



# WORLD-CLASS LESSONS ON SOCIAL MEDIA MARKETING

AN ANALYSIS OF CANNES LIONS  
2015 WINNERS



# FOREWORD



**Senta Slingerland**

Director of Brand Strategy  
Lions Festivals  
@sentaontheg

*“In a world where the value of talkability is higher than it’s ever been for brands, studying how social media has been embedded across the Cannes Lions is not only important but also fascinating and inspiring.”*

.....



**Jari Lähdevuori**

Creative Director & Partner  
Kurio  
@jarilahdevuori

We used to ask whether our brand should be in social media.

**Now we ask if we should be in Snapchat, Periscope and/or Beme.**

We used to ask if we need someone to handle our social media activities. **Now we ask how many we need in our social media team.**

We used to ask whether there’s any ROI in social media.

**Now we have this report to confirm there is.**

Social media marketing has come a long way in the past few years, and our research on the winning campaigns of Cannes Lions 2015 shows quite clearly its importance in the marketing mix. But our goal was far beyond just showing the magnitude. We wanted to find out the big “how”.

This report is the most in-depth analysis of the best social media campaigns in the world. Using an academic-research-based framework we dig deep into the logic and structure of the most innovative and successful marketing campaigns, in order to share both inspiration and insight to the community.



**Tommi Opas**

CEO & Partner  
Kurio  
@tommiopas

**We want to see you and your work at Cannes Lions 2016.**

# CONTENTS

Executive summary .....	3
Framework for research .....	4
<i>Sociability role: Master of Ceremony</i> .....	6
<i>Sociability role: Sage</i> .....	7
<i>Sociability role: Muse</i> .....	8
<i>Sociability role: Pitchman</i> .....	9
<i>Sociability role: Host</i> .....	10
<i>Sociability role: Volunteer</i> .....	11
<i>Sociability role: Idol</i> .....	12
Findings .....	13
Insights .....	15
Appendix 1, historical data .....	17
Appendix 2, list of winning campaigns .....	18

# EXECUTIVE SUMMARY

For the fourth year in row we the analyzed the winning campaigns of Cannes Lions in order find out implications for success in social media marketing. Our sample consisted of 649 winners and the methodology was based on our Sociability of the Brand framework.

## Key findings in numbers

### 2 out of 3 winning campaigns rely on social media

This is a huge leap from last year's 44%.

### Half of all social media campaigns are content marketing

These two are becoming ever more inseparable.

### One fifth of social media campaigns are real-time marketing

And they usually require a new kind of set-up from the team in order to work.

### Hashtags mark every fourth social media campaign

So, your social media campaign doesn't always require one, either.

## Top drivers of engagement

Based on our Sociability of the Brand framework we discovered key motivators for people to engage with marketing campaigns.

### 1. Altruism

The main driver for successful engagement year after year in our research is helping others. People want to spread the word for a good cause, just like in the Grand Prix winning #Likeagirl campaign by Always.

### 2. Entertainment

Another main driver that always fares well in this study is entertaining oneself. This isn't least due to the rise of content marketing. Campaigns such as Unskippable by Geico prove that people do like to spend time with ads.

### 3. Curiosity

Just like entertainment, curiosity is an essential building block to great content marketing. Think Soundcloud's Berlin Wall of Sound campaign.

### 4. Self-branding

This year's trending motivator is all about giving the tools for people to brand themselves. Case in point: I Will What I Want by Under Armour.

# FRAMEWORK FOR RESEARCH

In order to find universally applicable insights from case-by-case campaigns, we're using our Sociability of the Brand framework. The model is based on a vast amount of academic research on motivational theory<sup>1</sup> combined with our insight from working with a wide array of organizations across industries and fields ever since social media marketing was introduced.

Social media is all about people to people communications, and thus brands need a new approach to their communications. The framework is used to define the most fitted and most natural social dynamic for the brand to find, earn and gain its place in the discussions on social media. It forces the marketer to simultaneously think inside out ("What does my brand's history and persona represent?") and outside in ("Why would our target group engage with us online?"), the latter being the more important part, since it hasn't been the focus of traditional marketing.

## APP-IFY YOUR SOCIABILITY

The Sociability of the Brand framework by Kurio is now available as a self-service tool in the iTunes App Store. Defining the social role of your brand is just an app away.



