Nast's Artistic Director, she's helping to set the creative vision for publications that reach 150 million consumers around the world.

[Find out more](#)



## MAKE INTERESTING FRIENDS

What's the fuss all about?

What does creativity mean in the age of 24 hour, always on content? There is a rise of supreme stress on all creative industries thanks to digital. Condé Nast's idea here is to move from a creator to a commentator of creativity, bringing more and more people together in new ways to create genuine firsts, as it's only the firsts that are going to drive engagement.

What's the potential?

- Shoot for the moon. There is this idea that because people are easily distracted online, that content should be fast and cheap. The opposite is true – invest in highly fuelled ambition.
- Difference. The different and the new cuts through so step outside your comfort zone, experiment and make mistakes.
- In contrast to the digital content we are all trying to create, get out and visit things and others. Stimulate to spark, collaborate to re-imagine.

# SINCERITY

PULSER SEARCH THE NEW YORKER

PHOTOGRAPH BY JEFFREY M. HARRIS

## PAUL HAGGIS VS. THE CHURCH OF SCIENTOLOGY

*Paul Haggis vs. the Church of Scientology.*



By Lawrence Wright

On August 19, 2009, Tommy Davis, the chief spokesperson for the Church of Scientology International, received a letter from the film director and screenwriter Paul Haggis. "For ten months now I have been writing to ask you to make a public statement denouncing the actions of the Church of Scientology of San Diego," Haggis wrote. Before the 2008 elections, a staff member at Scientology's San Diego church had signed its name to an online petition supporting Proposition 8, which asserted that the State of California should sanction marriage only "between a man and a woman." The proposition passed. As Haggis saw it, the San Diego church's "public endorsement



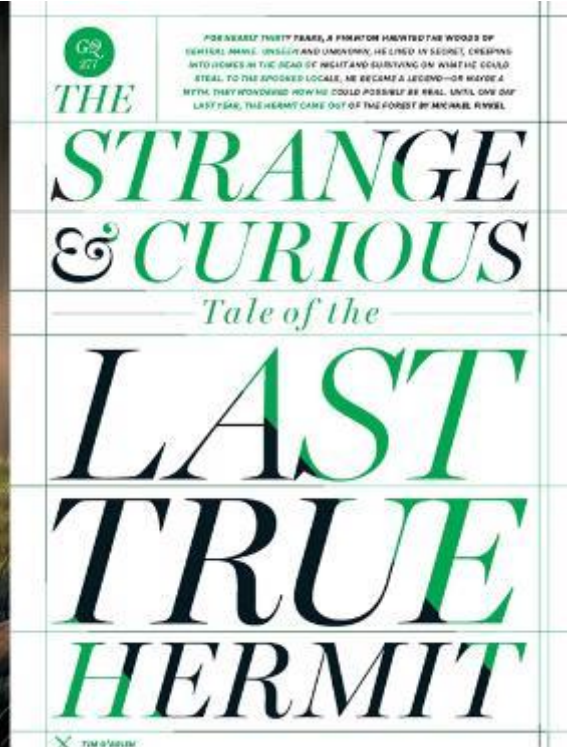
*After being told to get in Scientology's line of study, Haggis said, "SW the map is the top."*  
PHOTOGRAPH BY JEFFREY M. HARRIS



Balance the need for fast moving content and with the need to take risks with the big stuff. The above work, from Lawrence Wright's seminal investigation into Scientology, Graydon Carter's Caitlyn cover for Vanity Fair, Beyoncé's visual album and the film Boyhood, are all examples of bold, sincere, audacious creativity across many mediums.



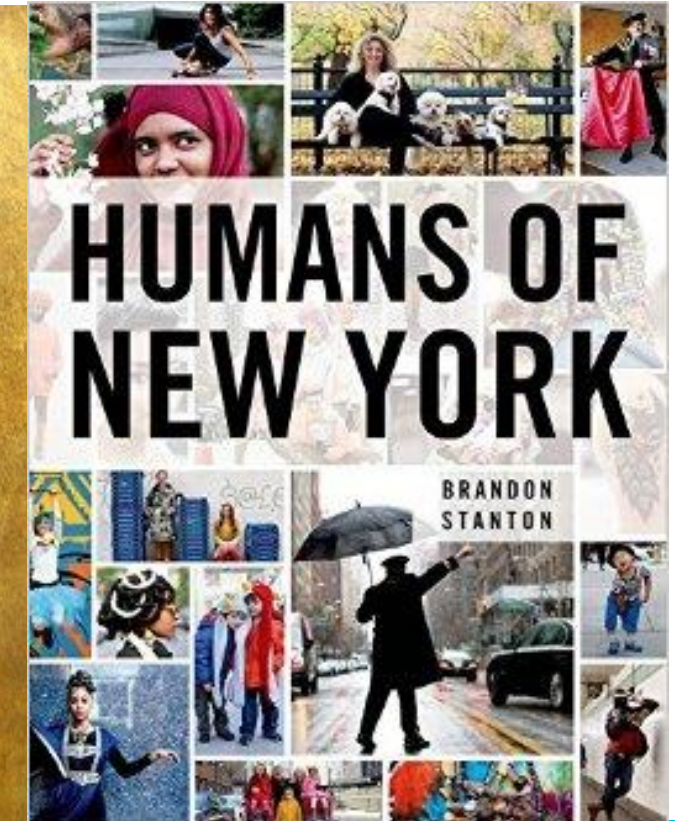
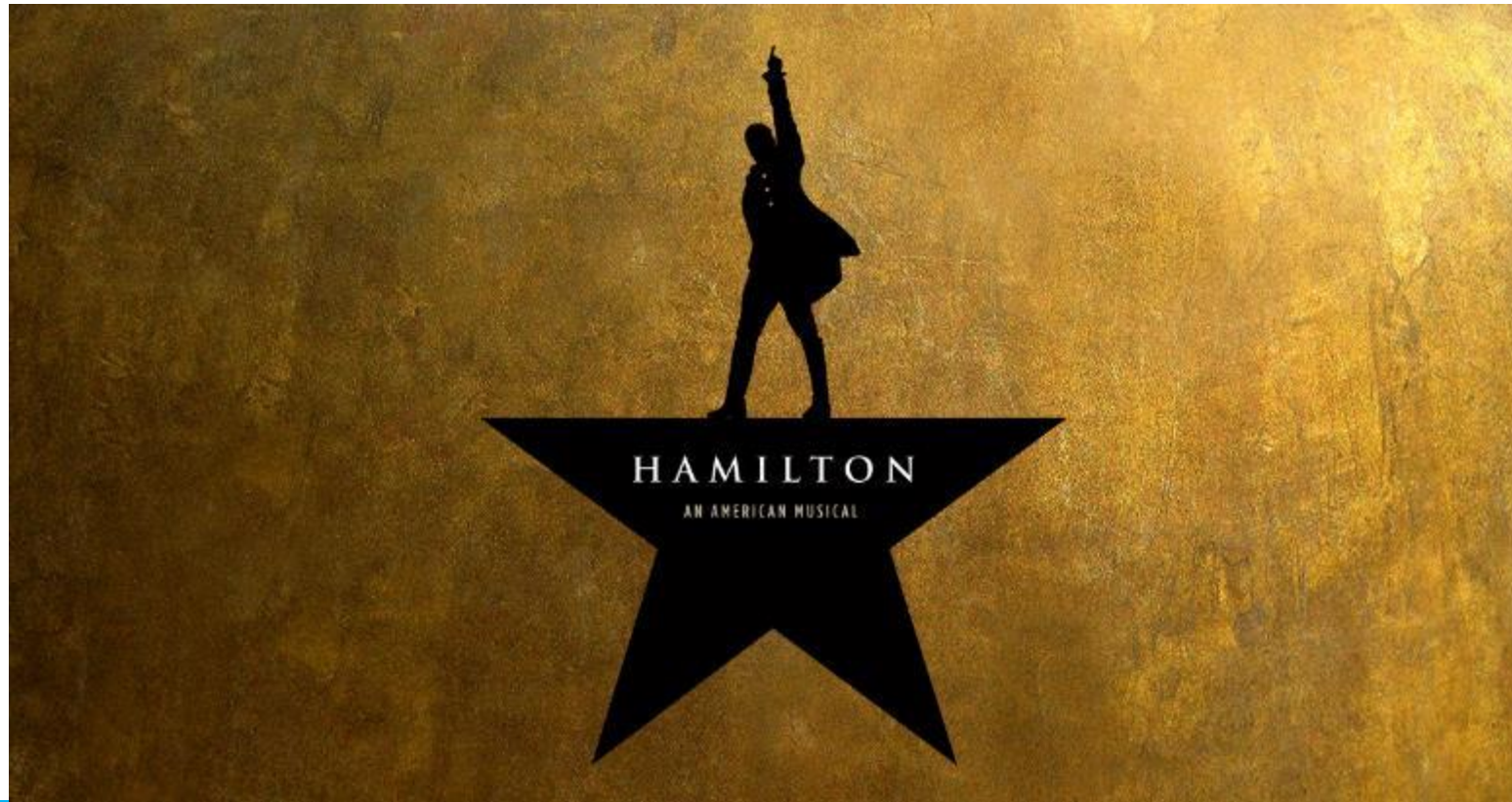
# DARE TO BE DIFFERENT



