



**חדשות מפסטיבל קאן 20/6/16**

Good morning, delegates!

OK, officially it's day three, and your correspondent is already exhausted, but we all know it's unofficially day one. Deep breath, here we go. This daily email from Quartz is your guide to all the news and chatter from Cannes Lions 2016.

It's going to be a beautiful, cloudless day, with a high temperature of 25°C (77°F). Try it, you'll like it!

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#### **YESTERDAY'S HIGHLIGHTS AT THE FESTIVAL**

**Sex matters, but brands are too prudish.** Cindy Gallop, the legend who once led BBH, tried to get her audience to [open up about the topic](#): "People have sex in cars. The automobile industry spectacularly fails to ever acknowledge that, or to allow that to influence product design. The mattress industry is failing to acknowledge that people have sex in bed. They're not allowing that to influence product design, either. The kitchen industry is failing to acknowledge that people have sex on kitchen counters. Honestly, I could go on and on." And, of course, she did, to an enthralled crowd.

**Why WeChat was slow to adopt ads:** "We need to build a system where users are very naturally in touch with businesses and service providers," said Davis Lin, of parent company Tencent. "We build that habit, and *then* we move into advertising." The app, which provides an array of services for 762 million users, mostly in China, only [launched its main ad product](#) last year. Lin said WeChat doesn't like pure brand advertising, instead favoring calls to action.

**Creating your own reality.** "1 + 1=2 is a belief, not a fact," argued Nir Wegrzyn, the CEO of BrandOpus, in a metaphysical morning session. He said brands shouldn't attempt to make rational arguments to consumers but instead use images to "create reality." To buttress the point, he had [artist Ori Gersht](#) discuss the use of technology to form perceptions. "The camera is not recording the world," Gersht said. "The camera is constantly creating the world."

**"What do Coke ads tell us?** They say hi, it's Coke, we're still here." That was the blunt assessment of [marketing professor Byron Sharp](#). He's a skeptic of ad targeting. OK, what he actually said was, "Targeting is pretty dumb. It's like, 'I'm going to assume that all my customers look like this. And that only describes about 20% of them, but oh well.'" Sharp argued in favor of campaigns with mass reach, because most customers of a product buy it just

once a year. "You have millions of people whom you mean almost nothing to," he said, but they account for a large portion of sales.

**Brian Eno defended humanity.** Despite generating his latest album [with an algorithm](#), he said humans are still necessary to make great art. "What really matters is what you put in at the beginning and how you make use of what comes out at the end," Eno told an audience that filled up the Forum as well as an overflow screening room.

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## WHAT EVERYONE IS TALKING ABOUT

**Wasn't the film festival last month?** Cannes Lions is [packed with Hollywood stars](#) this year: Gwyneth Paltrow, Will Smith, Mindy Kaling. Channing Tatum is here to [launch a new vodka brand](#). Execs, too: Harvey Weinstein and Leslie Moonves, among others. Plus, for the first time, Lions Entertainment will be held on Thursday and Friday. Today's silver screen session, at 10am in the Lumiere Theatre, includes BBH founder John Hegarty and Steve Golin, the CEO of Anonymous Content, which produced *The Revenant*, *Spotlight*, *True Detective*, and more.

**Football.** That's soccer to us Americans. Here is just enough information to pretend you already knew that Euro 2016, the quadrennial European football championship, is going on right now across France: Ronaldo [missed a penalty kick](#) on Saturday, endangering Portugal's chance to advance, but that won't stop him from appearing shirtless in ads around the world. France won its group, though it [played poorly](#) against Switzerland last night, drawing 0-0. [My photo](#), below, of people watching the match along Rue Félix Faure. Knockout rounds begin on Saturday.



## **חדשות מפסטיבל קאן 21/6/16**

Good morning, delegates!

We promise no loud noises, flashing lights, or sudden movements in today's dispatch. This daily email from [Quartz](#) is your guide to all the news and chatter from Cannes Lions 2016.

The weather looks to be a copy of yesterday, which is to say lovely, with a high of 24°C (75°F) and a few clouds in the sky that might well be the last we see for the entire week. [It's the real thing](#).