Social Media Profiler

<sup>1</sup>Füller, Johann 2006. Why Consumers Engage in Virtual New Product Developments Initiated by Producers. *Advances in Consumer Research*, 33 (1), 639-646. // Hars, Alexander & Ou, Shaosong 2002. Working for Free? Motivations for Participating in Open-Source Projects. *International Journal of Electronic Commerce*, 6 (3), 25-39. // Wiertz, Caroline & Ruyter, Ko de 2007. Beyond the Call of Duty: Why Customers Contribute to Firm-Hosted Commercial Online Communities. *Organization Studies*, 28 (3), 347-376. // Dholakia, Utpal M. & Bagozzi, Richard P. & Pearo, Lisa Klein 2004. A social influence model of consumer participation in network- and small-group-based virtual communities. *International Journal of Research in Marketing*, 21 (3), 241-263. // Gruen, Thomas W. & Osmonbekov, Talai & Czaplewski, Andrew J. 2005. How e-communities extend the concept of exchange in marketing: An application of the motivation, opportunity, ability (MOA) theory. *Marketing theory*, 5 (1), 33-49. // Hennig-Thurau, Thorsten & Gwinner, Kevin P. & Walsh, Gianfranco & Gremler, Dwayne D. 2004. Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18 (1), 38-52. // Simmons, Richard & Birchall, Johnston 2005. A Joined-up Approach to User Participation in Public Services: Strengthening the "Participation Chain". *Social Policy & Administration*, 39 (3), 260-283. // Paswan, Audhesh K. & Troy, Lisa C. 2004. Non-profit organization and membership motivation: An exploration in the museum industry. *Journal of Marketing*, 12 (2), 1-15. // Ko, Hanjun & Cho, Chang-Hoan & Robert, Marilyn S. 2005. Internet Uses and Gratifications. A Structural Equation Model of Interactive Advertising. *Journal of Advertising*, 34 (2), 57-70. // Funk, Daniel C. & Ridinger, Lynn L. & Moorman, Anita M. 2004. Exploring Origins of Involvement: Understanding the Relationship Between Consumer Motives and Involvement with Professional Sport Teams. *Leisure Sciences*, 26 (1), 35-61. // Mowen, John C. & Sujan, Harish 2005. Volunteer Behavior: A Hierarchical Model Approach for Investigating Its Trait and Functional Motive Antecedents. *Journal of Consumer Psychology*, 15 (2), 170-182



Image 1: The Sociability of the Brand framework (CC Kurio 2015)

Each brand will find a main role which is the best way to connect to people and engage them on social media. In addition, one or two supporting roles may be chosen to broaden the approach.

A brand image is based on perceptions, and those should make a clear and unified image. That is why great brands can find their role rather easily. In the case of a brand being a little bit of all the seven roles, it usually means that the brand isn't in such a good shape.

The role(s) guides all actions the brand takes on social media, from strategy development to campaign planning and execution. In doing so, it directs the marketing activities out of the old ways and into the mode of openness, dialogue and interaction.



# MASTER OF CEREMONY

## Description of the role:

As a Master of Ceremony the brand produces content that is meant to entertain and help people pass time. Usually a Master of Ceremony brand has a positive role in its customers everyday life and its job is to bring joy to its users. A Master of Ceremony can produce either small daily pieces of content, epic “once in a lifetime” content experiences or something in between.

## Motivators for followers:

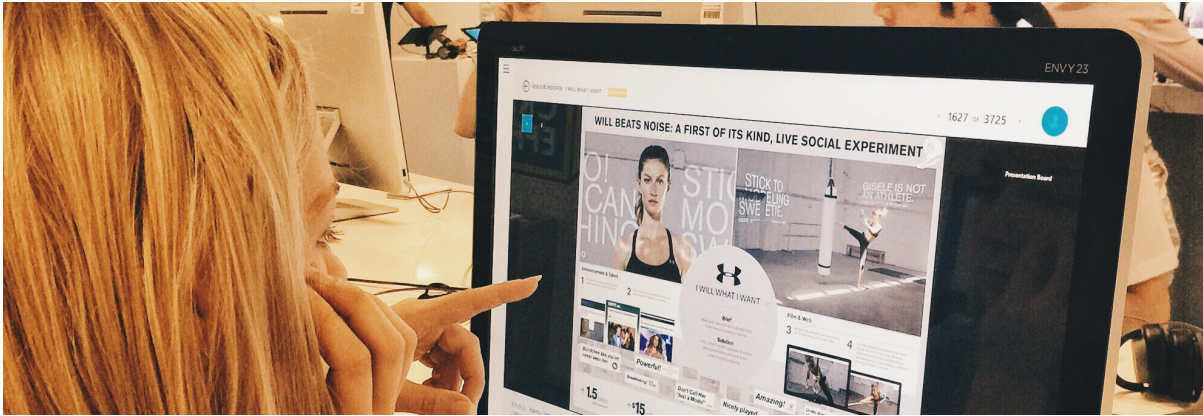
Entertaining oneself, killing time, enjoying everyday things with other people.

## Stereotype of a Master of Ceremony brand:

An everyday low-interest brand, such as FMCG brands.

## CASE // GEICO – UNSKIPPABLE

*A great example of this role is GEICO's Unskippable campaign with its rather unconventional approach to YouTube ads: making the ads as entertaining as the videos after them. It's fair to call it the ultimate test of whether you can entertain your audience or not. To really appreciate the brilliance of these four-second pieces, you should check them out on YouTube. Millions of views and numerous awards in Cannes say you should do it now.*



# SAGE

## Description of the role:

As a Sage the brand has, produces or distributes information that is in some way exclusive. Usually a Sage brand has a group of followers that are so thirsty for the knowledge it provides that they just can't get enough of it. Usually a Sage can identify a specific community or a group that has a special interest to the information it provides. The interest can be either a professional or a personal one.