GQ's The Strange and Curious Tale of the Last True Hermit was the number one story in the history of GQ. Amy Schumer, James Corden, Bernie Sanders and Demna Gvasalia (at Balenciaga) are all examples of personal, emotional and above all different stories that gain traction today, according to Anna Wintour; "audiences want to find something special, unique and new".



# INTERESTING FRIENDS



Force yourself out everyday to meet new people and experience new things. Make your time interactive. Wintour quotes Ryan Seacrest (who kept his radio show on KIIS FM to keep him connected), Christopher Bailey, Brandon Stanton (Humans of New York) and Hamilton (the new musical where hip hop and theatre have come together to form a big new idea) as examples of how getting out, visiting others and working with unexpected partners has developed totally new ideas.



# WHAT IT MEANS FOR US

**BE A CREATIVE CONNECTOR:  
BRING CREATIVES TOGETHER  
IN NEW WAYS**

EMPOWER MISTAKES

LEAVE THE OFFICE AND  
DISCOVER THE NEW

BRING OUTSIDE  
PEOPLE TOGETHER TO  
WORK WITH YOU

FIND THE UNTOLD

# CHAPTER 3: NEW ADVENTURES IN MARKETING

11.

ANALOGUE  
ESCAPISM

12.

THE  
EPHEMERAL  
WEB

13.

QUICK  
RESPONSE  
COMMS

14.

BEYOND  
BRAND  
PURPOSE:  
BRAND  
ACTIVISM

15.

CULTURAL  
ENGINEERING



FUTURES #2

# NEW ADVENTURES IN MARKETING

This third and final section is a broad range of insights that will impact our world over the coming months and years. From the anti-digital and social media movement which we are calling **Analogue Escapism** (trend #11), to the contrasting movement to Immersionism - the rise of ultra fast reactive content covered by **The Ephemeral Web** (trend #12) and **Quick Response Comms** (trend #13), to perhaps the most strategically significant trend of all: the rise of **Brand Activism** (trend 14) which outlines a new paradigm shift in the way brands are marketed. Finally **Cultural Engineering** (trend #15) outlines how organisations have a role in using their budgets to create new popular culture.

# 11.

# ANALOGUE ESCAPIISM





# OVERVIEW



## ANALOGUE ESCAPISM

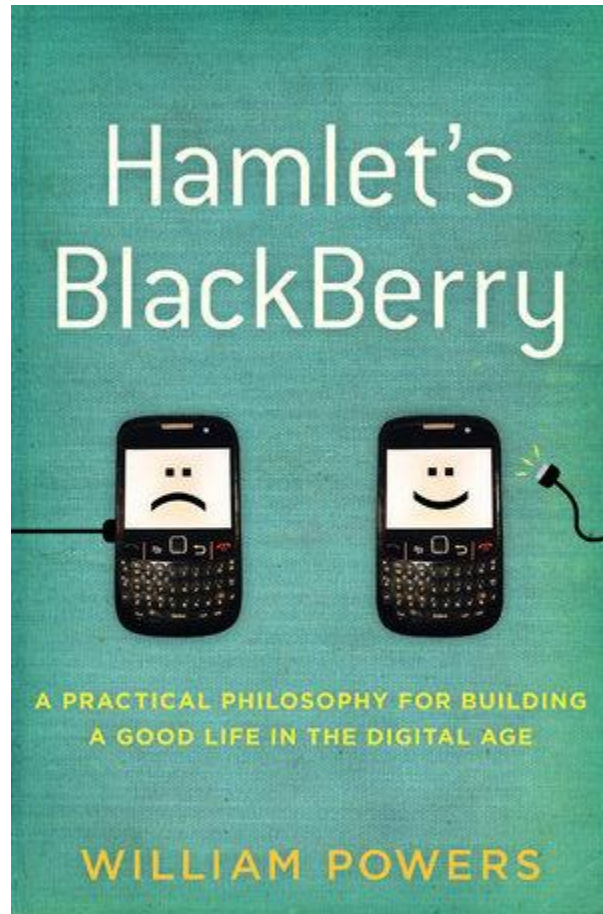
### What's the fuss all about?

The continued rise of social media has left many of us anxious and more insecure about ourselves and our place in the world, and many organisations are on a treadmill to create more and more noise. Consumers are beginning to seek space away from the relentlessness, and brands should take note.

### What's the potential?

- The long term role for non-digital and non-screen mediums, such as newspapers, books and journal keeping is secure as people look to escape their screens.
- The rise of mindfulness, meditation and a solitary fifteen minutes of peace will continue apace.
- The rise and rise of ad-blocking and eventually even branded content blocking technology.
- Analogue escapism as a relevant communications strategy to provide consumers with non-digital reflection time.

# ANALOGUE ESCAPISM



“A printed newspaper is even more useful now than it was 20 years ago. Like a Moleskine notepad, it’s a disconnected medium that takes you out of the digital swirl into a calmer, more patient mental space. Buzz is good and important but so is de-buzzing”, says William Powers in Hamlet’s BlackBerry.

More organisations are coming to recognise the space afforded by disconnection, and that distinctly analogue formats can provide significant new opportunity.

“There are so many ways brands can enrich and improve our lives away from the digital sphere if they start to prioritise people’s spirits and imagination over their data profiles” says Jon Wiklins, Executive Chairman, Karmarama.



# FIFTEEN MINUTES OF PRIVACY



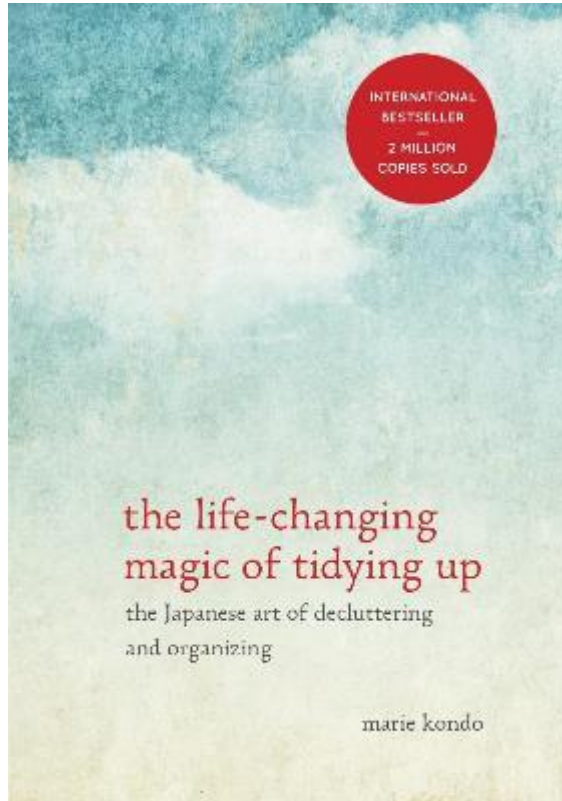
Maybe Warhol was wrong, and there is a growing belief in this antithesis:

“Today , it appears that individuals are seeking their 15 minutes of privacy” Keith Grossman, Bloomberg Video.

A growing body of research points to the link between social media usage and anxiety.

In the next five to ten years the whole debate will move on again as we become more and more entwined with AI. Do we want robots in our homes? Do we want our cars to drive us to work? Do we want machines to be our assistants?

# DOES THIS SPARK JOY AND OTHER STORIES



Clockwise from left: Marie Kondo and her KonMari Method asks of every item in your home -“Does this spark joy?”; A Lovely Sunny Day with Zachary Levi and Bert From Sesame Street; Charles Wigley, Asia Chairman at BBH who says “the age of engagement has merely given us more interruption”; and Look Up by Gary Turk.



# CHIPOTLE: CULTIVATING THOUGHT



Chipotle's Cultivating Thought series has put great literature on formerly blank food packaging. The chain hired writers including Malcolm Gladwell, Toni Morrison, Neil Gaiman and Jonathan Franzen to create short essays to print on the side of its cups and food bags.





# PERSIL/OMO: FREE THE KIDS



Persil/Omo has taken this trend to its full potential as their Dirt is Good campaign evolves into “Free the Kids”, a global campaign to get children to put their screens down and go outside and play.



# WHAT IT MEANS FOR US

**THINK ABOUT  
STRATEGIES THAT  
ENCOURAGE ESCAPE:  
USE ANALOGUE  
MEDIUMS AND  
MINDFULNESS**

EXPLORE OLD  
FASHIONED MEDIUMS

CREATE NEW WRITTEN  
CONTENT ON PAPER

ENCOURAGE OUTDOOR  
ACTIVITY

DELIVER MINDFULNESS  
ON YOUR EVERYDAY  
PRODUCTS

The background of the slide is a soft-focus bokeh effect with numerous out-of-focus circles in shades of blue, teal, yellow, and pink. The text is overlaid on the left side of this background.

# 12.

## **THE EPHEMERAL WEB**

**(OR HOW TO CREATE CONTENT THAT DOESN'T LAST)**



# OVERVIEW



## THE EPHEMERAL WEB

What's the fuss all about?

A celebration of the ideas that don't last, that are fleeting, but make a longer term impact, moving attitudes and behaviours.



What's the potential?

- Embrace the ever accelerating world with fast, of the moment content.
- Plan and then tap into timely moments and cultural conversations on a regular basis, but do it with quality and at scale.
- For example: Target created four 360° shoppable videos for Halloween (opposite), or the incredible Floating Piers on Lake Iseo in Italy (above left).

# IT'S ALL ABOUT TRUTH AND BEHAVIOURS



AND  
WHAT  
ABOUT  
THE  
TRUTH

## Leverage Human Behaviours

- People consume multiple streams of content at once.
- You consume the content that puts you and your (weird) interests first.
- You share unfiltered stories and reactions.

## Use Human Truths

- People tend to follow not lead.
- Attention makes people feel good.
- People are inherently lazy.
- Loyalty is never rational.
- People are inherently voyeuristic.



# WHAT MAKES GREAT EPHEMERAL CONTENT



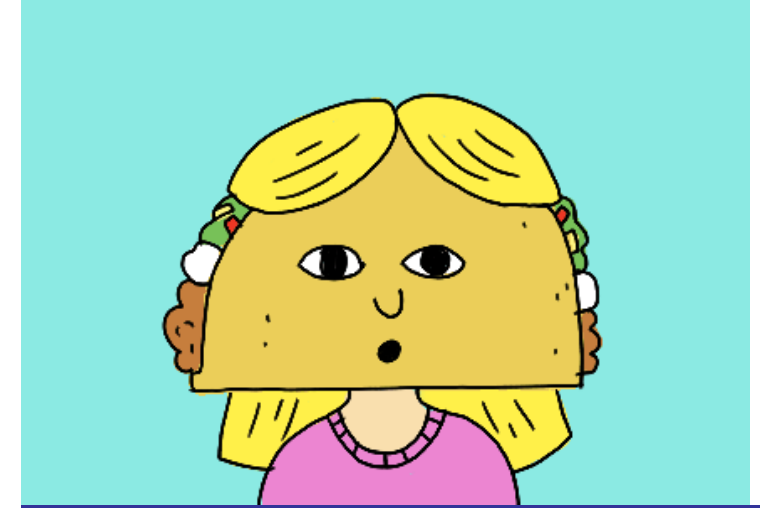
Cultural Context  
eg. REI Opt Outside

Unleashing a new counter culture to Black Friday, REI closed all their stores and encouraged their customers to go outside and tag themselves with inspiring content.



In the Moment  
eg. Target and Gwen Stefani

The world's first ever live music video. All streamed via multiple smartphones which shot it from various angles.



Be Distractingly Personal  
eg. Taco Bell Emoji

Taco Bell allows you to mash up your emoji creation with theirs to create over 600 new emojis, all powered by a Twitter bot.

# THE EPHEMERAL FRAMEWORK



Great Relevance At Scale  
Eg. Elle UK's #morewomen

Tap into an existing cultural currency, never create your own. Elle tapped into the equality conversation, REI into the Black Friday conversation, and did something with it.



Let's make  
dinnertime matter  
From Publisher to Participant  
Eg. Masterfoods' Make Dinner TimeMatter

Only say something when you have something to add to the conversation, and then own a moment in it. Masterfoods owned a unique space with the health of the family in the digital age. conversation



Let Context Drive  
Eg. Krylon and the World's Longest Yard Sale

If content is king, context is emperor. Create content that suits your category and a specific environment. For example Krylon powered their yard sale on Pinterest.



# WHAT IT MEANS FOR US

**EMBRACE THE  
EPHEMERAL WEB**

EMBRACE THE  
TRANSIENT

PREPARE FOR  
CULTURAL MOMENTS

FIND A UNIQUE INSIGHT  
: WHAT IS THE  
RELEVANT  
CONVERSATION

CREATE CONTENT THAT  
BUILDS THAT  
CONVERSATION

The background of the slide is a dark blue field filled with numerous faint, glowing clock faces and interlocking gears. These mechanical elements are rendered in a lighter blue hue, creating a complex, layered pattern that suggests a sense of time, precision, and interconnected systems.

# 13.

**WELCOME TO QRC**  
**(QUICK RESPONSE COMMS)**



# OVERVIEW



**Bucky Keen**  
@DoomBucky

@ReesesPBCups Does this look like a Christmas tree to you?? #Christmas #Reeses #IllShowYou

8:33 PM · 1 Nov 2015

26 22



**REESE'S**  
@ReesesPBCups

Woke up like this. #ThankYou #AllTreesAreBeautiful

11:06 AM · 3 Dec 2015

3,266 5,047

## QUICK RESPONSE COMMS

What's the fuss all about?

A build on the Ephemeral Web, with a continued focus on speed, but this is about reacting to the breaking news agenda and winning. There are great examples of companies that have gone out and reacted to the days news or cultural agenda and achieved share of voice.

What's the potential?

- At its best an idea that can take over and leap ahead of your competitors' news agenda.
- It's all about setting up to win and working like a newsroom. Ensure that you have trend prediction software such as Lexer and Spredfast that can nod to what might be happening, and that you have a morning editorial meeting, just as a newspaper would.
- Then go and create.

**#all  
TREES  
are  
BeAUTiFUL**



**#all  
TREES  
are  
BeAUTiFUL**



Last holiday season Reese's trees looked like turds (Reese's Faeces became a thing), so rather than classic crisis management Reese's launched #Alltreesarebeautiful campaign and spun the conversation by introducing a new injustice: tree shaming.

