

CANNES LIONS 2023 EDITION

2023 WORLD CLASS LESSONS ON SOCIAL MEDIA MARKETING

FOREWORD

"Think like a marketer. Act like a creator."

Sofia Hernandez, Global Head of Business Marketing, TikTok, at Cannes Lions 2023

Social media marketing has become mainstream – as can be seen from the long-term trends uncovered by this annual report we've published since 2012. Yet, it has its own ways, rules and logics, as can be seen from the quote above.

Of course that's only touching the tip of the iceberg. Social is much more than creators – or influencers, as we used to call them for years.

Social is about real-time. It is about authenticity. It is about hashtags, new channels, buzz-worthy phenomena. Social is not only about leaving a mark but also

about getting a reaction. It is about likes, comments, user-generated content, all those things we strive for post after post.

How do you do it? How do the best in the world do it?

That is what we've been trying to answer year after year. And as the media landscape and user behavior changes, so do the answers. Hope this year's lot helps you craft the next big thing. The next Cannes Lions winner.

Let's get social.



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EXECUTIVE SUMMARY: CANNES LIONS 2023

>> 89% of Cannes Lions winners use social media as a key element

>> Rising steadily: 20% (2012), 44% (2014), 66% (2016), and 83% (2018), 87% (2022)

>> 96% of social media winners are what we call act marketing: doing something, not just saying

>> Up from 55% in 2016 and 68% in 2018, 93% in 2022

>> 95% of social media winners used evidence marketing techniques

>> Bringing the brand to life through real-life content, rather than fabricated ones (83% in 2022)

>> 94% of social media winners have real people as part of the story

>> Be that own staff members, customers, influencers, or just random passers-by (88% in 2022)

>> 51% of social media winners engage people using altruism as the motivator

>> Out of the seven motivational factors, this one reigns year after years (54% in 2022)

>> 43% of social media winners are based on a purpose

>> With a consistent and credible “big why” behind the brand and its campaign (40% in 2022)

>> 23% of social media winners have influencer(s) at the core

>> Slowly climbing up from 10% in 2017 to 14% in 2019, and now hitting an all-time high

METHODOLOGY

THE FRAMEWORK

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 vast academic research on motivational theory¹ combined with Kurio's expertise gained from working with a wide array of companies ever since the term social media marketing was coined, ranging from Fortune 500s to startups and spanning numerous industries.

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 most fitted social dynamic for the brand to find, earn and gain its place in the discussions on social media. At the same time it forces the marketer to think inside out ("What does my brand's history and persona represent?") and especially outside in ("Why would our target group engage with us online?").

¹ 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 & Grewler, 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. & Sujaan, Harish 2005. Volunteer Behavior: A Hierarchical Model Approach for Investigating its Trait and Functional Motive Antecedents. *Journal of Consumer Psychology*, 15 (2), 170–182



With the help of this framework, each brand finds a main role which represents the best way to connect to and engage people on social media. In addition, one or two supporting roles are usually chosen to broaden the approach.

A brand image is based on perceptions, and those should be as clear and unified as possible. That is why great brands can find their role on the framework rather easily. And vice versa: if a brand seems to represent all of the seven roles, it usually means that the brand isn't in such a good form.

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

In the next section, we'll go through each role in more detail, with case examples of Cannes Lions 2023 winners that represent the particular role.

Image 1: The Sociability of the Brand framework (CC Kurio 2017)

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.



Michelob Ultra – Michelob Guy

Tiger Woods is getting ready to hit the ball at the PGA Championship. Surrounded by hundreds of enthusiastic fans, who all are following Wood's movements through their smartphones. However, the TV camera focuses on a man in the front row who is simply enjoying the moment, not with a phone in his hand, but a Michelob Ultra. This visual of a local man named Mark Radetic went viral on social media. And Michelob Ultra capitalized on it fully. They bought the rights for the image and turned it into an ad.

Within 48 hours, Michelob had a new commercial, their own merchandise “Michelob Guy” along with

Marks's face which also adorns the Michelob Ultra can. Both parties greatly benefited from the visibility: Michelob utilized the viral photograph of a fan holding their can and embodies their message: “it's only worth it, if you enjoy it”, in their advertisement. The commercial garnered 250M PR impressions, over 25K social mentions, over 3M earned social media impressions, \$8K Michelob Guy merch sold in 24 hours, and \$0 in media spend. “Michelob Guy” Mark, on the other hand, entered into an agreement with Michelob. Pure meme genius.



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 hungry for the information 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 Master of Ceremony Brand:

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

Vow – The Mammoth Meatball

The idea of consuming prehistoric meat might not seem appealing, but it certainly grabs your attention. This is precisely why the Australian startup Vow, specializing in lab-grown meat, chose an unconventional approach by crafting a meatball from mammoth DNA. You heard it. Mammoth DNA.

To create this unique meatball, scientists meticulously reconstructed the DNA of the long-extinct mammoth, filling in any missing sequences with genetic fragments sourced from African elephants. This innovative technique demonstrates how Vow's products, cultivated from animal cells, stand apart from plant-based alternatives like Impossible or Beyond Meat. Although individuals couldn't actually taste the Mammoth Meatball due to safety concerns, it served as a tangible product demonstration, making a complex scientific process more tangible.

“Only a small fraction of consumers truly understand cultured meat”, explained James Ryall, Vow's Chief Scientific Officer. “Gaining media coverage for cultured meat in mainstream channels is challenging, which is why we recognized the need for a bold approach.”

And the results, as reported by the company, were indeed fruitful. The story gained traction across 3,400 media outlets and spread like a wildfire on social, allowing Vow's bold message, “Let's preserve our existence through our appetite,” to resonate globally.



23

Voilà – Trending 2 Table

Viral recipes are trending online, food delivery companies are trending offline. Voilà combined both of these to create Trending 2 Table. It is a platform that analyzes the most popular food trends from TikTok, Google, Pinterest, social listening, culture and content trends, and Voilà's first-party search and sales data from their food delivery platform. Then, Trending 2 Table filters the trendiest recipes and adds all the needed ingredients to the shopping cart with a single click. After the delivery to their doorstep, the customers receive instructions on how to prepare the recipe. Making trendy cooking as seamless as possible!

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, in other words, 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 Master of Ceremony Brand:

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

Trending 2 Table achieved remarkable results for Voilà's business. They experienced a 200% higher CTR from their paid social media efforts. Furthermore, Trending 2 Table contributed to a remarkable growth in new customers for Voilà's delivery services, with an impressive 11-fold increase. In addition to the boost in customer acquisition, there was an eight-fold increase in the number of orders placed through Voilà's platform. This substantial increase indicates that not only did Trending 2 Table attract new customers, but it also encouraged existing customers to place more orders.

A mouthwatering example of how to tap into those inner motivations of our target group.

PITCHMAN

Description of the role:

A Pitchman gets its followers over the moon with offerings and competitions 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 madness of its followers.

Motivators for followers:

Getting monetary and non-monetary compensation

Stereotype of a Master of Ceremony Brand:

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



Heinz – Heinzjack

FIFA World Cup offers one of the most valued sponsorship deals in the world. And one of the most highly protected, too. Despite this, Heinz took a bold approach for FIFA World Cup 2022. Instead of being an official sponsor, they did a clever hijack.

