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A lot was expected from the perform poorly, the quality of

By DHALETA SURENDER KUMAR

The tally of only 17 Lions at the Cannes Lions International Advertising Festival 2010 left the Indian creative and marketing fraternity disappointed. From just three Lions in 2005 to 25 in 2009, India had come a long way and the performance this year is a let down.

The slowdown in creativity?

The reasons for a bad performance could be many – from economic crisis to a badly packaged work. Ravi Kiran, CEO, Starcom Mediavest Group, South Asia, said, “May be what recession did has differentiated the best from the worst. But it still looks like either clients didn’t take risks or agencies were doing something other than creating ground-breaking work.”

However, there is another school of thought, with the likes of Colvyn Harris, CEO, JWT India, which believed that recession has got nothing to do with creativity. “There are countries from the West, which have been worst hit, still they are winning,” agreed Harris. India’s economy is compared with other members of BRIC (Brazil, Russia, India and China) countries. In comparison, Brazil finished with its highest ever tally of 56 Lions.

Kiran, who was one of the jury members for the Media Lions category, also blamed badly packaged work for India’s tardy performance at the Cannes. “Why would you put a Bollywood track in your entry? It’s distracting and judges hate it. Why would you have Sardarji jokes? Do you really expect a global jury to understand it?,” Kiran commented.

Piyush Pandey, Executive Chairman & Creative Director, South Asia, Ogilvy & Mather, on the other hand, wasn’t expecting much. “I don’t have any expectations. People come with hopes and dreams. All might not be well. Don’t worry about it. You compete with the best; you win some you lose some. Go, do hard



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Cannes Lions 2010. However, not only did India sessions too remained demanding

INDIA ON STAGE

India scored a naught in Cyber, Direct, Filmcraft, and Titanium and Integrated. No Grand Prix either

GOLD LIONS

Category	Title	Client	Agency
Design	Beer/Mountain/Sky	Publicis Communications	Publicis Communication
Press	Funeral/Poker/Airport	Fujifilm	RMG Gurgaon
Press	Spiritual Guru/Royal Rajput/ Kathakali Dancers	Transasia Papers	Taproot India Mumbai

SILVER LIONS

Category	Title	Client	Agency
PR	Women Against Lazy Stubble	Procter & Gamble	BBDO Mumbai
Press	Coffee/Ink/Egg/Ketchup	Procter & Gamble	Leo Burnett Mumbai
Press	Kathakali Dancers	Transasia Papers	Taproot India Mumbai
Radio	Pleasure of mixing	Bajaj Electricals	Leo Burnett India Mumbai
Outdoor	Puppy Love/Just Married/ Waiting Friends	Bangalore Traffic Police	Mudra DDB
Outdoor	Mango Surprise	Parle Agro	Creativeland Asia
Film	Software Engineer, Bus Driver	Breakthrough Trust	Ogilvy & Mather India

BRONZE LIONS

Category	Title	Client	Agency
Promo & Activation	Meltdown	AICMED	Ogilvy & Mather Kolkata
Media	Tide Magttraction	Procter & Gamble	Leo Burnett India Mumbai
Design	Stamps	Department of India Post	Ogilvy & Mather Gurgaon
Press	Lost and Found	Virgin Mobile	Bates 141 India
Press	Puppy Love/Just Married/ Waiting Friend	Bangalore Traffic Police	Mudra DDB Group Mumbai
Outdoor	Assembly Line, Apparatus	Cholayil	Creativeland Asia
Outdoor	Bag, Baby, Whale	The Economist	Ogilvy & Mather India