*Reese's*

*Reese's*



# WHO IS THE KING?

WHEN YOU'RE A CLOWN, DON'T MESS WITH THE KING



"Burger King shows who's the real boss"

Newsweek

"ouch"

5 NEWS

"What a subtle response"

THE HUFFINGTON POST

"The perfect answer"

Le Figaro

"A brilliant answer"

THE FT

"Burger King had a pretty good comeback"

STARS

"A smart revenge"

5 stars

## CONTEXT

In 2010, following a 10-year absence from France, Burger King made its comeback.

Since then, they have opened 40 restaurants, a long way behind McDonald's, who own 1,000 restaurants.

But surprisingly, on February 14th, the multi-point leader launched a web video, making fun of Burger King's small network of restaurants in the country.



## SOLUTION

3 days later, we responded to this attack by replying their video but with a new ending.

In it, we turned McDonald's widespread footprint to Burger King's advantage, showing that McDonald's is indeed useful... but only to grab a coffee to drink on the way to the nearest Burger King.

## RESULTS

With only 1000 euros of media investment:

- More than 500 items of media coverage including 9 national TV channels.
- 10 million views of our video.
- 4 million euros of earned media.
- and 150,000 shares, becoming a trending topic on Twitter, marking 14 days after he received his long-awaited throne.

THANK YOU MCDONALD'S.



# EVERY DAY A PLAY

## EVERY DAY A PLAY

### KATONA JERSEY THEATRE

wanted to reconnect with a younger audience. They wanted to be seen as up to date and relevant.

### A ONE MINUTE PLAY WAS CREATED EVERY DAY

for 2 weeks. Based on the hottest news story of the day from Hungary's most read news portal.

### EXECUTION

A whole theatre worked together with the creative team to make this happen. In 8 hours, a news story was chosen, a play was written based on it, set was built, costumes were designed, the play was directed and rehearsed, then it was recorded. Then, a one-minute video was produced and uploaded to the news site.

### RESULTS

- + Number of people born after 1985 who bought a ticket online: +122%
- + Every 7th person in the country knows the catanoides.



National soccer team focuses on mental game



Elon Musk to drop atom bomb on Mars



Retired doctors return to work



Crazy exciting cactus exhibition opens today



Putin denies contact with Elton John

SCAN  
TO  
WATCH





# IKEA x KANYE

Monday 1<sup>st</sup>

In an interview with BBC Radio 1's Annie Mac, the rapper Kanye West expressed his desire to collaborate with the Swedish furniture giant, saying: "I have to work with Ikea — make furniture for interior design, for architecture. Yo Ikea, allow Kanye to create, allow him to make this thing because you know what, I want a bed that he makes, I want a chair that he makes".

Tuesday 2<sup>nd</sup>

IKEA Australia responded with the opposite post on Facebook, complete with the perfect response, nodding to his over-sized bed in the Famous video.

Wednesday 3<sup>rd</sup>

The post was not only widely shared, but also picked up globally including Perez Hilton, Time, Huffington Post, BuzzFeed, Daily Mail, HypeBeast, The Guardian and WWD. Reach now exceeds 750k people, with over 190k engagements.



# THE FIRST 50



Troy Carter, Founder, Chairman, CEO, The Atom Factory and Global Head of Creative Services at Spotify, outlined his strategy for QRC with a difference: quickly find and engage the most 50 influential people for your brand or story.



# WHAT IT MEANS FOR US

**STRUCTURE YOUR DAY, BUSINESS AND TEAMS TO DELIVER QRC**

# EVERY DAY A PLAY

BEHAVE AS AN  
EDITORIAL TEAM WOULD

CONSIDER EMBRACING A  
TRENDING BRAND ISSUE  
WITH HUMOUR

EMBRACE  
TRANSPARENCY

KNOW YOUR FIRST 50

A large crowd of people is shown from the chest up, holding up red hand-shaped signs on sticks. The scene is set indoors, possibly at an airport or a large event, with overhead lighting visible. One of the red hand signs in the center foreground clearly displays the JetBlue logo. The entire image has a semi-transparent purple overlay.

# 14.

**BEYOND BRAND**

**PURPOSE:**

**BRAND ACTIVISIM**



# OVERVIEW



## BEYOND BRAND PURPOSE: BRAND ACTIVISM

What's the fuss all about?

If we could sum up Cannes with one trend, it was brand activism. In last year's Futures #1 we talked about the power of Brand Purpose, and the importance of bringing this to life through Creativity with Purpose, but this year it's all about campaigning for something that defines your brand with action: as Aline Santos, SVP Global Marketing, Unilever called it – “show me your love”.



What's the potential?

- Find a real problem that impacts a community and show that community how you are going to solve it with action.
- Find a concern and work hard to build an authentic long term role for your brand.
- This will build love, gratitude and in turn loyalty.
- It's no longer about sales, but how love leads to sales.

Cover showed JetBlue's Reach Across the Aisle, top Brewdog's No Label and below Czech supermarket Nas Grunt's The Hidden Sugar Honey.

# BRAND ACTIVISM

A photograph of Sir Ken Robinson, an older man with white hair and glasses, wearing a dark suit and a patterned tie. He is gesturing with his hands while speaking, set against a blue background.

“There is a place for brands to help where governments can’t or won’t”.  
Sir Ken Robinson, June 2016



# BRAND ACTIVISM

1950s

**BRAND  
ESSENCE**

Our brand gives...



The cleanest wash  
The smoothest skin

1980s

**BRAND  
POSITION**

Our brand is...

For thoughtful mums  
The busy women

2000s

**BRAND  
BELIEF**

We believe...

Dirt is good  
All women are beautiful

2010s

**BRAND  
ACTIVISM**

Actions to...

Help kids play  
Make all women feel good

Brand communication has evolved... again

# BRAND ACTIVISM BEHAVIOURS

## LEAD

Take a leadership position on what matters to your audiences.



## RESPOND

Be fleet of foot to be part of the right conversations, when they still matter.



## RECIPROCATATE

Give back.  
Deliver ultra personalized experiences.



## CREATE

Be relevant by being useful and make what is needed.



## CONVENE

Bring people together based on values, interests and passions.



Build a meaningful narrative with behaviours that make you a better citizen, and that drives engagement.



# PERSIL: DIRT IS GOOD

74

of children  
play outside  
an 1 hour or less  
average day. Let



“You need a story first – and a story needs emotion and a passion – and a product story is very short on passion. But build in passion and your story will last forever. Dove is a great example - there is a cultural tension, and something actionable: self- esteem. We’ve talked to 17m girls around the world about this topic. Now we are applying the same theory to Persil/Omo and have started to talk about how Dirt is Good - the importance of the outdoors to childhood development. Like Dove, the campaign is totally counter intuitive. It has been successful with Persil sales reaching US\$3.5bn in 2015 and the brand is the most sought after detergent in the world. We are building 600 playgrounds this year, and we’ve successfully campaigned to change the law in Vietnam, where children used to study from 8am until 5pm, and now schools there are obliged to give kids the time and space to play. Show people your love”  
Aline Santos, SVP Global Marketing, Unilever.



# TELETICA:

## SECOND SCOREBOARD

**HOME 0 VISIT 0 VCM 0**

# THE 2ND SCOREBOARD

THE ONLY SCOREBOARD WHERE A ZERO IS A HUGE WIN

**01**

**PROBLEM**  
Costa Rica's Ministry of Women's Affairs reports that, during soccer matches, factors such as heightened tension levels and an increase in alcohol intake can cause domestic violence complaints to spike up by as much as 400%.

**IDEA**  
To tackle this serious trend, the Ministry teamed up with Teletica, the country's leading TV station and sports broadcaster and Costa Rican Soccer Federation, to make this issue literally as important as the score of a soccer match.  
During every soccer game broadcast by Teletica, a new scoreboard was added right next to the usual match results, with the acronym **VCM (Violence Against Women is explicit)**. But instead of displaying a goal count, this board tracks the number of domestic violence reports made through 9-1-1, as the numbers were made as big and bright as the game statistics.