Heinz might not be on the billboard at the stadiums. But there are many Heinzs at the stadiums. In fact, there are 131,753 people with the name Heinz in the world. Heinz, the brand, turned to social media to find one person to take Heinz to the games. They found Thomas Heinz. Thomas took on an unconventional role as a walking billboard for Heinz.

Thomas Heinz was flown to Qatar as the ambassador of Heinz. In the games and the fan zones he was always wearing Heinz merch. And there was an activation twist in his shirt: scan the QR code on its backside to get a chance to win amazing prizes. Soon, Heinz was everywhere in the World Cup – and everyone wanted a piece of it. Hashtag #findheinz. (And yes, finally the FIFA team found him too and gave a cease-and-desist order to leave the games.)

All in all, Thomas Heinz outperformed other billboards. He garnered a 9M reach, 15M impressions and 42% engagement for Heinz. The best part? All it cost was the price of three football matches and the airfare.



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 be 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 Master of Ceremony Brand:

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

McDonald's – Raise Your Arches

McDonald's noticed its ability to unite people without words, food, or restaurants – solely through the raising of your eyebrows. You know. Your arches. Resembling their arches.

They launched this new way of inviting someone to McDonald's with a quirky spot. They changed their logo – for the first time in their history – to resemble raised arches even more. They created hundreds of targeted invitations for people to join their campaign. And gave people the opportunity to save money by participating in their advertising campaign.

It truly worked and soon people began raising their arches. Celebrities began raising their arches. The whole world began raising their arches. The campaign spread to 35 countries, trended on TikTok, garnered 162 million views and accumulated 1.1 billion reactions. And it all increased sales by 7.1%.

Now, when someone raises their arches online or offline, it means just one thing: they're craving some McDonald's with you.

VOLUNTEER

Description of the role:

A Volunteer brand gets its followers to stand up and be active for a shared cause. The cause may be related to the brand's business, history, environment, role in its community or its mission. 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 Master of Ceremony Brand:

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



Dove – #KeepTheGrey

Renowned Canadian news anchor Lisa LaFlamme was unexpectedly dismissed for a reason that sparked a massive media frenzy: she decided to stop dyeing her hair and let it turn grey. This stirred controversy even though men going grey has never been particularly sensationalized worldwide. Dove seized on the controversy and took a stand in defense of gender equality and against narrow beauty standards. As a gesture of solidarity, Dove also changed its well-known golden logo to grey.

The campaign featured older women with grey hair, complemented by greyscale visuals and the hashtag #KeepTheGrey. Dove encouraged people to change their social media profile pictures to greyscale in support for the campaign. It all raised awareness and sparked discussions globally.

The campaign got 675+ earned media hits and 18,000+ user-generated content pieces under the hashtag #KeepTheGrey. The campaign garnered over 1 billion impressions globally and inspired several well-known brands to change their logos to grey in support of the campaign. As a result, Dove became the first beauty and consumer goods brand to be invited to the board of the Ontario Human Rights Commission, continuing the fight for women's rights and ending ageism.

If there is one brand constantly excelling in the Volunteer role, it is Dove.



IDOL

Description of the role:

An idol brand has what they call “badge value”. It has followers, or fans to be more exact, 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 a Master of Ceremony Brand:

An exclusive brand, which is premium priced and scarce.

Oreo – #BringBack2011

The last time India won the Cricket World Cup was in 2011, which is the same year that Oreo was launched in India. If Oreo would launch again, perhaps India would win the World Cup again? This ridiculous superstition was the starting point for a great campaign that got all of India to support the cookie.

Team captain MS Dhoni held an unusual press conference just before the 2022 World Cup. Dhoni repeatedly emphasized how India won the World Cup in 2011, the same year Oreo was launched in India. Quickly everyone understood it was all a marketing stunt. One in which Oreo launched itself again in India, under the campaign title #BringBack2011.

This prompted the entire India to seize the opportunity to relaunch itself, to relive the 2011 again – so that history could repeat itself on the field once again. The #BringBack2011 campaign generated 2.6 billion impressions and \$30 million in earned media. As MS Dhoni put it so well in the press conference: “To create history, we need to recreate history.”

THE SOCIAL BRAND FRAMEWORK

The seven roles defined in the Sociability of the Brand framework are the key to successful engagement – to help you define how best to get the attention of your target audience and how to get them to join the conversation. But building a thriving brand in the era of social media needs more than that: it needs the four aspects depicted on the inner circle (see image 2 below). Together these five elements make up what we call the Social Brand framework.



Image 2: The Social Brand elements at the core of Sociability of the Brand framework (CC Kurio 2023)

Purpose: What is the big “why”? The purpose statement is both bigger and bolder than the mission statement which is solely market-driven. It is crucial in the era of huge global challenges and declining trust – brands can no more operate in a vacuum, and need to become active players with a clear, universal purpose that is more about people and planet than products and profits.

Connection: How do your stakeholders relate to your purpose? What is their part in the story? Having a purpose isn’t enough, if people don’t feel the connection to it. Make sure that all the important groups are taken into account, from customers to personnel, and from investors to influencers.

Action: Do we see brand-actions happening? Once our stakeholders feel a connection our purpose, the brand comes to life – in various ways and contact points, each and every day. Actions speak louder than words, and we need processes that support the “breathing of the brand”.

Evidence: Are the actions turned into shareable proof? Brand-actions have always been around, but what is different from the past decades is that everyone has the devices to create content and anyone can be a media. Brands need to make the most of this opportunity and see that the evidence of what they are is being documented and published.

Sociability: Why would anyone care? Why would anyone share? Understanding the motivations to participate in the conversation with a particular brand is the key to stand out from the clutter. The seven roles described earlier help you build a strategy that suits your brand.

FINDINGS

ANALYSIS

Using the Sociability of the Brand framework, we analysed winning campaigns of Cannes Lions 2023 in order to find implications for success in social media marketing. Cannes Lions is the most prestigious festival of marketing and creativity, and thus it offers a one-of-a-kind global set of data for the research. All in all, 26,992 entries were received, an increase of 6% from 2022.

Our sample consists of winners in eight particular categories: ***Brand Experience & Activation, Design, Direct, Media, Mobile, PR, Social & Influencer and Titanium***. All of these categories have a wide range of different types of campaigns, including social media campaigns. Besides some minor changes in Cannes Lions' categories over the years, our analysis has stuck to the same categories consistently.