## Motivators for followers:

Curiosity, thirst for knowledge, being able to appear as an expert.

## Stereotype of a Sage brand:

Information-intensive brands, or brands that deal with "never-solved" questions (like those of wellbeing). Often a B2B brand, such as a consultancy.

## CASE // BOSE - BETTER SOUND THROUGH RESEARCH

*Building on their slogan 'Better Sound Through Research' Bose set out to reach the millennials with a content marketing campaign that would make the brand cool and relevant for them. And they did so with the help of Spotify, Vice and Facebook.*

*The content that wants to tickle the target group's curiosity was built with a dataset that had never been accessed before: Spotify's unique insights into what the world streams. Working together with Vice magazine, this data was turned into beautiful content, such as cutting edge films, relevant infographics and gifs. Facebook helped to ensure the stories gained a place in the only media that mattered the millennials: their newsfeed.*

*And it was a success: the #listenforyourself videos have been seen more than 25 million times across all platforms, transforming Bose's brand image in this critical market.*





# MUSE

## Description of the role:

A Muse brand either inspires, facilitates or provides tools for its followers to follow their own passions and unleash their creative minds. For a brand this means crowdsourcing content or ideas; getting the followers to contribute their creative talent to the brand's digital presence. Usually a Muse brand operates in a field that is somehow related to our inner motivations, creativity and self-expression.

## Motivators for followers:

Self-actualization, challenging oneself.

## Stereotype of a Muse brand:

Recreational or hobby brands, often related to things people feel passionate about such as cooking, sports or interior design.

## CASE // NETFLIX – SOCIAL TRAILERS

*Netflix needed to generate buzz around its main titles in its social communities. The starting point was the insight that fans can never trust a deceiving trailer but they can always trust a friend who has watched the title -- and that Facebook is full of friends.*

*Thus they created the Social Trailers: posts which encouraged people who had already seen the title to write a short review of their own. The comment threads were then turned into six trailers which have gathered hundreds of thousands of views and likes.*

*Netflix and its titles have just that kind of built-in potential to spark people's inner creativity for this kind of campaigning to work beautifully.*



# PITCHMAN

## Description of the role:

A Pitchman gets its followers over the moon with special deals, sweepstakes or other kind of promotions. Usually a Pitchman has the opportunity to give away something people really want such as trips, or to offer discounts on everyday necessities people feel reluctant paying for, such as gas or toilet paper. A Pitchman is a brand that can make its followers go to great lengths to get the compensation it offers and it should always try to make the most of this positive kind of craziness of its followers.

## Motivators for followers:

Getting monetary and non-monetary compensation.

## Stereotype of a Pitchman brand:

A low-involvement brand, that you need more than want. Like detergent or electricity. Or a brand that can offer exceptional prizes.

## CASE // MCDONALD'S – LOVIN' THE SUPER BOWL

*McDonald's showed lovin' to viewers of Super Bowl with a bold Twitter sweepstakes that was the first of its kind, making McDonald's the first brand to give away every product advertised in the entire Super Bowl. Following each national commercial, McDonald's tweeted a prize related to the advertiser, and each unique retweet counted as an entry to win. Simplicity is beautiful.*

*And people got on board. The promotion with all the retweets and else generated over 161 million potential impressions for @McDonalds. This social media effort made McDonald's the highest mentioned brand of any advertiser on Twitter, winning the share of competitor conversation at 83%.*

*The fast food category is a good example of brands that work well for this particular role. There's a good brand-fit, because people are used to all kinds of special offers and other rewards. Still, without the clever execution that made it super easy to participate, it wouldn't have worked to the same extent.*



# HOST

## Description of the role:

Host brands have a special power to bring people together. They are brands that represent a topic, a trend, a cause or a shared interest that a group of people have in common. They may also help people get in touch with others or meet new people with same interests. Typically Host brands are topical brands that in one way or another live in the “now”, or in other words are tightly integrated with a particular moment in time.

## Motivators for followers:

Social reasons, the need to belong.

## Stereotype of a Host brand:

“A brand of the moment”, event, artist, or venue.

## CASE // VODAFONE ROMANIA – THE SUNDAY GRANNIES

*With the recent expansion of the German Telekom into the already crowded Romanian operator market, Vodafone needed to become relevant to the consumers again. They did this by proving that technology can help anyone improve his life, and launched a social experiment to fight loneliness among the hundreds of thousands of old people in Romania who live in solitude.*

*It all started with two lonely grannies who loved to cook, but had no one to share their meals with. Vodafone set them up with a Facebook page, that was used to bring them together with students who missed the traditional Sunday goodies. The Grannies posted the menu and students booked a chair at their tables, bringing joy to their lonely home.*

*The Sunday Grannies achieved over 380MM media impressions, and over 430,000 fans joined their Facebook page. The campaign also drove an impressive 20% increase in the total number of Facebook accounts owned by people over 65 years in Romania. And point proven: embracing Host role in order to drive engagement is always easier if your brand naturally brings people together.*



# VOLUNTEER

## Description of the role:

A Volunteer brand gets its followers to stand up and act on the behalf of a shared cause. The cause may be related to the brand's business, history, mission, role in its community or the environment it operates in. True Volunteer brands do not just stand for a cause but get people to do it themselves, too. They are there to issue a topic and start the conversation but they let followers do the talking and spread the word.