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### **YESTERDAY'S HIGHLIGHTS AT THE FESTIVAL**

**#WomenNotObjects.** Madonna Badger received two standing ovations for her speech calling on the advertising industry to [stop depicting women as sex objects](#). The former Calvin Klein creative director—"I've been objectifying women for a long time," she acknowledged—said ads that deny female humanity end up hurting brands, [not to mention people](#). Badger began her talk with [the affecting story](#) of a 2011 house fire that killed her parents and three children. She said it made her more empathetic and focused on "the legacy I want to leave in the name of my three girls."

**Airbnb's CEO blasted Donald Trump.** "Increasingly we're seeing people want to be global citizens," [Brian Chesky said](#). "Anyone who tries to put up barriers against culture is going to be on the wrong side of history."

**More Lions were handed out.** The Grand Prix in [Direct](#) went to INGO for giving Sweden [its own phone number](#). [Glass](#) was won by Mindshare for Brooke Bond tea's advocacy on behalf of [transgender Indians](#). In [Print & Publishing](#), the Grand Prix went to Y&R's ["McWhopper" campaign](#) for Burger King, which proposed a collaboration with McDonald's. [Promo & Activation](#) went to Venables Bell for REI's decision to [stay closed on Black Friday](#). The Grand Prix in [Radio](#) was won by Ogilvy's [spots for KFC](#) defending the masculinity of its customers.

**"Keep your friends close. Keep your trolls closer,"** said Eka Ruola of Hasan and Partners, urging brands to [engage with their critics](#). The panel itself was a bit of a troll, promoted by a [fake kidnapping video](#) by the Advertising Liberation Army and featuring the activist and artist Jani Leinonen, who told the crowd, "When I look at advertising, it's like looking at Lehman Brothers' annual report. It's all fine, amazing, then it almost crashed the world."

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### **WHAT EVERYONE IS TALKING ABOUT**

**Ad blocking.** This is shaping up to be the topic of the Festival. Some sessions take it for granted ("In this ad-blocked world of ours..."), while others are more

sanguine ("Why World Class Creativity Will Obliterate Ad Blocking" was the title of [a panel yesterday](#) hosted by the Interactive Advertising Bureau). And then there's McCann chief Harris Diamond, [who said](#), "It's not deadly for us, but it is deadly for the publishers." Speaking of publishers, New York Times CEO Mark Thompson said the newspaper plans to offer an [ad-free subscription](#) to readers who pay more.

**Keeping the Cannes in Cannes Lions.** The Festival's CEO, Philip Thomas, said he [just signed a deal](#) to stay in the city for another decade. "Although people say, 'Aren't you getting too big for Cannes?', the fact is that the film Festival has more than twice as many people as we have. So the region and the city of Cannes and the area around Cannes can actually deal with a lot of people." The agreement avoids a repeat of when Mobile World Congress decamped from Cannes to Barcelona in 2007. "We're very happy with that," Thomas said. "Cannes is obviously very happy with that."

**Who has the biggest yacht?** Don't pretend you weren't wondering. With those shoeless shindigs now underway, your correspondent hit the docks and [consulted public records](#) to determine, once and for all, the company boasting the biggest boat in Port of Cannes. And the Grand Prix goes to... Blippar. The startup, aptly in the business of augmented reality, has chartered a 63-meter-long megayacht known as [11-11](#). It is docked awkwardly between newspaper rivals News Corp UK ([56 meters](#)) and the Daily Mail, which actually has two yachts ([59](#) and [30](#) meters) plus a large concert stage and a rotating sign looming over the port, the maritime equivalent of a screaming front-page headline. And that's your nautical news for now.





## חדשות מפסטיבל קאן 22/6/16

Good morning, delegates!

Special shoutout to anyone who didn't go to sleep; we're pulling for you. This daily email from [Quartz](#) is your guide to all the news and chatter from Cannes Lions 2016.

Today will be even sunnier and hotter than the last few, with a high temperature of 27°C (81°F). Friday, by the way, is shaping up to be the hottest day of the week. Sunscreen: [don't leave home without it](#).