GRAND PRIX

International agencies had the right concoction to earn the Grand Prix

Category	Title	Client	Agency
PR	Replay	Gatorade	TBWA/CHIAT/DAY LA
Promo and Activation	Replay	Gatorade	TBWA/CHIAT/DAY LA/ Paragon Marketing Group
Media	EOS Photochains	Canon Australia	Leo Burnett Sydney
Cyber	The fun theory	Volkswagen, Sweden	DDB Stockholm
Direct	ORCON + Iggy Pop	ORCON Broadband	Special Group Auckland
Design	iQ Font	Toyota	Happiness Brussels
Press	Bono/Amy/Britney/ Eminem	Billboard	ALMAPBBDO Sao Paulo
Outdoor	Smart may have the brains/Smart critiques/ Andes Teletransporter	Inbev	Del Campo/Nazca/ Saatchi & Saatchi Buenos Aires
Titanium	Twelforce	Best Buy	Crispin Porter and Bogusky Boulder
Integrated	Livestrong	Nike Livestrong Foundation	Weiden + Kennedy Portland
Film Craft	The Gift	Philips	RSA Films London
Film	The man your man could smell like	Old Spice	Weiden + Kennedy Portland

work next time. But don't lose heart," he advised.

Terry Savage, Chairman, Cannes Lions International Ad Festival, however, didn't feel that India performed badly. "Seventeen is a good number for India. It shouldn't be looked negatively. It doesn't mean that the work from India was bad. It's just that the work from other countries was better," he said.

Demanding talk value

There were much expectations from sessions featuring Google, Facebook and Microsoft. Much was expected from Mark Zuckerberg, CEO, Facebook, who

got a more than expected audience.

However, he roused mixed feelings. Most of the sessions revolved around digital, and its growing influence on businesses. But, compared to previous years, the quality of sessions remained demanding. Harris said, "Though I did not attend the festival last year, but as compared to 2008, the quality of sessions wasn't up to the mark."

Ashok Venkatramani, CEO, MCCS, added, "The quality of sessions was a 'mixed bag'. One is left with a feeling that in many of the sessions, the companies didn't necessarily send their most experienced people, and hence, the

quality of the output is below par."

Overlooking India

Meanwhile, India also got very little mention during the sessions throughout the week. "If we were to treat the world as a global market, China, India, and Africa would probably be more than 70 per cent of the market. So, from a communication view point, this is the TG, apart from being markets for the products being sold through communication. It is quite stark that these countries don't even get discussed in the greatest advertising and communication event," said Venkatramani.

For whatever little mention India got, the world seemed to be specifically in awe with India for its deep mobile penetration, which is much higher than non-mobile internet penetration in the country. IPG, quoting a study done by the agency said that music is the most downloaded content in India. Sue Moseley, Worldwide Director, Research and Future, Initiative, explained that music, inherently, was deep-rooted in the Indian culture, and probably that could be one factor for the highest download of music in the country. "India has a seven per cent internet penetration and only three per cent broadband penetration. Most of the people are getting exposed to the internet in India through mobile phones," she said, adding, "With the launch of 3G, other forms of content download like video and social networking apps too are likely to go up in India."

Zuckerberg too was awed by the exponential mobile penetration in India. "India is an interesting market," Zuckerberg said, in a session while talking to Ad Age Editor, Abbey Klaassen. According to him, though India has low internet penetration as compared to its population, "there are more mobile Facebook users than web users in India."

Luciano Deos, President, Abedesign – Brazilian Association of Design Companies, while speaking on design in context to BRIC markets, made special mention of the Indian 'dabbawalas'. "The work and lifestyle in the metros in India has created a new kind of business. The 'dabbawalas' are a great example of design for the masses, where it is providing large scale solutions. Forbes listed 'dabbawalas' as 99.99 per cent accurate and the scale we are talking is millions of lunch boxes

carried from homes or lunch providers to offices. One wonders what solution a McKinzie would come up with, if the situation was presented to them," he said.

Also, another memorable mention about India came during the session of P&G, where the company's PR activity and activation: WALS (Women Against Lazy Stubble) was mentioned in detail.

The march of marketers

Looking from a positive point of view, the festival saw more than expected number of advertisers – both as speakers and as audience. ITC India had sent



Work from other countries was better, however, seventeen is a good number for India

Terry Savage, