

# Insights from the Cannes Mobile Jury President

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Cannes Lion Mobile Jury President





### The trends of 2015

Cannes Lions Mobile Category





#### 1- Products that advertise the Brand



#### **Cardboard**

THOUSE COOCE 2010

MOBILE > CREATIVE USE OF TECHNOLOGY > INNOVATIVE TECHNOLOGY FOR MOBILE

Entered by: GOOGLE



How did Google get people excited about Virtual Reality?





### 2- Brands are becoming the media by which they can capture smart data



#### **Hammerhead Navigation**

Entered by: R/GA





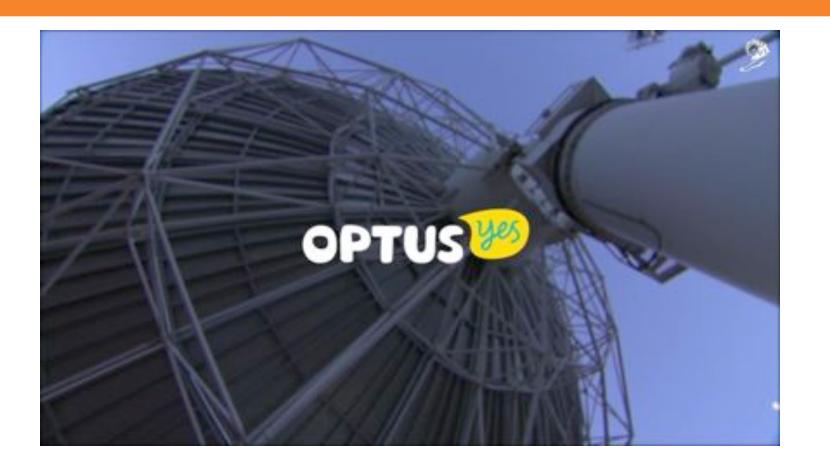


#### 3- Data inspires Creativity



#### **Clever Buoy**

Entered by: M&C SAATCHI





#### **NFL Gif Generator**



#### **GOLD - CANNES LIONS**

EA SPORTS MADDEN GIFERATOR: AN ART, COPY & CODE PROJECT WITH GOOGLE | EA SPORTS | GROW Norfolk / HEAT San Francisco / GOOGLE CREATIVE PARTNERSHIPS Mountain View | 2015

MOBILE > SOCIAL FOR MOBILE > RESPONSE/REAL-TIME ACTIVITY

Entered by: GROW Norfolk / HEAT San Francisco / GOOGLE CREATIVE PARTNERSHIPS Mountain View







#### 4- The best experience ever

(no matter where: snapchat, wearable, VR, 360, drone, content, instagram)



#### #springisweird

SILVER - CANNES LIONS

#SPRINGISWEIRD GAP WIEDEN+KENNEDY 2015

MOBILE > CRAFT > CONTENT

Entered by: WIEDEN+KENNEDY







#### **Makeup Genius**

MAKEUP GENIUS L'ORÉAL PARIS McCANN PARIS 2015

MOBILE > CREATIVE USE OF TECHNOLOGY > AUGMENTED MOBILE EXPERIENCE

Entered by: McCANN PARIS







### 5- Change my life for better



#### **Backup Memory**

SILVER - CANNES LIONS

THE BACKUP MEMORY SAMSUNG TUNISIA 3SG-BBDO 2015

MOBILE > CREATIVE USE OF TECHNOLOGY > ACTIVATION BY PROXIMITY

Entered by: 3SG-BBDO

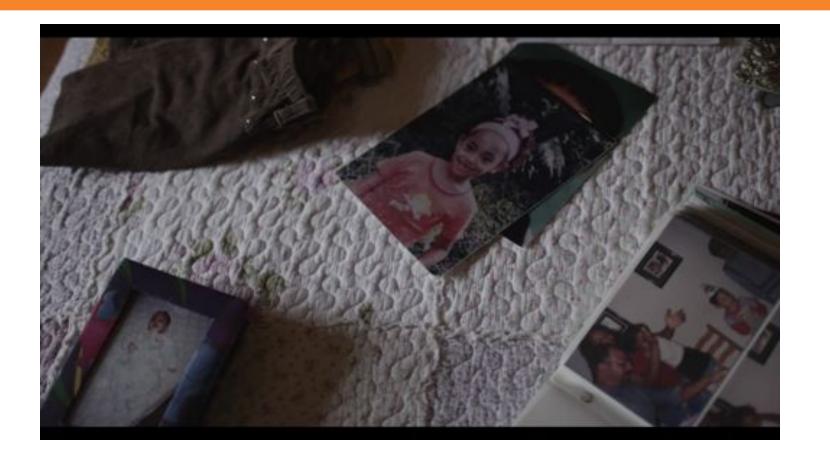




#### Print for help

CYBER > SOCIAL > ENGAGEMENT PLATFORM

Entered by: FCB BRASIL







#### 6- Fun is always a trend



#### **Inactivity Tracker**

SHORTLIST - CANNES LIONS

JOE BOXER INACTIVITY TRACKER | KMART / JOE BOXER | FCB CHICAGO | 2015

MOBILE > MOBILE APPLICATIONS > PRODUCTS

Entered by: FCB CHICAGO





#### **Tweet to Eat**



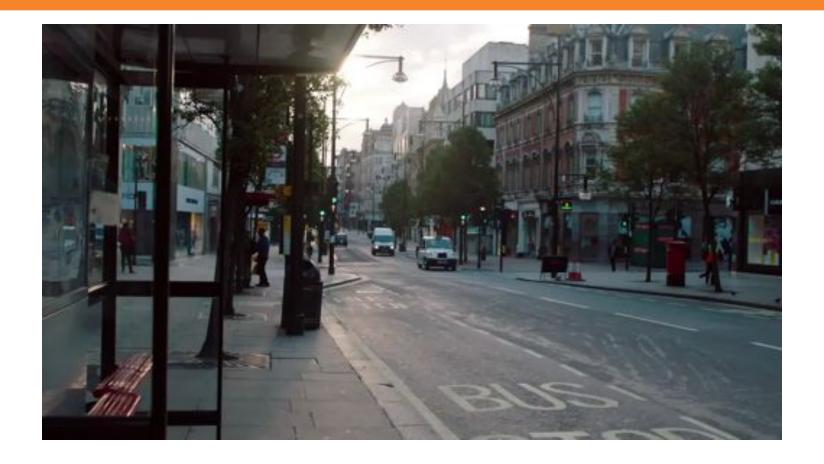
**BRONZE - CANNES LIONS** 

WEAT TO EAT

PEPSICOAMV BBDO2015

MOBILE SOCIAL FOR MOBILE RESPONSE/REAL-TIME ACTIVITY

ENTERED BY: AMV BBDO







## ENJOY: TECHNOLOGY HAS BECOME A PLAYGROUND FOR IMAGINATION.