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### YESTERDAY'S HIGHLIGHTS AT THE FESTIVAL

**Anna Wintour decried "speed and spectacle" in creative fields.** The editor-in-chief of Vogue and artistic director of Condé Nast [was brutally critical](#) of other publishers ("Pleasing an audience doesn't mean twisting your editorial around search engine optimization and Facebook algorithms"), some fashion designers ("studded to the hilt with flash and iPhone-ready showmanship"), and even a few politicians ("Politics is not traditionally a creative industry, but in America it's currently being dominated by people with very active imaginations"). She said audiences value sincerity and ambition, praising work ranging from Beyoncé's "Lemonade" to Vanity Fair's Caitlyn Jenner cover to Demna Gvasalia's first collections for Balenciaga. "You can't cut our way to creativity," Wintour said.

**"Smoke and mirrors in marketing and sales is over," [said Will Smith](#).** "People are going to know really quickly and globally whether a product keeps its promises." As an example, the actor repeatedly made fun of his 1999 hit film *Wild Wild West*. "I had so much success that I started to taste global blood and my focus shifted from my artistry to winning," Smith said. "I have to be in tune with their needs and not trick them into going to see *Wild Wild West*."

**Location-based throw-down.** On the first day of [Lions Innovation](#), two sessions laid out dueling visions for the future of mobile marketing. [Estimote](#)'s Steve Cheney was all about beacons; after all, his company has long bet on Bluetooth radio waves as the best way to identify precisely where people are. But 50 meters away, the founders of [Lisnr](#) were trashing beacons and touting their own solution, which relies on sound waves only your phone can hear. Both technologies are hampered by requiring users to download an app to pick up the signals. "It's an issue," Cheney said, "but we think it will be solved." He pointed to Google's [Physical Web initiative](#) as a promising development.

**More Lions.** The Grand Prix for Creative Effectiveness went to Adam&eveDDB's [penguin-themed teaser campaign](#) for the John Lewis Christmas ad. Dentsu won Design for [Panasonic's playful take](#) on alternative electricity. In the first year for Digital Craft, the Grand Prix was won by 84.Paris

for its [interactive history](#) of a French music label. Colenso BBDO won the Grand Prix in Outdoor for a [New Zealand beer campaign](#). Forsman & Bodenfors won the PR Grand Prix for promoting a Swedish supermarket chain's [organic food](#). And the Product Design Grand Prix went to Google Creative Lab's [smart clothing](#).

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## WHAT EVERYONE IS TALKING ABOUT

**Press releases.** Kidding, no one is talking about press releases. But there sure are a lot of them! Tech companies were particularly busy yesterday, with Facebook and Twitter trading announcements from Cannes. Facebook enhanced some of its [ad offerings and tools](#) for marketers, and revealed that Instagram now has [500 million monthly active users](#) (80% of them outside the US). Twitter, on the other hand, is [all about video](#) here, [extending the max length](#) on its flagship app and Vine. Plus, it [released a new app](#) that helps famous people tweet. Your move, Snapchat.

**Better forms of targeting.** A lot of people around the Festival have been criticizing traditional forms of ad targeting like dayparting and demographics. Yes, 'twas always thus, but the conversation is more interesting now as companies collect news and varied kinds of data. Spotify's head of product Shiva Rajaraman said the music streaming service was increasingly focused on curating playlists based on listener moods. Tim Armstrong said his company, AOL, and its parent, Verizon, had access to more information than rivals like Facebook and Google. "We have a picture of the phone overall," [he said](#). In a separate interview, AOL's David Shing said it was [time to stop targeting millennials](#) as a single group: "They don't all stand on a hoverboard with headphones in and looking at their devices the entire time."

**Clearing your head.** It's only Wednesday. If you need to clear your head, there's [no shortage of amazing art](#) in the area. Two particularly chill and inspiring locations are [Fondation Maeght](#), the modern art museum and sculpture garden on a hill overlooking, and [Chapelle du Rosaire](#), a tiny chapel designed, from the architecture to the priests' garments, by Henri Matisse. Though he was not religious himself, Matisse considered the chapel his "masterpiece," and that's not an overstatement. Under an hour away from Cannes by car, it's the best piece of art in the French Riviera.



## **חדשות מפסטיבל קאן 23/6/16**

Good morning, delegates!

We're in the home stretch. This daily email from [Quartz](#) is your guide to all the news and chatter from Cannes Lions 2016.

It's going to be even hotter than yesterday, with a high temperature of 30°C (86°F) and not many clouds to stand between you and the sun. Stay hydrated!