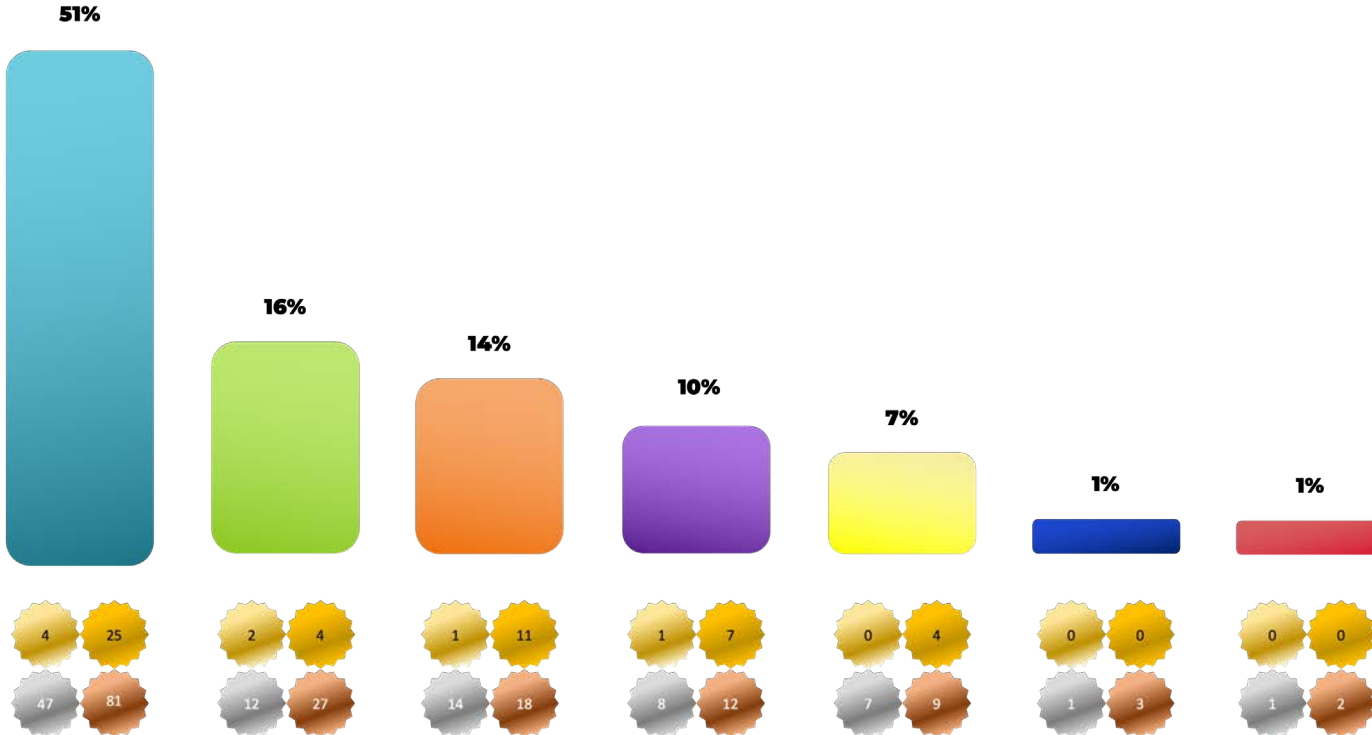
A total of 340 winners were analysed. Since one campaign may win multiple awards, this doesn't represent the exact total number of campaigns in the analysis.

89% of the winners had social media as a key element of the campaign. These campaigns were further analysed through the Sociability of the Brand framework. It is worth noting in the remaining 11% of the winners, many campaigns had social media involved to a certain degree, even though not as a key element.

With the help of the framework, we analysed 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 3 below).

THE SOCIABILITY OF THE BRAND ROLES AND THEIR CANNES LIONS 2023 AWARDS



The role of **Volunteer** was clearly the most effective one in Cannes Lions 2023 with 266 points, which is 51% of all the points. It was also the role with the most individual awarded campaigns: 92 in total. These numbers are pretty much in line with last year, when Volunteer scored 54%.

The second role per weighted points was **Sage** with 83 points (16% of all). This too is very similar to the results in Cannes Lions 2022. When it comes to supportive roles for other main roles, **Sage** was number one (at 78 campaigns supported).

The third position goes to **Idol** which receives a top 3 place second year running, with a score of 71 points (14%) – a record-breaking one for the role.

Trailing a little bit behind, **Pitchman** at 53 (10%) and **Master of Ceremony** at 35 (7%) – the latter being at all time low numbers. Finally it is **Host** at 5 points (1%) and **Muse** at 4 (1%).

89% of Cannes Lions winners have social media at the core

Social is ubiquitous – at least when it comes to the best marketing campaigns in the world. Over the years around 9 out of 10 Cannes Lions winners have used social media as a key part of the campaign. It's becoming harder and harder to find a winner that hasn't utilised social.

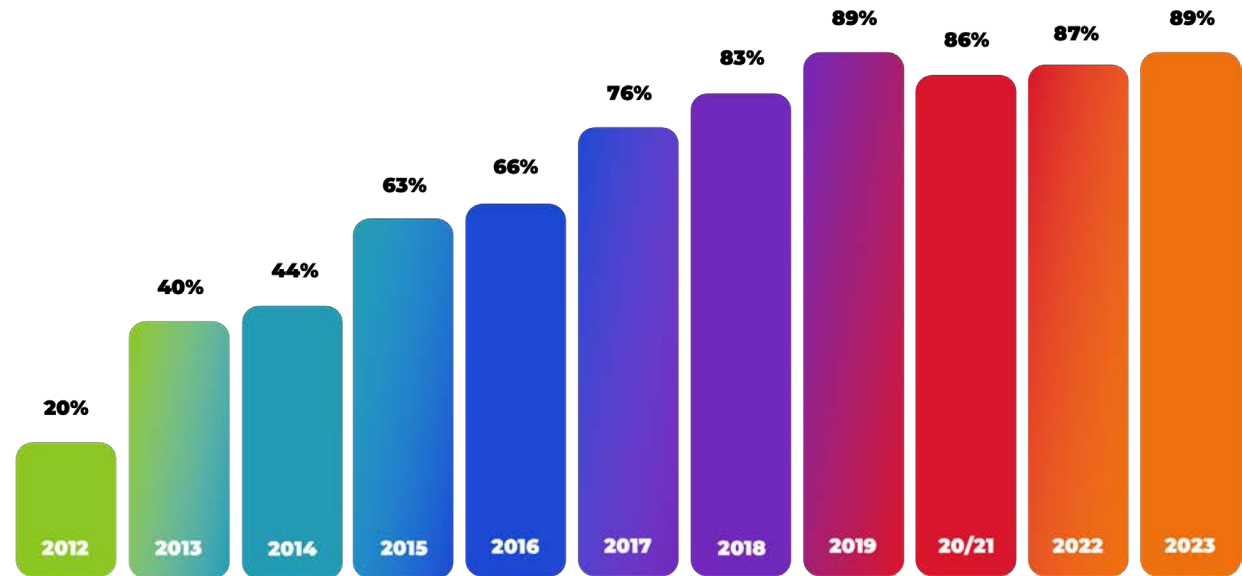
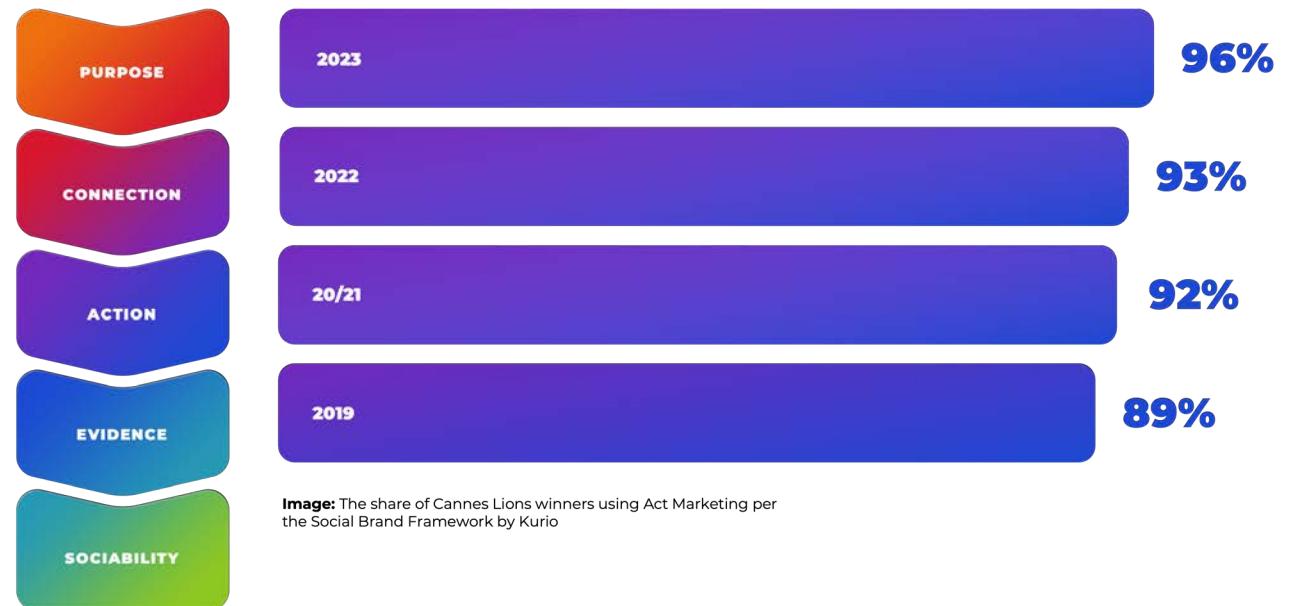


