



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



GRAND PRIX - CANNES LIONS

CARDBOARD | GOOGLE | GOOGLE | 2015

MOBILE > CREATIVE USE OF TECHNOLOGY > INNOVATIVE TECHNOLOGY FOR MOBILE

Entered by: GOOGLE



How did Google get people excited about Virtual Reality?



CEO/CMO SUMMIT 2015



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

Hammerhead Navigation



GOLD - CANNES LIONS

HAMMERHEAD | HAMMERHEAD NAVIGATION | R/GA | 2015

MOBILE > CRAFT > VISUAL DESIGN/AESTHETIC

Entered by: R/GA



CEO/CMO SUMMIT 2015



3- Data inspires Creativity

Clever Buoy



GOLD - CANNES LIONS

CLEVER BUOY | OPTUS | M&C SAATCHI | 2015

MOBILE > CREATIVE USE OF TECHNOLOGY > ACTIVATION BY LOCATION

Entered by: M&C SAATCHI



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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



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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



GOLD - CANNES LIONS

MAKEUP GENIUS | L'ORÉAL PARIS | McCANN PARIS | 2015

MOBILE > CREATIVE USE OF TECHNOLOGY > AUGMENTED MOBILE EXPERIENCE

Entered by: McCANN PARIS



CEO/CMO SUMMIT 2015



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



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Print for help



GOLD - CANNES LIONS

PRINT FOR HELP | HEWLETT-PACKARD BRASIL | FCB BRASIL | 2015

CYBER > SOCIAL > ENGAGEMENT PLATFORM

Entered by: FCB BRASIL



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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



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Tweet to Eat



BRONZE - CANNES LIONS

TWEAT TO EAT

PEPSICOAMV BBDO2015

MOBILE SOCIAL FOR MOBILE RESPONSE/REAL-TIME ACTIVITY

ENTERED BY: AMV BBDO



CEO/CMO SUMMIT 2015



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