## Motivators for followers:

Altruism, helping others.

## Stereotype of a Volunteer brand:

Brands that have a connection to a movement, ideology, or cause. And NGOs, of course.

## CASE // ALWAYS - #LIKEAGIRL

*Always wanted to raise brand awareness by engaging women in a provocative way. Always is positioned around 'confidence' based on their superior product performance, but in this campaign they wanted to understand confidence in a more meaningful way. At puberty, a girl's confidence plummets; reaching its lowest point during her first period.*

*For Always, empowering girls during puberty, when confidence is lowest, gave the brand a good basis for a successful Volunteer campaign. In order to spotlight the cultural issue, the campaign exposed the common playground insult and confidence killer, 'Like A Girl', through a social experiment in which adults and young girls were asked what it means to do things 'Like A Girl'. Films encouraged consumers to change the meaning by sharing and tweeting the amazing things they do #LikeAGirl to reclaim the phrase and turn it into a positive, inspiring affirmation of female achievement*

*The simple call to action sparked viral sharing and response globally via Twitter and Instagram hashtags; girls doing amazing things around the world were shared to combat the insult. There were over 1.5 million shares of the film, and over 758.9MM mentions of #LikeAGirl, encapsulating sports, careers, hobbies, arts. #LikeAGirl was mentioned on Twitter at a rate of 1 tweet every 90 seconds. Had the cause been unrelated to the brand, it wouldn't have worked like this.*



# IDOL

## Description of the role:

An idol brand has what they call “badge value”. It has (real!) fans, that are prepared to go to great lengths to show their support for the brand. Followers feel that being seen beside the Idol brand promotes their own personal brand. Idol brand is one that people feel proud to follow, like, share or interact with.

## Motivators for followers:

Self-branding, visibility, recognition.

## Stereotype of an Idol brand:

An exclusive brand, which is premium priced and scarce.

## CASE // UNDER ARMOUR – I WILL WHAT I WANT

*Under Armour is a rising star in the sports apparel market, but its uber-masculine image and football heritage had become a polarizing barrier to women. In order to connect with 20- to 35-year-old athletic women, Under Armour wanted to help them overcome the constant pressure that they face every day in the American culture.*

*The campaign’s insight was that will, a woman’s inner-strength, gives her the power to overcome all. “I Will What I Want” celebrates women who defy expectations and ignore the noise of outside judgments; women who defy expectations, using their will to achieve their dreams. To prove this, the campaign signed a woman who was sure to be judged: supermodel Gisele Bündchen. A web experience with Gisele became a live social media experiment, with the entire online discussion about a single person happening on one website, in real time.*

*And the target audience wanted to be heard and seen. The campaign got a 4 minutes average engagement time. it was awarded by the United Nations Women for the positive empowerment of women and girls around the world. And above all else, Under Armour has overtaken Adidas and is now second to Nike in the U.S.*

# FINDINGS

We analyzed winning campaigns of Cannes Lions 2015 in order to find implications for success in social media marketing. Cannes Lions offers a unique set of data for the research, it being the most prestigious festival of marketing and creativity. This year the festival saw a total of 37,426 entries from all over the world.

Our sample consists of winners in seven particular categories: *Cyber, Design, Direct, Media, Mobile, PR, Promo & Activation and Integrated & Titanium*. All of these categories have a wide range of different types of campaigns, including social media campaigns, of course. Some categories, such as *Branded Content & Entertainment*, were left out since they would've skewed our sample towards some particular aspects of our framework.

All in all 649 winners were analyzed. It should be noted, that since one campaign may win multiple awards, this doesn't represent the total number of campaigns in the analysis.

63% of the winners had social media at the core of the campaign, and thus they were included in the further analysis using the Sociability of the Brand framework. Also worth noting is the fact that many of the campaigns in the remaining 37% of the sample did include some degree of social media, even though it didn't play a key role.

With the help of the framework, we analyzed the drivers of engagement of these award-winning campaigns. Using a weighted scale (4x for GP, 3x for Gold, etc.), we calculated the success of each of the different roles in the framework (see image 2 below).