Image: The share of Cannes Lions winners with social media as a key element, per Social Brand Framework by Kurio

96% of social media winners leverage act marketing: doing something, not just saying

It's becoming super clear that creating buzz starts from an experience. Something that is worth talking about. Happening either in the real or the digital world – online and offline are mixing ever more. 96% of Cannes Lions winner with social at the core, are based on actions that yield experiences – something done, built, created. The numbers have gone way up from 55% in 2016, when we started this particular analysis. The time to act is now.



95% of social media winners use evidence marketing techniques

If Act Marketing is the fuel, then Evidence Marketing is the motor running on it. And this year that motor really went full throttle. Since we all are our own media thanks to social media, many campaigns are spread via those networks. And the content usually is real footage instead of staged and dramatized scenes – hence the name. Evidence Marketing is much more about gathering and showing proof about what we and our offerings are all about, instead of making something up and polishing it to the max.

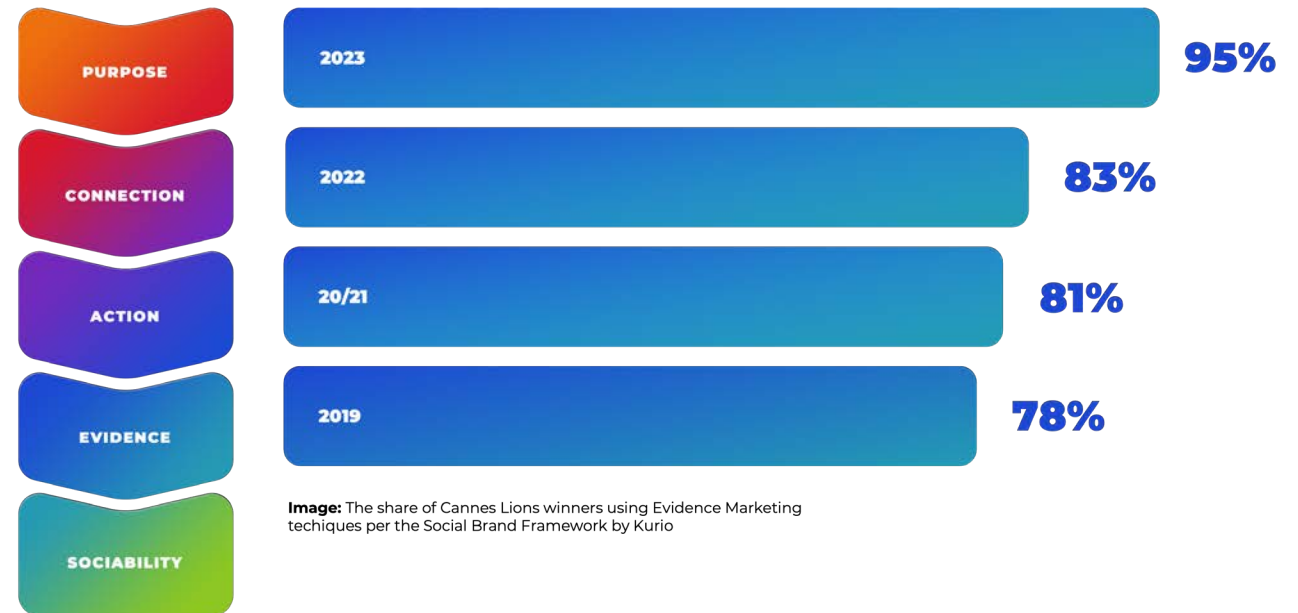
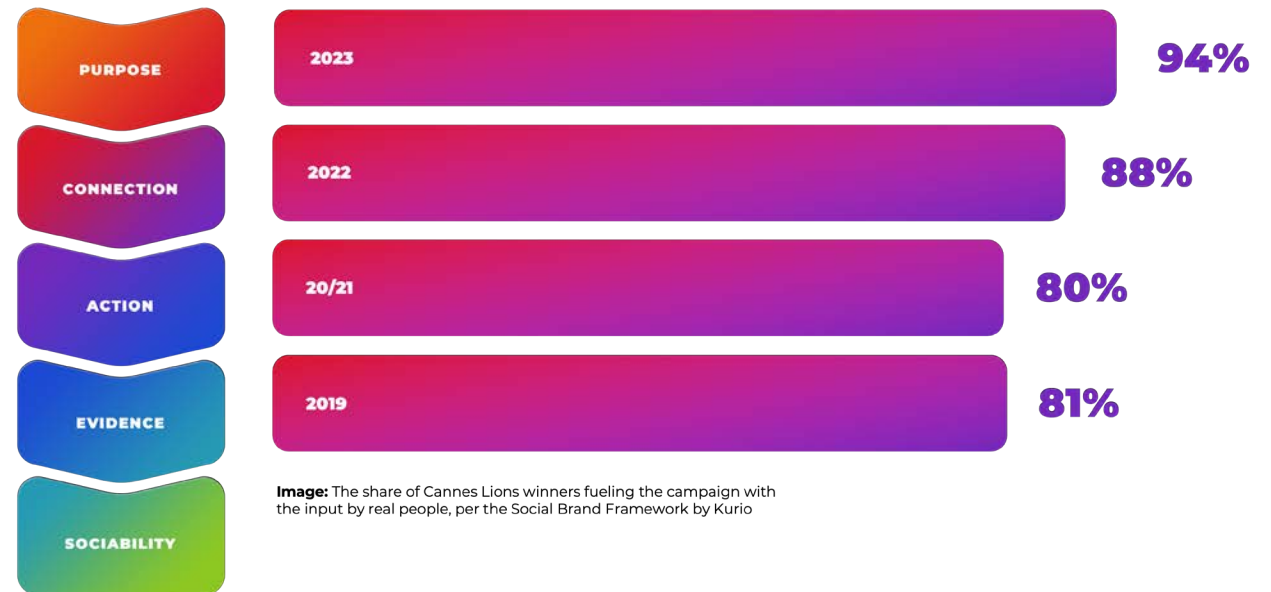


Image: The share of Cannes Lions winners using Evidence Marketing techniques per the Social Brand Framework by Kurio

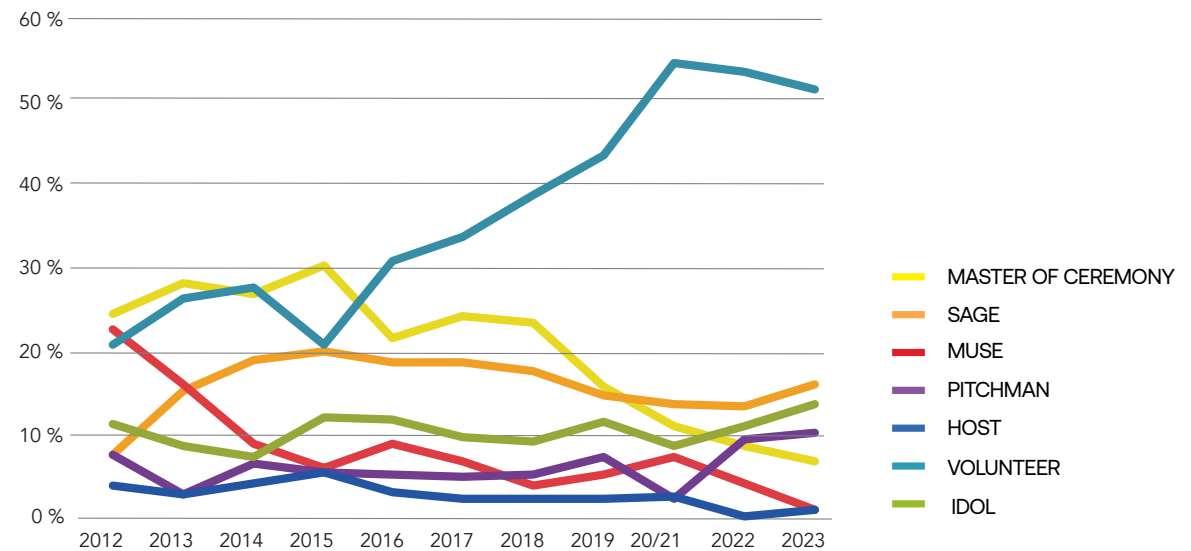
94% of social media winners have real people as part of the story

On social media, authenticity is the golden ticket. Audiences resonate with relatability, especially within platforms that prioritize genuineness. This year, a whopping 94% of Cannes Lions social media victors strategically employed their own staff, loyal customers, influencers, or even serendipitous bystanders to infuse that coveted authenticity into their content. Techniques for cultivating this sincere vibe are diverse – from casting your team in daring escapades to crafting a campaign inspired by a chance tweet from a devoted fan. When planning a campaign, ask yourself: how will the key stakeholders find their own part in your story.



51% of social media winners tap into altruism

After a decade of closely scrutinizing Cannes Lions campaigns through our analytical lenses, a distinct trend emerges: human engagement flourishes most fervently when driven by the noble pursuit of aiding others. Among the array of motivational triggers that propel online activity, altruism claims the pinnacle. Year after year the role of “Volunteer” dominates when looking at the winners through our Sociability of the Brand framework. Doing good doesn’t just feel right — it translates into sound business results. The only thing to keep in mind: walk the walk, too.



44% of social media winners include RTM activities

Social media empowers us to harness real-time marketing – either executing the campaign as things unfold, or basing it on a time-specific event. This dynamic spectrum spans operational tactics like livestreaming, as well as strategic moves such as capitalizing on occasions like the FIFA World Cup. The share of RTM campaigns among all social media winners has risen: from 18% in 2016 to 22% in 2017, and from 30% in both 2018 and 2019, all the way to the current level. It's evident that real-time remains a cornerstone of effective social media strategies.

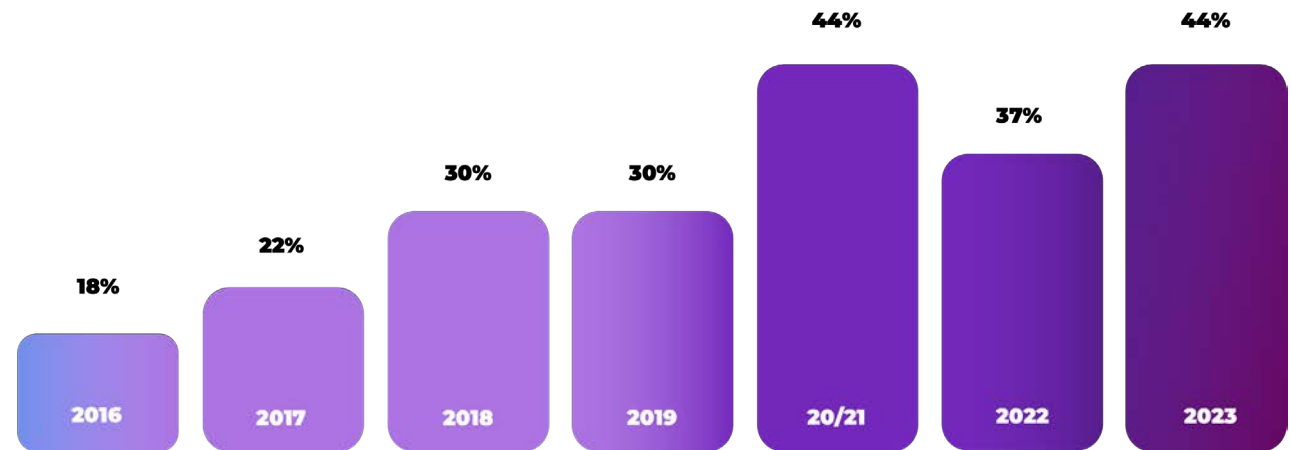


Image: The share of Cannes Lions social media winners with real-time marketing elements

43% of social media winners are purpose-driven

Amidst the chatter about purpose fatigue, the Cannes Lions podium resoundingly showcases purpose-driven campaigns. 43 % of social media winners leverage a robust underlying purpose — the resounding “why.” At its best, purpose-driven marketing propels a triumphant outcome not only for the brand but also all its customers and the broader community.