**REPORTS MADE THROUGH 911**

**THE CAMPAIGN**  
Costa Rican soccer players, coaches, and fans were encouraged to report domestic violence incidents using the campaign and social media, and to keep track of the new scoreboard.

**#VCMO**  
IN 4 COUNTRIES IN 2015  
REPORTS MADE THROUGH 911

**#ForcerMarcador Femenino**

Domestic violence increases during football, so a second score board at national games kept track of the number of emergency calls reporting domestic violence; the goal being to get the score to zero.



# BREWDOG: NO LABEL



Brewdog No Label is the the world's first non-binary, transgender beer. It was developed promote Brewdog's new London Soho bar. Brewed exclusively from hops that have undergone a 'hermaphroditic sex change', the campaign reached 1.1bn people in five days, and all profits when to London transgender charities.





# EDIBLE SIX PACK RING

The story of a Small craft brewery that got 3.5 Billion Global Impressions in less than 5 days with \$0 media invested.



By using the by-products of the beer brewing process such as barley and wheat, this packaging goes beyond recycling and strives to achieve zero waste. The Edible Six Pack Rings are the first ever 100% biodegradable, compostable and edible packaging implemented in the beer industry.





SCAN  
TO  
WATCH



# THE HIDDEN SUGAR HONEY

## THE BACKGROUND

**IN THE CZECH REPUBLIC, THERE IS 840 000 PEOPLE WITH DIABETES.**

One of the main reasons is that people don't know about all the sugar hiding in processed food. National chain of bio groceries *Náš Grunt* decided to educate and offer a solution - honest products without hidden sugar.

## THE IDEA

**WE SEARCHED HELP FROM SOMEONE, WHO CAN FIND SUGAR EVERYWHERE - A BEE.**

Bees can produce honey from anything containing 15% and more of sugar, so they made a very first Hamburger honey, Ketchup honey and few other honeys.



Czech supermarket *Nas Grunt* highlighted the hidden sugar of everyday food products by tasking bees to make honey out of unexpected savoury items. The campaign saw a 10% uplift in store traffic.



CAMPAIGN SPARKED  
NATIONAL DEBATE  
ABOUT HIDDEN  
SUGAR IN FOOD



3,87 MIL.  
CUMULATED  
MEDIA REACH



300 000  
ORGANIC SOCIAL  
MEDIA REACH



WEBSITE TRAFFIC  
INCREASED BY  
30 %



STORE VISITS  
INCREASED BY  
10 %



# TURNING LANDCRUISERS INTO AN EMERGENCY MOBILE NETWORK



## LANDCRUISER EMERGENCY NETWORK

### PROBLEM

Over 60% of Australia's roads are unsealed, leaving the outback and remote areas dangerous and difficult to traverse.

© 2014 TOYOTA MOTOR CORP. ALL RIGHTS RESERVED.

### SOLUTION

By turning half a million Toyota Land Cruisers into a mobile network, emergency services can be reached in remote areas.

### RESULTS

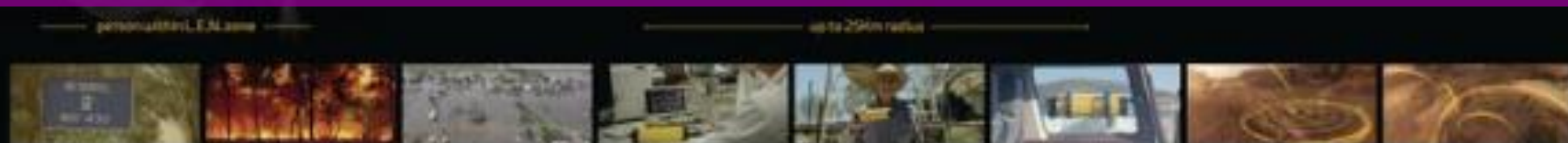
Land Cruiser Emergency Network is now operational in 2014, covering 50,000 km<sup>2</sup> of remote Australia.

Emergency services can now reach remote areas in Australia, saving lives and property.

Toyota's commitment to safety and reliability is now helping to save lives in Australia.



Australia has a population of just 24m, yet there are half a million Toyota Land Cruisers in the country. 65% of Australia has no mobile signal. So Wi-Fi, UHF and DTN technology were fitted as a pilot program to cover 50k km<sup>2</sup> of the country, with plans to roll the fleet out.





# WHAT IT MEANS FOR US

**CREATE A LONG TERM BRAND CAMPAIGN THAT IDENTIFIES, DEBATES AND HELPS SOLVE A NATIONAL OR COMMUNITY ISSUE OR PROBLEM.**

**PUT YOUR PRODUCT OR TECH AT THE HEART OF THE STORY**

**IDEALLY IDENTIFY SOMETHING NO OTHER BRAND OWNS**

**BE TOPICAL: DIVERSITY, ENVIRONMENT, EQUALITY**



# **15. CULTURAL ENGINEERING**



# OVERVIEW



## CULTURAL ENGINEERING

What's the fuss all about?

Great creative can be uncovered through really understanding a cultural trend or insight. Organisations and agencies tend just to skim the surface, but with the infinite depth and splintering of cultural groups and interests thanks to social media, agencies need to put the effort into really understanding a cultural narrative.



What's the potential?

- The potential is infinite, thanks to open access to ever emerging new cultural trends and influences.
- Don't create a campaign anymore, but create connections that can then lead to ideas and output.
- Think about appointing a cultural engineer in the business who really understands trends, connections and the narratives of the day.
- Brands have to be worthy, to be relevant, timely and add to the conversation and zeitgeist.

Above: John C Joy, President of Global Creative, Uniqlo and Eric Liedtke , Executive Board Member, Global Brands, adidas, who both spoke of their brands' roles as creator brands.



# DO THE UNEXPECTED



A brilliant example of Cultural Engineering: Uniqlo x Shochiku Kabuki. Normally a fashion brand partners with a like minded designer, but here the retailer has enlisted a force entirely different. They worked in partnership with Shochiku Kabuki (the principal production company behind the traditional Japanese performance art of 'Kabuki') to create a unique new range of clothing.



# EXAMPLES OF CULTURAL ENGINEERING



Clockwise from top left: Uniqlo x Kabuki; Nike's Soul of the Game; Palette UI Smartphone installation; Calderwood x Jay; Uniqlo x Kaws; Uniqlo's collaboration of data and creativity - UMood.



# ADIDAS: CREATOR BRAND



The making of a creator brand: the reinvention of adidas for the digital economy as a creator. Dynamic, limitless and exciting. It's about creating something new out of nothing, where there was no connection before.



# SPOTIFY: CREATING NEW CONNECTIONS



2 0 1 5

Spotify used data  
to create personal  
connections...

## Year in Music

Relive the moments and the music that made 2015 one to remember.

GET YOUR YEAR IN MUSIC

- OR -

CONTINUE WITHOUT LOGGING IN

# SPOTIFY: CREATING NEW CONNECTIONS



...and aggregated, local data to drive above the line creative...





# SPOTIFY: CREATING NEW CONNECTIONS



...some of which played on geographical juxtapositions to drive engagement.

# THE RULES FOR CULTURAL ENGINEERING

1. Discover new cultural contexts.
2. Be cultural engineers by bringing the unexpected together.
3. Know or discover your brand's true self: authenticity.
4. Be worthy: add to the conversation in a unique way.
5. Build (physical or digital) narrative spaces for your audience.
6. Be friends with data and technology.



# TEN LESSONS FOR CREATIVES

1. Be authentic.
2. Work harder than your competitors.
3. Get off the computer.
4. Curiosity improves your craft.
5. Travel.
6. Be original: bring the unexpected together.
7. Don't work for people that don't inspire you.
8. Instinct and intuition are all powerful.
9. Learn – the golden rule.
10. If all else fails, number two.