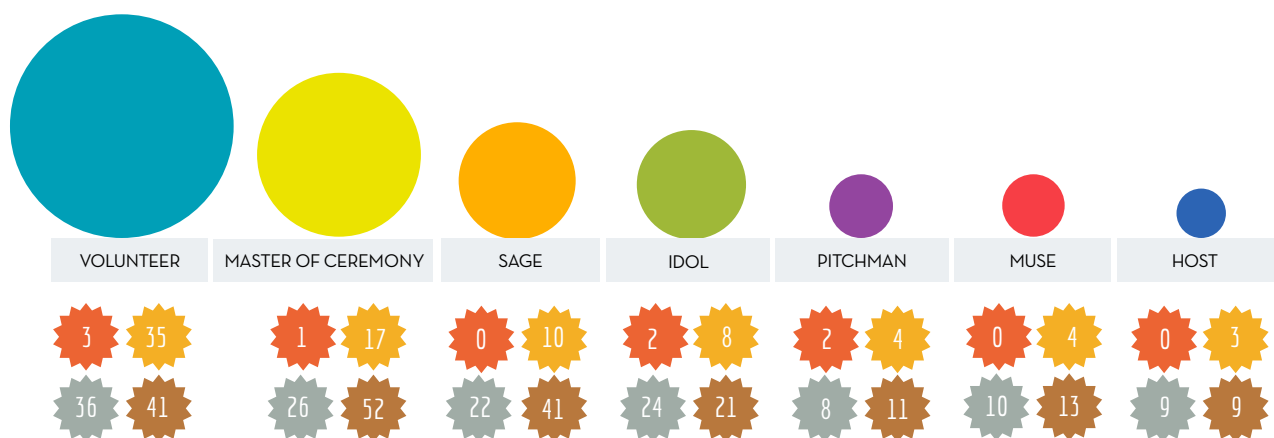


Image 2: The Sociability of the Brand roles and their Cannes Lions 2015 awards

Measured by the success in Cannes Lions, the role of Volunteer dominated clearly with 230 points – and it was the first time in the four years of this research that any role has made it pass the 200 pts. milestone. And it was to no surprise: the role was the biggest winner in 2012 and 2014 as well. Volunteer was also the role with the most Grand Prix awards.

The second most successful role was that of Master of Ceremony (159 pts.). This role too has been in the top tier every year, peaking at number one in 2013. Even though it didn't come close to the weighted score of the Volunteer, it is note-worthy that this role was the one with the most individual campaigns, 56 of them in total.

Third place went to Sage with 115 points. In addition, Sage was the role with the most appearances as a supporting role in the winning campaigns with other roles as the main ones. In previous years, Sage has fared quite as well.

This year's trending role was Idol, which showed an astonishing 460% growth in points, taking it to the big league. In the previous years it has found its place at the bottom, far from the winning roles.

There was a rather wide gap from Idol to the remaining three roles, Pitchman (47 pts.), Muse (45 pts.) and Host (37 pts.). Still, even the bottom-most role would have been in top 3 in 2012. Goes to show that social media marketing has become ever more important, successful, and award-worthy during the past few years.

# INSIGHTS

## Altruism is the key driver for winning big on social media.

Year after year we see that the most successful social media campaigns tap into people's urge to help someone or something. Building your campaigns around a cause that your brand can credibly stand for will probably yield great results, whether you're a commercial giant or an NGO. Still, bear in mind the ever-decreasing trust in corporations, and only act in this role when there's a clear connection between your brand and the cause.

## 2 out of 3 winning campaigns rely on social media.

Back in 2012 it was only 20%. Last year it was 44%. And with this year's 63% we can truly say that social media is here to stay at the core of campaigns, be they for whatever category or brand.

## Self-branding with the brands is trending.

This year saw a significant change in the number of winning campaigns in which the main driver of engagement is self-branding. This suggests that people not only are thinking about their own personal brands, but also are willing to build them with the help of commercial brands. It is noteworthy, that also a brand which doesn't strike you as the one with a cult following, can find its way of using this driver to engage the audience. So ask: why would they root for you? Or even more so: root *with* you?

## Half of all social media campaigns are content marketing.

Content marketing has been intertwined with social media marketing ever since it became a widely adopted technique a couple of years ago. Better keep it that way, too -- it seems to work.



### People do have time to kill, and yes, they are willing to spend it with your brand.

Brands are said to become media companies, and judging from the results in Cannes Lions, these media seem to focus on entertainment first and foremost. Typically this type of content is there to make us laugh, but it's not unheard of for it to bring us to tears, either. Aim for the big emotion.

### One fifth of social media campaigns are real-time marketing.

Leveraging phenomena or creating one of your own in real-time works well for brands on social media. Keep in mind, though, that a new set of rules for communications and a new set-up for the team is needed. So, start inside before you go outside.

### If you want to be discussed, get in there and shake things up.

One of the key drivers of engagement is people's curiosity, and brands across industries have successfully embraced it. In order to become the buzz, you can't settle for lukewarm - you need to be way too interesting not to share and discuss. This may mean you need to do something remarkable IRL in order to get people talking about you online. Start by asking would anyone discuss this campaign?