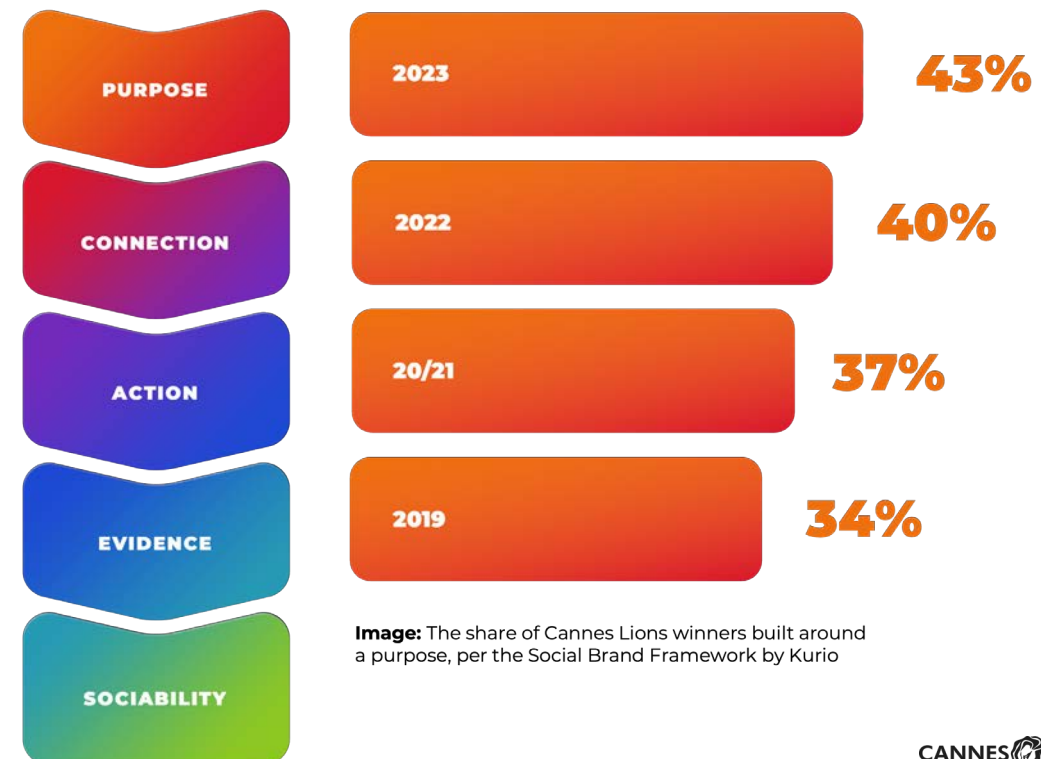
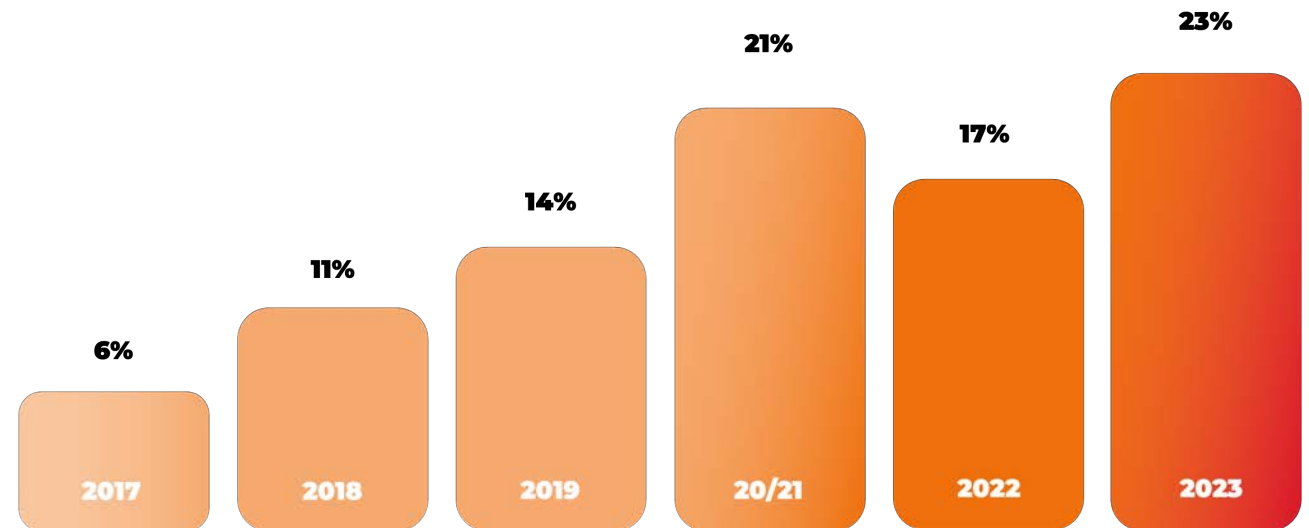


Image: The share of Cannes Lions winners built around a purpose, per the Social Brand Framework by Kurio

23% of social media winners have influencer(s) at the core

Despite social and influencers being tied together in talks – and even the category name at Cannes Lions – the integral use of influencers has been limited in social media victors of Cannes. And with that we mean putting the influencer at the core. Not using them as media placements, as an after-thought. Looking at it over time, it seems that brands are getting better at it, though. This year's 23% marks a record-number in our analysis which started in 2017.



19% of social winners tapped into user-generated content

This year we saw a great number of Cannes Lions social media winners using UGC. Almost every fifth campaign did just that. Over the years, we've seen the numbers lingering at around 10%. All of it shows that it ain't so easily done, getting those consumer join in the content creation game. But this year something obviously clicked.

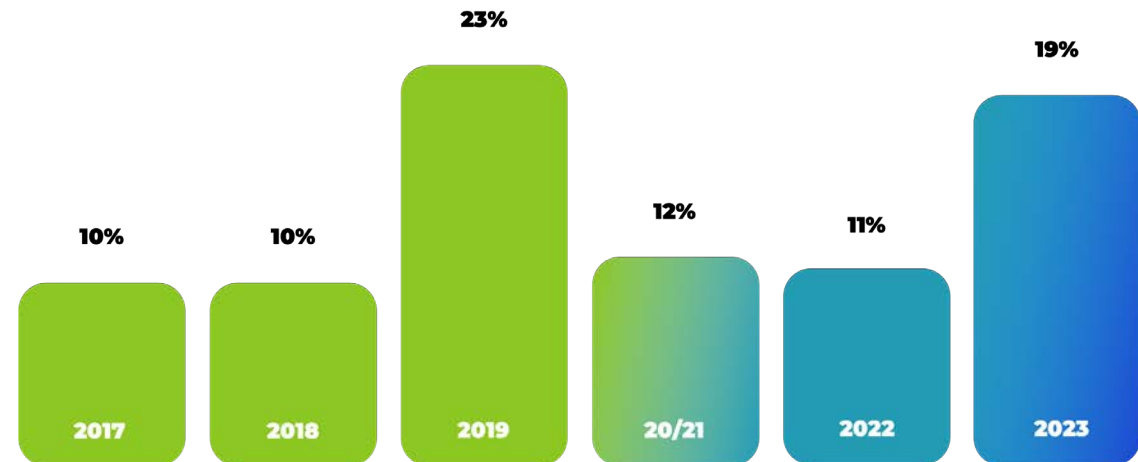


Image: The share of Cannes Lions social media winners leveraging UGC in the campaign

6% of social media winners utilized generative AI

With all the buzz around AI and generative AI in particular, it's interesting to see that only 6% of social winners embraced it. Most of the executions tapped into image generation, although many other aspects were also present. We'll stay tuned where it's all headed. Good thing to keep in mind that for example ChatGPT was only launched for the public a few months before the Cannes Lions 2023 entry deadlines.

TikTok is the leader in channel-specific social media winners

Social media is so multi-faceted that most of the social campaigns use many different channels. Such is the case for Cannes Lions winners too. But we also wanted to see which channels dominated those channel-specific campaigns, TikTok reigns as the winner, second year in a row. Of all the winners using social, 4% are TikTok-first. Trailing right behind are campaigns made for LinkedIn, Twitter, Instagram, WhatsApp, and Twitch – each at 1% of the total number of social winners.