# WHAT IT MEANS FOR US

**IMMERSIVE YOURSELF  
IN RELEVANT  
CULTURAL  
MOVEMENTS**

GET OUT THERE

OWN A SPACE FOR  
YOUR CONTRIBUTION

BRING UNEXPECTED  
PEOPLE TOGETHER

EMBRACE NEW TECH  
AND BRAINSTORM  
APPLICATIONS FOR  
YOU

PLACE YOURSELF IN  
THE UNEXPECTED

BE WORTHY



**BONUS:  
ADDITIONAL  
CANNES PR  
WINNERS AND  
SUBMISSIONS  
WE LOVE**







Grand Prix Winner



# THE ORGANIC EFFECT

## Changing the conversation about organic food



Swedish supermarket chain Coop wanted to take their long time support for organic farming to the next level. So they decided to communicate something that no other food company had dared talk about.

They set up an experiment with an ordinary family, and documented it in a short film that was posted on YouTube and Facebook, and e-mailed to customers and known supporters of organic food.

More than 35 million views, generating articles and social media posts with a total reach of 1.8 billion.

### THE HUFFINGTON POST

What Happened After One Family Went Organic For Just Two Weeks



Swedish supermarket chain Coop changed the way a nation shopped and significantly grew their own market share by owning organic food. The way they did it was simple: a before and after experiment with one family. The entire family swapped non-organic food for organic food and their urine tested pre and post. The results were incredible, with almost all previously found chemicals in the urine disappearing.

Ogilvy Public Relations





NIVEA



Children don't like applying sunblock, so Nivea created a doll that was given to kids on beaches across Brazil. The doll turned bright red in the sun, unless it was covered in sunblock.

**A DOLL DESIGNED  
TO TEACH KIDS  
THE IMPORTANCE OF  
SUN BLOCK USE**



### PROBLEM:

KIDS LOVE THE BEACH,  
BUT NOT APPLYING SUN BLOCK.  
THEY HAVE TO STOP PLAYING.

**IT'S BORING.**



### IDEA:

TO TEACH KIDS THE IMPORTANCE OF BEING  
PROTECTED FROM SUN EXPOSURE IF  
IN A WAY THAT THEY UNDERSTAND BEST:  
**PLAYING.**



WE CREATED NIVEA DOLL, A UV-SENSITIVE DOLL  
THAT SUNBURNS WHEN EXPOSED  
TO SUNLIGHT WITHOUT PROTECTION.

CHILDREN NEED TO APPLY NIVEA SUN KIDS  
SUN BLOCK TO PROTECT THE DOLL, JUST LIKE  
THEIR PARENTS DO TO PROTECT THEM.



**NIVEA SUN KIDS:**  
PROTECTING AND  
HELPING TO EDUCATE  
THE NEW GENERATION.



BOY  
AND GIRL  
VERSIONS

**IT SUNBURNS  
WHEN EXPOSED  
TO UV RAYS  
WITHOUT  
SUN BLOCK.**







SOME PEOPLE WAIT FOR A GADGET. WE WAIT FOR AN ORGAN.

The film featured on major advertising, news and tech blogs and started the conversation. Famous influencers like Hollywood superstar **Ashton Kutcher** shared the campaign reaching **18 million potential new organ donors**. All of this generated 12 times more traffic to our online registration form. Reminding us that people are still waiting for their lives.



Become an organ donor and we'll wait for you: targeting people queueing up for the latest technology release, organ donation organisation Re-born To Be Alive highlighted the waiting times of people wanting a new organ to people in the queue. They offered to wait in line for you if you agreed to become an organ donor.



"Opening of the first Apple store in Belgium"



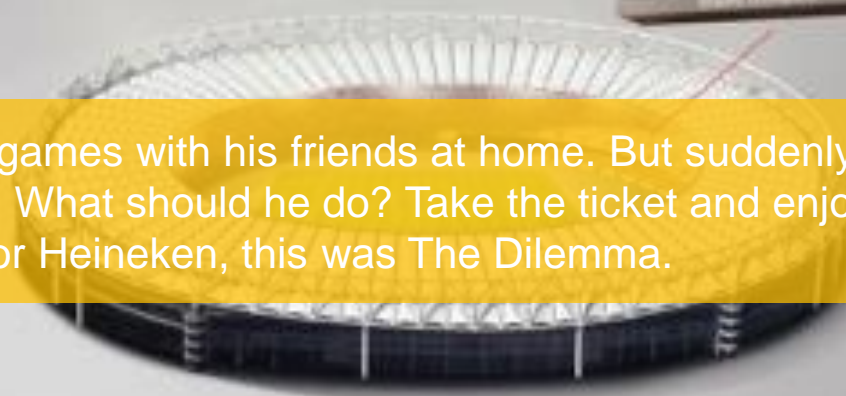
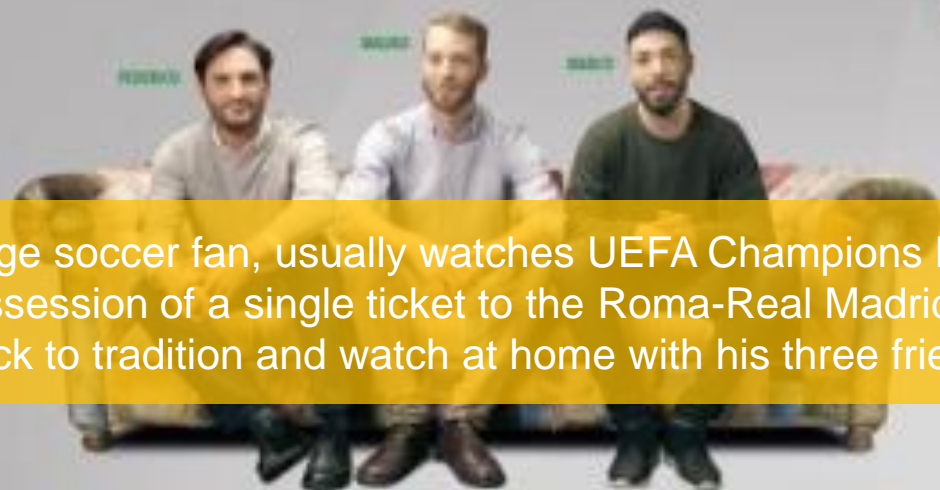
*"I've been waiting for 2 days already..."*

*"I'm waiting for 2 years to get new lungs..."*





# THE DILEMMA



Simone, a huge soccer fan, usually watches UEFA Champions League games with his friends at home. But suddenly he found himself in possession of a single ticket to the Roma-Real Madrid match. What should he do? Take the ticket and enjoy the game in person, or stick to tradition and watch at home with his three friends? For Heineken, this was The Dilemma.



## • SAGNIFICANCE •

For young football fans, watching Champions League with friends is a sacred tradition.

## • CHALLENGE •

Being in legendary Champions League football, Simone wanted to make the best out of this opportunity.

## • IDEA •

Simone, a huge football fan, usually watches UEFA Champions League games with his buddies at home. But suddenly he finds himself in possession of a single ticket to the A.C. Roma-Real Madrid game on Feb. 17. How wouldn't Simon go, friends, for such an opportunity? He thinks for a getting along with it, but the idea is not clear. Right before the match his phone screen says: go this or that of 00,000 fans. His friends are willing to convince him to leave immediately and see Roma. Simone makes the right choice, and the second follows: at the end the Roma and Real Madrid is being seen best rewarded: neither in reality. (Copy rules of Twitter Challenge) before the Roma vs. Real Madrid match, the chance to make the second attempt - and not in single game - all the real. Click and Simone's Facebook page (owner with his permission): <https://www.facebook.com/simone.silgner>



## • RESULTS •

**60.000 LIVE WITNESSES IN THE STADIUM**

And after only three weeks:

**140.000 SHARES, RETWEETS AND REPOSTS  
2.5 MILLION INTERACTIONS  
8 MILLION VIEWS**

OVER 300 MAJOR MEDIA PUBLICATIONS IN 52 COUNTRIES





## SL Benfica Safety Demonstration

### BRIEF

IN 2015, EMIRATES BECAME THE MAIN SPONSOR OF SL BENFICA. WE WANTED TO BE MORE THAN A NAME ON A JERSEY AND SHOW BENFICA FANS THE KIND OF BRAND THEY WERE TEAMING UP WITH.