### Hashtags mark every fourth social media campaign.

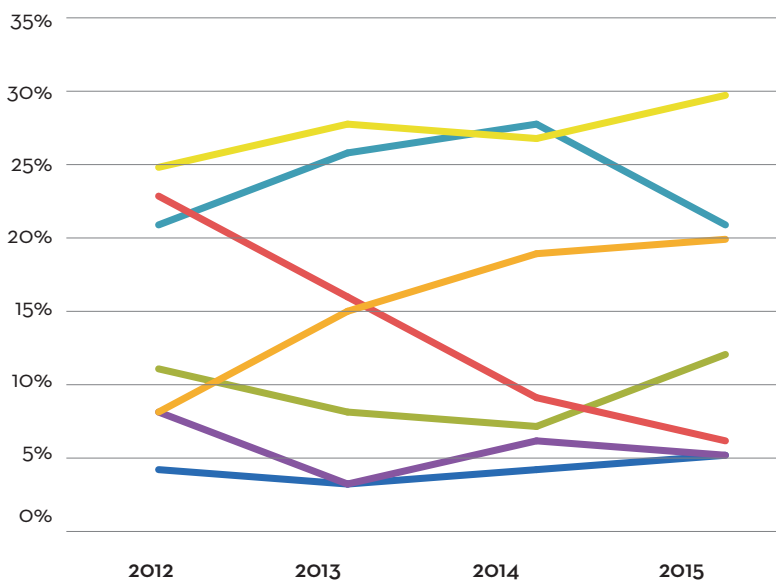
In other words, 3 out of 4 campaigns spread without people talking about the same specific thing. So don't assume that your social media efforts always require a hashtag. Because they don't.

### One size doesn't fit all brands on social media.

This year's findings made it very clear, that tapping into any of the 7 basic social dynamics may lead to great results in your social media marketing. In fact, there may be more of blue ocean of engagement for the 3 less-used drivers of participation: self-actualizing, socializing and receiving compensation of some kind. The key is to have the best possible fit for both your brand and its target group.

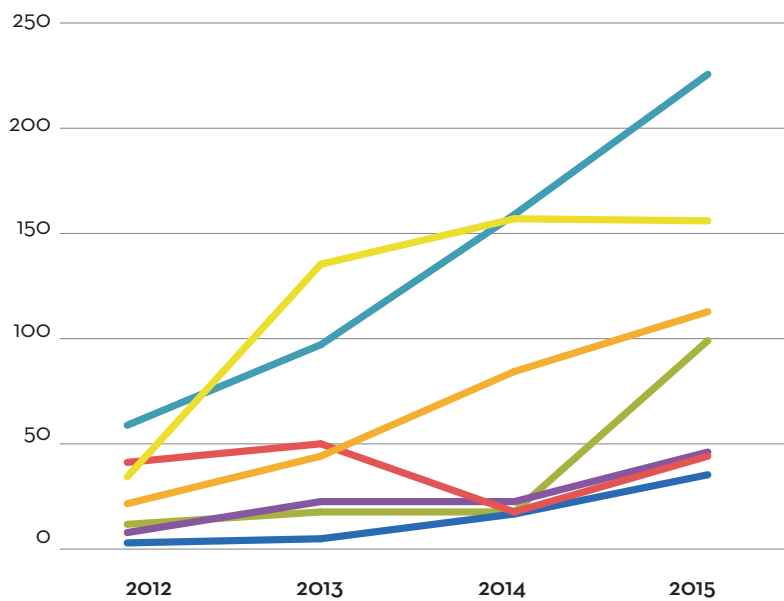
# appendix 1 historical data

Based on our analyses since 2012, certain trends can be seen. For example the number of winning campaigns that represent the *Muse* role have been on the decline, while the *Sage* role has been on the rise, for four years in a row. Also, the awards for campaigns with social media at the core have been increasing year after year.