LIST OF WINNING CAMPAIGNS

	Gran Prix	Gold	Silver	Bronze	Total
MASTER OF CEREMONY					
Prime Video - WHO, the thread movie		1			3
AB InBev - Michelob Ultra - MICHELOB GUY			1		2
Netflix - WEDNESDAY HATES MARKETING			1		2
Apple Music - APPLE MUSIC SUPER BOWL HALFTIME SHOW - RIHANNA			1	1	3
Apple - CALL ME, WITH TIMOTHEE CHALAMET				1	1
Voiz - THE INNOCENT EYES – https://vimeo.com/827132114				1	1
Moncler - MONCLER 70. THE BRAND OF EXTRAORDINARY			1		2
Abebe Bikila - NEO ICARUS				1	1
Poker - INFLUENCERS' FRIENDS			1		2
Tubi - INTERFACE INTERRUPTION		1	1	1	6
BLOCKBUSTER – UNTIL THE BITTER END		1		1	4
TELEFÓNICA VIVO & MOTOROLA - BUSCAPÉ. BACK TO THE CITY OF GOD.			1		2
Skittles - Apologize the rainbow		1			3
DAILY STAR - LETTUCE LIZ				1	1
PEPSICO PURCHASE - LAY'S CHAMPIONS LEAGUE CRASHERS				1	1
BLUE MOON - THE HIGH STAKES BEER AD				1	1
Total	0	12	14	9	36

	Gran Prix	Gold	Silver	Bronze	Total
SAGE					
Bank of Montreal - NXT LVL		1			3
Pedidos Ya – World Cup Delivery	1	4	1	2	20
Kraft Heinz - HEINZ A.I. KETCHUP			1		2
Renault - UNHASHTAGGED PLACES				1	1
Nike - NEVER DONE EVOLVING FEAT SERENA				1	1
Heinz - OTHER MC'S				1	1
DIGITAL YOUTH ICT ACADEMY - DYICTA			1		2
AB INBEV – MICHELOB ULTRA - DREAMCASTER		1	2		7
AIZOME - AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.		1		1	4
JARDIM SONORO - THE UNIMAGINABLE RETURN				1	1
LIVE NATION / LUGER - THE SHUFFLE TICKET				1	1
DELIVEROO - ONE STAR COOKBOOK				1	1
Marmite - BABY SCAN		2			6
PHILADELPHIA CREAM CHEESE - The Tax Free Bagel			2	1	5
VOLKSWAGEN GROUP FRANCE - INSIDE JOBS			2	2	6
RENAULT - TIME-FIGHTERS PROGRAM			1		2
VIRGIN AUSTRALIA GROUP - MIDDLE SEAT LOTTERY				1	1
HONEST EGGS CO. - FITCHIX			1		2
CLEARTRIP - OR TRAVEL ON CLEARTRIP			1		2
ŠKODA - DASHBOARD BILLBOARDS			1		2
IKEA – WINDOW SHOPPING				1	1
TINDER - NOT-SO CLASSIC DATES				1	1
IBM - THE MASTERS REMASTERED				1	1
RENAULT - PLUG-INN		1			3
VOW - THE MAMMOTH MEATBALL				1	1
AIRTEL - AIRTEL 175 REPLAYED		1		1	4
ANHEUSER-BUSCH INBEV, STELLA ARTOIS - THE ARTOIS PROBABILITY			1		2
Total	4	33	28	18	83

	Gran Prix	Gold	Silver	Bronze	Total
Voila - TRENDING 2 TABLE			1		2
Fenty Beauty - MATCH STIX SNATCH				1	1
THE KRAFT HEINZ COMPANY – #FINDTHEKETCHUPBOATGUY				1	1
Total	0	0	2	2	4

	Gran Prix	Gold	Silver	Bronze	Total
PITCHMAN					
Samsung - flipvertising	1		2	1	9
Oreo - Cheat Cookies		4	1	1	15
Flash - CASHBACK FOR YOUR JERSEY'S BACK		1			3
Burger King - MISSION: WHOPPER			1		2
Swiggy - WHY IS THIS A SWIGGY AD?				2	2
Priceline - GO TO YOUR HAPPY PRICE				1	1
Tesco - VOICE OF THE CHECKOUT				1	1
Oreo - OREOCODES		1	1	1	6
Heinz - HEINZ KETCHUP FRAUD				1	1
Heineken - BAR EXPERIENCE				1	1
COCA-COLA – MAGIC AUDIOS				2	2
BUDWEISER - BRING HOME THE BUD		1	1		5
MCDONALD'S - FRIES CLAIMS			1		2
TIDE – LUCKY JERSEY			1		2
HEINZ - THE HEINZJACK				1	1
Total	4	21	16	12	53

	Gran Prix	Gold	Silver	Bronze	Total
HOST					
McDonald's - RAISE YOUR ARCHES			1	1	3
APPLEBEE'S - TASTE MY FACE				1	1
BRAHMA - BRAHMA MEDICAL DEPARTMENT				1	1
Total	0	0	2	3	5

	Gran Prix	Gold	Silver	Bronze	Total
VOLUNTEER					
Dove - the cost of beauty		1			15
Junge Helden - #OPTINK		1	1	2	12
Jane/Finch Community Center - BILL IT TO BEZOS		1	1		12
Australians for UNHCR - THE RELUCTANT SHANTY			1		2
Dove - #KEEPTHEGREY			1		6
Europharma – SCROLLING THERAPY			1	2	2
Coordown - RIDICULOUS EXCUSES NOT TO BE INCLUSIVE			1		1
Pepco - ILLITERATE ADS			1		6
The VIF Network - #UNEXAMINABLE			1	1	1
Fightmind - I'M NEALE DANIHER			1		1
Maybelline New York - THROUGH THEIR EYES			1		3
Intel - ECYCLELAND				1	3
Non-Violence Project Foundation - FOLLOW THEIR LEADER				1	1
Zikaron Baslov - FIGHTING TO REMEMBER				3	4
Sista fund / UN Women - INMYSEAT		1		1	3
Dove - #TURNYOURBACK	1	1		1	3
Baby2Baby - THE DIAPÉR				1	2
Adidas - RUNNER 321	1	1	1	2	5
Zeva Fashion - STAIN NOT SHAME			1	1	2
Microsoft - ADLaM - AN ALPHABET TO PRESERVE A CULTURE	1	1		1	3
URIHI YANOMAMI ASSOCIAÇÃO - THE COST OF GOLD		1			5
Podher - THE CONGREGATION		1			1
Makro - LIFE EXTENDING STICKERS			1		1
Bimbo - THE GREATEST GUIDE TO JOCHOS & BURGERS			1		1
Bavaria - NATIVA METER				1	1
TELEFONICA'S VIVO - THE AUTISM JOURNEY				2	1
DOWN SYNDROME INTERNATIONAL - KAMI			1	1	6
WOMEN HELPING WOMEN ASIA - UNDERCOVER				1	8
UNITED24, NOVA UKRAINE, VOICES OF CHILDREN, BOCTOK SOS - THE UNDENIABLE STREET VIEW				1	7
Pantone - COLORS OF LOVE				2	2
ALIVIA CANCER FOUNDATION - BUY MY CANCER				2	2
INVERROCHE - BEE & BEE				1	4
TRUCSS - TRUCSS			1	1	3
SOLAR IMPULSE - PRÊT À VOTER		1	1	2	2
LALCEC - THE POSTPONED DAY		4	2		1
Mastercard - WHERE TO SETTLE		3	2	2	1
FONDATION ANNE DE GAULLE - ANNE DE GAULLE		1	1	1	1
CONGRESSO EM FOCO - TRANSPARENCY CARD		1	1		2