### IDEA

MINUTES BEFORE A BIG SL BENFICA MATCH, AN EMIRATES CABIN CREW ENTERED THE PITCH AND SURPRISED 45,000 FANS WITH A UNIQUE AND ENTERTAINING PRE-MATCH SAFETY DEMONSTRATION.



Emirates cabin crew conducted an amusing and entertaining pre-match “safety” demonstration, in order to leverage the airline’s football sponsorship.



### RESULTS

|             |               |
|-------------|---------------|
| +65,000     | LIVE AUDIENCE |
| +386,000    | TV AUDIENCE   |
| +24,000,000 | ONLINE VIEWS  |
| +930,000    | INTERACTIONS  |
| +300,000    | SHARES        |
| +50,000,000 | ORGANIC REACH |
| COUNTLESS   | FREE MEDIA    |







PR

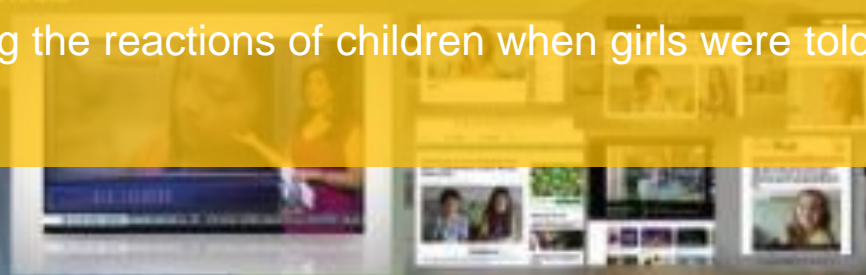


We wanted to drive mainstream appeal of our message, spark conversation and get people using #equalfuture



Globally, women earn up to 36% less than men. We asked brothers and sisters to do chores around the house and paid the girls less than the boys, just like in the real world. Online films show their spontaneous and 100% unscripted responses to the inequality.

Media



In a social experiment, we paid girls less pocket money than boys.

"Nothing like a kids opinion to put things in perspective, eh?"

- The Huffington Post



Results

PR value over \$38 million

#equalfuture trends on International Women's Day

Over 1.5 billion reached in 93 countries in just 3 weeks

YOUR WORLD  
YOUR WAY ANZ



# SK-II: MARRIAGE MARKET TAKEOVER

## BRIEF

SK-II, a Japanese skincare brand, wanted to grab a larger share of the Chinese market by breaking category language and fill their communication with emotional quality.

## IDEA

We gave a voice to Chinese women facing the immense pressure to marry before becoming a "Sheng Nu" (leftover woman) at age 27. Taking over the biggest marriage market in Shanghai, a place where parents go to look for a husband/wife for their child, we used one of the strongest symbols of the pressure to break free from it.

## RESULTS

- 25 million views
- 6,5 million social interactions
- 1600 editorials across 54 countries
- First campaign ever to make it to top ten trending list on Weibo
- Social reach over 1 billion



SK-II successfully engaged Chinese women by hijacking the concept of the marriage market (a place where Chinese parents go to match their daughters with suitors). They challenged the common misconception in China that at 27 women become "Sheng Nu" or left-overs. SK-II allowed single women to take out their own marriage market ads highlighting their desire to stay single.





## THE SWEDISH NUMBER

# +46 771 793 336

The first country in the world with its own phone number.

The first country in the world with its own phone number. Get connected to a random Swede to learn what the country is really like.

### BACKGROUND

Sweden is known for being an open country where people can speak their mind. In the year 1766 Sweden was the first country in the world to abolish censorship. For the anniversary 250 years later the Swedish Tourist Association wanted to make more people curious about Sweden. They decided to hand over the control of the country's image to the Swedes themselves.

### IDEA

As the first country in the world, Sweden as a country got its own phone number. When people call it from abroad they get connected to a random Swede, and in the name of freedom of speech, they can talk about anything – what ever opinion you may have, it matters. Every phone call creates an unique profile of Sweden.

### RESULTS

The Swedish Number instantly spread across the globe. People from all countries found it on live TV-Shows and News channels, two radio shows, in newspaper articles, in blogs, on Twitter and on Facebook. Calls came in by the 100,000s and the Swedish people answering represented all parts of society – geographically, ages and opinions.

TOTAL CALL DURATION

## 253

DAYS

TOTAL INCOMING CALLS

## 128 392

(SINCE APRIL 6, 2019)

NUMBER OF  
CALLING COUNTRIES

## 178

(THE WORLD HAS  
195 COUNTRIES)

MEDIA IMPRESSIONS

## 9.107

BILLION





# The House of Clicks

"SWEDEN HAS DESIGNED ITS DREAM HOUSE, AND IT'S **GORGEOUS**"

**WIRED**

"The project raises questions not only about the future shape of buildings but also the role of architects in a **crowd-sourced designed future**."

**QUARTZ**



**SIMS4**

FEATURED IN **FAST COMPANY**  
**INNOVATION BY DESIGN**



## PROBLEM

Swedes have a special place in our Swedish hearts. That's why well over two million people - equal to 22% of the Swedish population - visit Hemnet each month to buy, sell or dream about a new home. But in a world of business disruption, you can't stop evolving. As increased pressure from existing competitors and new disruptive start-ups had become the reality within the category - Hemnet's leading position was threatened. So we set out to position Hemnet, not only as the pioneer of property portals, but also as the future of property development. Finding new commercial revenue streams and business opportunities along the way.



## SOLUTION

The House of Clicks is the project where we have **turned ideas and ideas into habits and markets**. Together with two of Europe's foremost architects we translated **300 million clicks on Hemnet into one home**. And created the House of Clicks, Sweden's most sought after home. Co-created with more than two million Swedes, it turned big data into a truly big idea. The House of Clicks is a 1.5 story house, featuring a red wooden facade and a hidden rooftop terrace - translating how Swedes want to live right now. The House of Clicks is not just an idea stuck on the drawing board - the house will soon be available for sale and built for anyone that wants to live in Sweden's new dream house.



## RESULT

The House of Clicks quickly became a hot topic in media and sparked a global debate amongst architects, property developers, politicians, tech-gurus and even game designers. Raising the question if big data could and should be the foundation for the home of tomorrow. The House of Clicks generated a **total result of 256 million through 307 articles** in elite media across all targeted media segments as well as **10 021 mentions in social media**. In addition, more than **400 000 unique visitors from 187 different countries** visited the website to experience the house. Not perhaps more importantly, we created a whole new market, based on data only Hemnet possesses. Within weeks from the launch, **848 people from around the world had signed up to buy the house** for what it fits the market, at a **total value of \$ 200 million**.



"Most people are familiar with Swedish design through IKEA. But the country has a new hot designer: Big Data."

**BUSINESS INSIDER**





A billboard became entertainment for Xbox, as eight people competed to remain on a real street ad the longest. They had stay on against all kinds of weather conditions which were selected and then voted for by the public.

## SURVIVAL BILLBOARD

STAND UP AGAINST THE ELEMENTS

TURNING AN ADVERTISING CHANNEL  
INTO AN ENTERTAINMENT CHANNEL

### CHALLENGE

Eight people stayed on the billboard for 24 hours, competing against the elements.

### SOLUTION

They stayed on the billboard for 24 hours, competing against the elements. The challenge was to stay on the billboard for as long as possible, regardless of the weather conditions. The challenge was to stay on the billboard for as long as possible, regardless of the weather conditions. The challenge was to stay on the billboard for as long as possible, regardless of the weather conditions.

### RESULTS

8 people stayed on the billboard for 24 hours, competing against the elements. The challenge was to stay on the billboard for as long as possible, regardless of the weather conditions. The challenge was to stay on the billboard for as long as possible, regardless of the weather conditions.





# DRINK DB EXPORT. SAVE THE ENTIRE WORLD.

DB Export Brewtroleum is a clean, renewable fuel made from the yeast left over from the brewing process. It's a clean, renewable fuel that's made from the yeast left over from the brewing process.

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The perpetual supply chain.