**Graph 1:**  
The share of Cannes Lions winning campaigns per roles of the Sociability of the Brand 2012-2015

- MASTER OF CEREMONY
- SAGE
- MUSE
- PITCHMAN
- HOST
- VOLUNTEER
- IDOL



**Graph 2:**  
The weighted points of Cannes Lions winners per roles of Sociability of the Brand 2012-2015

- MASTER OF CEREMONY
- SAGE
- MUSE
- PITCHMAN
- HOST
- VOLUNTEER
- IDOL

# appendix 2

## *list of winning campaigns*

Brand & Campaign	GP	Gold	Silver	Bronze	Total
Geico - Unskippable		6	2	4	26
Honda - the other side		2	1		8
James Patterson - Self-destructing Book			1		2
Unilever - The Softtest			1		2
Beats By Dr. Dre - The Game Before The Game			1		2
Gatorade - Made in NY			1		2
Squarespace - Jeff Bridges Sleeping Tapes			1		2
IKEA - Where Good Days Start				1	1
IBM - Play!				1	1
KLM - #happytohelp				4	4
Umeå Energi - Living with lag				1	1
Optus - Let's Make An Anti-ad With Ricky Gervais				1	1
Deutsche Telekom - Wi Fi Dogs				1	1
Honda - Endless road				1	1
Samsung - Holiday Dreams				1	1
Msc Kreuzfahr - The Msc Magnifica Shiphorn				1	1
Mexico Tourism Board - Snow Graffiti				1	1
Intermarché - The Freshest Orange Juice Brand		1	2	3	10
Lidl - Bosse's milk		1	1	1	6
Marc Dorsell - #handsoff		2	1		8
Kmart / Joe Boxer - Inactivity Tracker		1			3
Transavia - Snackholidays			2	2	6
Media Markt - Rabbit Race		1	1	1	6
Canal+ - Being The Bear				1	1
Hyundai Motor Company - A Message To Space				1	1
Allstate Insurance Company - Social Savvy Burglar			1	3	5
Nike - Risk Everything		1		1	4
Coca Cola - The World's First Fully Personalised Tv Campaign			1		2
Burger King - Morning Like A King			2		4
Dnb - The 24 Hour Ad Break			1		2
Coca Cola - #Colouryoursummer			1		2
Johnnie Walker Blue Label - The Gentleman's Wager				1	1
Sony Entertainment - Skip Ad Festival				2	2
Oreo - #oreoeclipse				1	1
Chevrolet - Technology & Stuff		1	1	1	6
Allstate - #sendbadluck				1	1
Gap - #springisweird			1		2
Sveriges Radio - Debattle				1	1
Scot Airlines - Inspiring Spirit			1		2
Durex - Rocco Siffredi's Vow Of Chastity				1	1
Oscar Mayer - Wake up and smell the bacon				1	1
Samsung - Hearing Hands				2	2
Commonwealth of Puerto Rico - Miserable in Puerto Rico		1			3
Commonwealth of Puerto Rico - #bostonblizzardchallenge warms up			1		2
Gatorade - Sweat it to get it			1	1	3
Snickers - Marcia Gets Hungry				1	1
OK GO - I won't let you down				1	1
CCU - Beer tooth implant				1	1
Burger King - Angry tweets				1	1
Toyota - The weather challenge				1	1
CBC - Abla Fahita	1				4
John Lewis - Monty's Christmas				1	1
Fastweb - Downloaded with #fastweb				1	1
Toyota - Musical City				1	1
BMW - Reverse April Fools				1	1
Comcast - Emily's Oz				1	1
<b>Master of Ceremony total</b>	<b>1</b>	<b>17</b>	<b>26</b>	<b>52</b>	<b>159</b>

Brand & Campaign	GP	Gold	Silver	Bronze	Total
Soundcloud - The Berlin Wall of Sound		1		4	7
Royal British Legion - Every Man Remembered			1		2
Weber - Bbq Cultures			1	1	3
Elan - Taste The Translation			1		2
Reebok - Be More Human			2		4
The Times - Unquiet Film Series				5	5
Mammut - #Project360				1	1
Taco Bell - Blackout			1	1	3
Special Olympics - Kevin De Bruyne			2	1	5
Radiant - Return				1	1
Samsung - Is this the next?				1	1
States United To Prevent Gun Violence - The Gun Shop		5	5		25
Dislife - More Than A Sign"			1	2	4
Vangardist Magazine - The Hiv+ Issue		1	2	2	9
Smart - The Monster-smart Launch			1		2
Sbs Belgium - Stalker Viewed Your Profile				1	1
Colombia National Police - Anti-robbery Course				1	1
Roads And Transport Authority - Back Off Radio			1	1	3
Driver's School - The Ramp Lesson				1	1
LALCEC - Sun Lifeguards					0
Scandic - Scandic to go				1	1
Bose - Better Content Through Data				1	1
Shell - #makethefutureio				1	1
Xiao Shu - Breathe Again				2	2
Melanoma Patients Australia - Melanoma Likes Me			1	2	4
Canon - Shine				1	1
Reclame Aqui - The Art Of Waiting			1		2
Pola - Call Her Name				2	2
Fundacion Favaloro - The Salt You Can See		2	1	1	9
Paramount Pictures - Zoolander rerturns to the runway				1	1
Daintree Paper - Shred of decency				1	1
American Egg Board - Wake up tp eggs with bacon				1	1
Elder Heart - Mission 22: War at home				1	1
Citizen - Chasing Horizons		1	1		5
Swedavia - Charity Arcade				1	1
IBM - Bitcoin Rain				1	1
SPC Ardmoma - #myfamilycan				1	1
<b>Sage total</b>	<b>0</b>	<b>10</b>	<b>22</b>	<b>41</b>	<b>115</b>
Adobe - Dream On		1	1		5
Intel + Dell - What Lives Inside			4	2	10
Footlocker - Horse With Harden			1	4	6
Nike - Rise				1	1
Airbnb - Rebrand			1	1	3
Canon - Gig App			1	2	4
Lowe's - Tap Thru				1	1
VisitBritain - Great Chinese Names For Great Britain		2	1		8
Adobe - Photoshop Murder Mystery		1	1		5
McDonald's - #macitbetter				1	1
Netflix - Social trailers				1	1
<b>Muse total</b>	<b>0</b>	<b>4</b>	<b>10</b>	<b>13</b>	<b>45</b>
Newcastle - Band Of Brands		1	1	3	8
Volvo - Interception	1	2	4		18
Tigerair - Infrequent Flyers Club			1		2
Sky - Sky Sscreening				1	1
McDonal's - Lovin' the Super Bowl				2	2
Skoda - 70 Guardians of Winter		1		1	4
Heineken - Move The Lunch			1	1	3
Volvo - The Volvo Hijacking Car Service			1		2
The Branching - Foo Fighters RVA				1	1
Domino's - Emoji Ordering	1				4
Dacia - Sponsor Day: The Split				2	2
<b>Pitchman total</b>	<b>2</b>	<b>4</b>	<b>8</b>	<b>11</b>	<b>47</b>