	Gran Prix	Gold	Silver	Bronze	Total
TEAM HEROINE - CORRECT THE INTERNET			1	1	3
COLUMBIA JOURNALISM REVIEW - ARE YOU PRESS WORTHY?			3	2	8
TESTICULAR CANCER SOCIETY - WALL STREET BALLS				1	1
UNIVERSITY ZUMBI DOS PALMARES - RECEIPTS TO KEEP [FIGHTING]				1	1
TRANSLAR E.V / TRANS-IDENT E.V / ROSA STRIPPE - SAVED MEMORIES				1	1
KOREAN NATIONAL POLICE AGENCY - KNOCK KNOCK		1		1	4
SKIP THE DISHES - INFLATION COOKBOOK			1	1	3
MAURICE BLACKBURN SOCIAL JUSTICE - EXHIBIT A-I				1	1
IFTHEN. INC - THE SMART LEGACY				1	1
BUNDABERG - BUNDY MIXER			1	1	3
THE SALVATION ARMY - MESSAGE FROM THE OTHER FRONT				1	1
Mastercard - Touch Card				1	1
CHANGE THE REF - JOAQUIN'S FIRST SCHOOL SHOOTING				1	1
CHICK-FIL-A - THE BRAKE ROOM			1	1	3
ELETROMIDIA - GUARDED BUS STOP		1		1	4
DECATHLON CANADA - ABILITY SIGNS		1			3
MCDONALD'S - A PROMO NO BODY'S HEARD OF			1	1	3
AFRISAM, BLACKSTUDIO - PLAN (A)			1		2
UNICEF BRAZIL - MISSING STUDENTS			1	1	3
THE JOSHUA RIBERA FOUNDATION - DEPZMAN - LIFE CUT SHORT			1		2
HINZ&KUNZT / HAMBURGER KUNSTHALLE - THE HOMELESS GALLERY			1		2
FOUNDATION TO COMBAT ANTISEMITISM - #StandUpToJewishHate - Blue Square			1	1	3
CLARITIN - DIVERSITREE				1	1
MINISTRY OF FOREIGN AFFAIRS OF UKRAINE, ZELENSKA FOUNDATION - CAROL FOR CHARITY				1	1
LGBT ASSOCIATION - THE FOLDED NEWSPAPER				1	1
MUSTI GROUP - BE AWARE OF THE DOGS				1	1
BORUSSIA DORTMUND - A HAND BALL THAT COULD SAVE YOUR LIFE.				1	1
TRANSPARENCY INTERNATIONAL LEBANON - NO CORRUPTION (TI-LB) - THE CURRENCY OF CORRUPTION				1	1
ITV X CALM - THE LAST PHOTO		1	2	2	9
ORANGE - SAFE ZONE				1	1
BUDWEISER - The Billboard is Yours to Take				1	1
CZECH INSURANCE ASSOCIATION - THE 13 MINUTES NATIONAL DELAY DAY				1	1
WHISPER - THE MISSING CHAPTER				1	1
Dove - THUMBSTOPPING BEAUTY BIASES				1	1
BREAST CANCER NOW - THE CHAT			1	1	3

	Gran Prix	Gold	Silver	Bronze	Total
ABAAD RESOURCE CENTER FOR GENDER EQUALITY - DIRTY LAUNDRY			1		2
KOTEX - THE STAIN				1	1
POPEYES - 50+				2	2
PENGUIN BOOKS RANDOM HOUSE - THE UNBURNABLE BOOK				1	1
AMP ASSOCIATION FOR THE ELDERLY - GOLDEN DATES				1	1
STELLA ARTOIS - UNCOMFORTABLE FOOD				1	1
VASELINE - SEE MY SKIN		1	1		5
MUSKRAT MAGAZINE - MISSING MATOAKA		1	1	1	6
INTEL - CERTIFIED HUMAN			1		2
IBERDROLA - TURNSTILE TURBINES			1		2
CHANGE THE REF - NRA CHILDREN'S MUSEUM			1		2
CHERNIGIVSKE - THE BEER WITH A UKRAINIAN HEART				1	1
AEROMÉXICO - BORDERLESS WEDDINGS				1	1
TELEFÓNICA - SAFELIST				1	1
CORONA - 900 MINUTES FOR EQUALITY				1	1
MYCAR TYRE & AUTO - R PLATES				1	1
BARILLA - PASSIVE COOKING				1	1
THE GOVERNMENT OF TUVALU - THE FIRST DIGITAL NATION	1				4
Total	16	75	94	81	266

	Gran Prix	Gold	Silver	Bronze	Total
IDOL					
Bank of Montreal - NXT LVL		1			3
Oreo India - #BRINGBACK2011			2		4
Campbell's Snack Company - GOLDFISH HAND DISH				1	1
McDonald's - McDrip			1	2	4
Zé Delivery - THE ZÉ THEORY				1	1
Five Star - THE MOVIES THAT MADE (FROM) US				1	1
Budweiser - ATURA O BAILE (PUT UP WITH THE DANCE)				1	1
Brahma Beer - THE EXILED TEAM				1	1
JR Group - MY JAPAN RAILWAY		1			3
RAÇA MAGAZINE - THE FUTURE IS BLACK			1		2
Serviceplan Germany - THE NEW HOUSE OF COMMUNICATION			1		2
NIKE - HOME		2		1	7
SPOTIFY - SUPER FAN COLLECTION			1	1	3
Heineken - THE OFFICE CLEANERS				2	2
Heineken - THE CLOSER		1	1	2	7
QUILMES - COINCIDENCES				1	1
TWITTER - TWEET SCARVES				1	1
PIRAQUÊ - ACCEPT REAL COOKIES				1	1
MCDONALD'S - DEALS STUCK IN TIME			1		2
DOORDASH - SELF LOVE BOUQUET	1				4
HELLMANN'S - MAYO MCHACK			2		4
EQUINOX GROUP - EQUINOX - WE DON'T SPEAK JANUARY				1	1
MIGROS - THE MIGROS BEER				1	1
HEINEKEN - HEINEKICKS				2	2
EBAY - WEAR 'EM OUT STORE				1	1
ADIDAS - SUPERSTAR RAVI				1	1
EA SPORTS & APPLE - FIFA 23 X TED LASSO	1				4
HEINEKEN - 0.0 BARRIERS			1		2
PEDIDOS YA - EAT LIKE A CHAMP			1	1	3
HEINZ - HEINZ TATTOO INK				1	1
HEINZ - IS THAT HEINZ?				1	1
ALL OUT - UNBANNED ARMBAND				1	1
PETRA BEER - PETRA MILK				1	1
Total	8	12	24	27	71

MAY YOUR LIONS SHINE BRIGHT

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