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### **YESTERDAY'S HIGHLIGHTS AT THE FESTIVAL**

**Anderson Cooper and Anthony Bourdain yucked it up.** The CNN stars held court in the Lumiere Theatre, discussing their careers, process, and Bourdain's [recent meal](#) with Barack Obama in a noodle shop in Hanoi. "The Secret Service were very nervous," he said. "They were not happy with the venue, let me put it that way." Both men shared interview tips—eye contact, for Cooper, and alcohol, for Bourdain. And toward the end of their session, Cooper brought up Bourdain's famous edict that you shouldn't order fish at restaurants on Mondays, but the former chef disavowed that advice, [saying it's no longer true](#): "'Don't eat fish on Monday' will unfortunately be on my headstone."

**The Onion says sponsor content works.** And it isn't joking. But the satire publication's chief, Mike McAvoy, warned that it requires a deft touch and dose of humility. Refreshingly candid, he shared examples of The Onion's sponsor content that fell short of those standards—for instance, "Man Buys The Living Daylights Out Of Patio Furniture At Home Depot's Spring Black Friday." It was too forced, he said. A more successful piece was [one for White Castle](#) headlined, "Man Craving Some Kind Of Human Connection That Would Let Him Know He's Not Alone In This World, Sliders." Smart readers, McAvoy said, "do not like blatant endorsements....If you try to shove a message down someone's throat, they won't read it, they won't share, and you won't achieve your results."

**"I'm here to ask questions and sometimes piss people off,"** Gwyneth Paltrow [said of her role](#) as curator of Goop, her popular lifestyle email and website (which is also soon [coming to Snapchat](#)). Asked about her sometimes wildly expensive product recommendations, Paltrow said they are done knowingly. "We'll link to a \$15,000 gold dildo just to troll people. It's fun. We look for products that will create that kind of reaction."

**Even more Lions.** J. Walter Thompson won the Grand Prix in both Cyber and Creative Data for [digitally drawing](#) a new Rembrandt painting on behalf of ING. Leo Burnett also won in Cyber for its [Spanish Christmas lottery ad](#). Y&R won the Media Grand Prix for [Burger King's "McWhopper" campaign](#), which also nabbed the Grand Prix in Print & Publishing just the other day. The New York Times won the Grand Prix in Mobile for its [virtual reality app](#) that



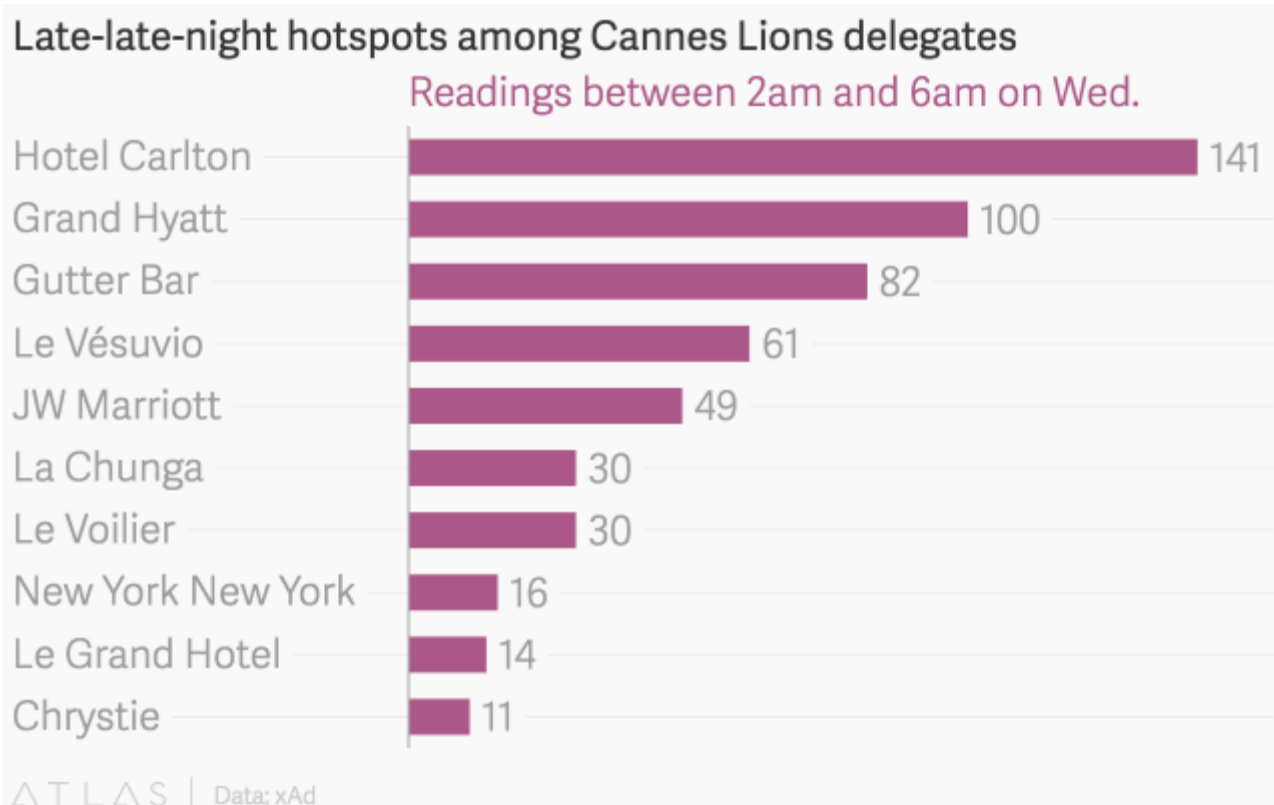
integrated Google, Mini, and GE. Speaking of Google, it won the Innovation Grand Prix for an [AI that defeated](#) the world's best Go player.