Brand & Campaign	GP	Gold	Silver	Bronze	Total
Amnesty International - Mutant Font			1	1	3
Adidas - There Will be haters				1	1
J. Views - The DNA project			1		2
Footlocker - Shoemoji			1		2
L'oréal Paris - Makeup Genius		3	4	1	18
Dell - Revenge of the IT nerds			1		2
Prima Poland - Thank-you Parcels				1	1
HBO - The Sight				1	1
Vodafone Romania - Sunday Grannies				3	3
Delta Airlines - Delta Innovation Class			1	1	3
<b>Host total</b>	<b>0</b>	<b>3</b>	<b>9</b>	<b>9</b>	<b>36</b>
The ALS Association - Ice Bucket Challenge		8			24
Always - #likeagirl	2	6	1	2	30
Red Cross & Bit.ly - Hope.ly			2	3	7
Moms Demand Action For Gun Sense In America - Groceries Not Guns		3	4		17
Greenpeace - Lego: Everything Is Not Awesome			1		2
Autism Speaks - The Mssng Project			1		2
No Somos Delito - Holograms For Freedom		5	5	3	28
Adcouncil - Love Has No Labels		1	2	4	11
DPA - Adoptable trends			1	1	3
United Nations World Food Programme - 805 Million Names				4	4
Nazis Against Nazis - Germany's Most Involuntary Charity Walk		5	5	1	26
Norwegian Church Aid - Now It Is Our Turn To Walk				1	1
Akatu - The Voice Of The Drought				1	1
Reprieve - Not A Bug Splat		2			6
Karma Nirvana - Suffocation			2	1	5
Depaul Uk - There's Another Side To The Story				1	1
Stop Desahucios - #Nomoreevictions			1	1	3
Starhub - 4g4good		1		1	4
Vodafone - Red Light Application	1	1	1	2	11
Sakker El Dekkene - Lebanon4sale		1			3
Baobeihujia - Search For Free Wifi Search For Missing Children		1	1		5
Antena 1 - The Rgb News		1	3		9
Water For Africa - The Marathon Walker			1	2	4
Dove - Speak beautiful			1	1	3
Chevrolet - TTYL			1		2
The Clinton Foundation - Not There				2	2
Paw Justice - Don't Trade Me				1	1
Always - Back Me App			1		2
Dove - Choose Beautiful			1	1	3
Telma TV - Red Phone					0
Doctors of the World - More than a costume				1	1
Fashion Revolution - The 2 euro t-shirt				1	1
KAFA - Vote for us. We'll vote for you				1	1
Unicef - Toys in mourning				1	1
Mexico Board Of Tourism - Los Cabos Reselfies				1	1
TWC2 - Mums and maids			1		2
WWF/Latinstock - Animal copyrights				2	2
WWF - Content extinct				1	1
<b>Volunteer total</b>	<b>3</b>	<b>35</b>	<b>36</b>	<b>41</b>	<b>230</b>

Brand & Campaign	GP	Gold	Silver	Bronze	Total
Under Armour - Gisele Bündchen (I will what I want)	1	2	6		22
Orange - Relocklove			3		6
Johnnie Walker - Keep The Flame Alive			1	2	4
Assassin's Creed - Unity			1	4	6
EA Sports - Madden Giferator		1	2	2	9
Burger King - Proud Whopper		3	5	3	22
Jordan Brand - The Last Shot		1	1		5
Campofrio - Ashes		1	1		5
TAM AIRLINES - Own Board Magazine				1	1
Prague Pride - Lgbt Avatars			1	1	3
Whisper - Touch the pickle				1	1
Tourism New Zealand - Nzdrone				1	1
Airbnb - #staywithpride			1		2
Toyota - Mas Que Un Auto			1		2
GSK - Horse Sells Nasal Strip To Humans				1	1
Brewery Natakhtari - Statue just for loving beer				1	1
The Automobile Club of Romania - #seatbeltboobing				1	1
Cornetto - Movie Kiss				1	1
ANZ - The only GAYTM in the village				1	1
Jordan Brand - Re2pect	1				4
Benjamin Moore - Red Sox: Green Moster			1		2
Telekom - Instaconcert				1	1
<b>Idol total</b>	<b>2</b>	<b>8</b>	<b>24</b>	<b>21</b>	<b>101</b>

**Sign up for the newsletter for more  
analysis at [kurio.fi/canneslions](http://kurio.fi/canneslions)**

*Now go and make some social magic.*

*See you in Cannes.*

**Published in September 2015**

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system, without prior permission in writing from the publisher.

Copyright © Kurio Oy 2015

**Kurio // The Social Media Age(ncy)**

Laivurinkatu 43  
00150 Helsinki, Finland

Telephone: +358 50 530 6639

<http://kurio.fi>

[hello@kurio.fi](mailto:hello@kurio.fi)