At the end of the day, the yeast is recycled back into the brewing process.

## \$5 OFF

DB EXPORT BREWTROLEUM



At 42 stations, DB Export Brewtroleum is the only clean, renewable fuel that's made from the yeast left over from the brewing process.

countdown

## \$5 OFF

DB EXPORT BREWTROLEUM



DB Export Brewtroleum is a clean, renewable fuel made from the yeast left over from the brewing process. It's a clean, renewable fuel that's made from the yeast left over from the brewing process.

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DB EXPORT BREWTROLEUM is featured in the following publications:

|                |                |                |                |
|----------------|----------------|----------------|----------------|
| THE AUSTRALIAN | DISCOVERY      | MARSHALL       | THE AUSTRALIAN |
| WEEKEND        | THE STAR       | DAILY MAIL     | THE AUSTRALIAN |
| THE AUSTRALIAN | THE AUSTRALIAN | THE AUSTRALIAN | THE AUSTRALIAN |





## BACKGROUND

|   |  |   |
|---|--|---|
| <ul style="list-style-type: none"> <li>• Accounting practice with more than 200 members</li> <li>• Over 400 members of the local association</li> <li>• No other part of it is already a chartered accountancy</li> <li>• No other member registered</li> </ul> | <ul style="list-style-type: none"> <li>• The business has a turnover of £1.8 million</li> <li>• Revenue of approximately £100,000</li> <li>• Consists of 10 partners and 10 staff, 5 of whom are leaving</li> <li>• Management with 10 members up to £100</li> </ul> | <ul style="list-style-type: none"> <li>• 10 new members have been proposed</li> <li>• Twelve have been approved up to £100</li> <li>• Want to be changed to a firm now</li> </ul> |
|---|--|---|



Pop up store opened selling leather goods. As customers explored and opened each item when browsing, they would find a piece of animal flesh that it was made from, highlighting the cruelty that often goes with the leather goods industry.

A disturbing pop up store opened selling leather goods. As customers explored and opened each item when browsing, the product revealed the raw flesh that it was made from, highlighting the cruelty that often goes with the leather goods industry.



Storing data across storage networks is better, faster.



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© 2004 by Blackwell Publishing Ltd *Journal of Internal Medicine* 255: 105–112

### References

Could machines of war, which include strength-enhancing pills being secretly dosed into or onto a soldier's food or drink, be used by heavy people to see that their product is a product of animal cruelty? To get them to make the connection, PETA is out to expose the appalling truth behind the leader.

References

An astonishingly uniform landscape was set up in the heart of Bangkok's historic district, surrounding an impressive collection of ancient Thai palaces. However, as a travel book, accompanying images were chosen as they were handed and felt like the actual tourist experience. We took the photographs as simply the result, revealing the locally produced process through seemingly uniform product poses. Upon reflection about social reality, visitors were asked to engage against negative ideas on the changing world.

## Discussion

There was no immediate global panic. Many were so sure the events that night couldn't happen to all the right questions behind the closed doors. The impact was noticeable.

136 million expenses, 42 million above the 12 days \$22 million overall savings

117 countries visited 800,000 said books interactive 87% shoppers bought first book



# HONDA'S "PAPER"

## THE IDEA

"Paper" illustrates an abridged narrative of Honda's incredible history and demonstrates the vast range of Honda products using an engineer's most reliable tool: paper.

Using stop-motion animation, hands move across an engineering idea board through six decades of Honda history, flipping through animated drawings that represent the progress of Honda innovation.

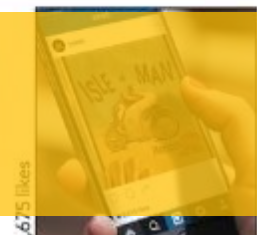
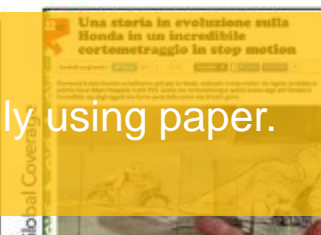
The four-month process was shot entirely in-camera, using multiple illustrators and thousands of illustrations.



## RESULTS

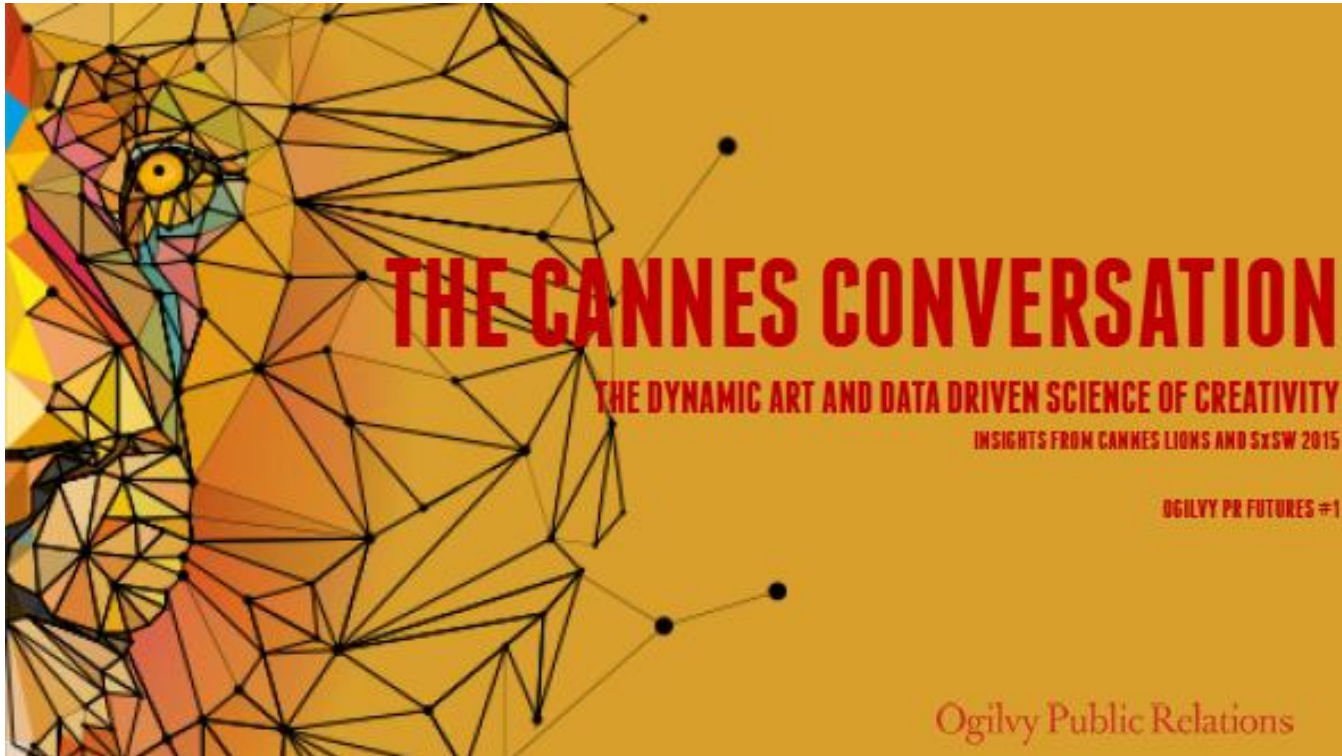
- 13.3MM Views (12.9MM in the first two weeks)
- 54.6MM Social Impressions
- 445 Total Press Clips
- 326MM Unpaid Press Impressions
- 118,141 Facebook Likes

Honda's amazing 'flickbook' advert is the best thing you'll watch today.



An incredible short film, "Paper" tells the story of Honda in stop-motion, by only using paper.

# ALSO AVAILABLE



## OPR Futures #1

Ten trends including:

- The Power of Now
- The Creative Space
- The Rise of A.I.
- The Humanisation of Technology
- Purpose and Intention
- Story-telling for Millennials
- The New Creative Culture
- The New Content Journey

Available upon request from Sigourney Dean on 02 8281 3848.





**THANK YOU**

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