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## WHAT EVERYONE IS TALKING ABOUT

**Thrillist and VaynerMedia.** A company hired to promote their party last night sent an email soliciting "attractive females and models" to attend the event, where Wyclef Jean performed. "If you are interested in attending, please send us recent untouched photos and or your Instagram/Facebook links for you and each of your additional female guests," read the email, which was [tweeted by Cindy Gallop](#). "Once we have reviewed we will send you specific entry details." Both Thrillist and VaynerMedia blamed the promoter, iGetIn, [and apologized for the offensive email](#). Cannes Lions, [in a tweet](#), said it agreed with Gallop's criticism of the email and noted that the party wasn't an official conference event.

**Geolocating after hours.** With so much ad tech concentrated in one spot, it should come as no surprise data is being gathered while you're roaming around here. xAd is gathering locations from users of the official [Cannes Lions app](#), as well as [its own](#), allowing us to do nightlife reporting the way it was always meant to be done—with Big Data. When the official sessions are over each day, the most popular destination for delegates is, of course, the Hotel Carlton. But to get a better sense of the scene in Cannes late into the night, we asked xAd to provide [data on where delegates were hanging out](#) between 2am and 6am on Wednesday morning. We're bleary-eyed just thinking about it. Here are the results:



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### ENJOYING THIS EMAIL?

This is a special edition of the Quartz Daily Brief produced just for attendees of the Cannes Lions International Festival of Creativity.

You can keep getting the Brief for free every morning by [clicking here](#).

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### NEWS FROM AROUND THE WORLD

**The [Brexit vote](#) is finally here.** The United Kingdom will decide whether to leave the European Union in a [contentious and divisive referendum](#). The “leave” camp edged ahead in two recent polls.

**Twilio's IPO beat expectations.** The offering priced at \$15 a share, above Twilio's indicated \$12-\$14 range, [raising \\$150 million](#). At that price the startup has a \$1.2 billion market cap—a good sign for other “unicorns” (private companies valued at over \$1 billion). Twilio [sends text messages](#) on behalf of other services.

**Kim Jong-un claimed North Korean missiles can hit US targets in the Pacific.** Yesterday his military conducted an apparently successful test of its Musudan missile. Theoretically, the medium-range Musudan [could reach Japan and Guam](#), where the US has strategically important bases.

**US Democrats staged a Congressional sit-in over gun control.** About 30 lawmakers said [they won't budge](#) until Republicans agree to vote on a gun control measure introduced after the Orlando massacre. Meanwhile, [another mass shooting](#) killed three Americans.

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## **MATTERS OF DEBATE**

**Removing the headphone jack from phones is hostile to users.** [No one wants this, Apple.](#)

**The tech economy raises wages for everyone—except the truly poor.** Extreme wealth [doesn't trickle down.](#)

**There's a better way to watch TV.** Play back the video at [twice the normal speed.](#)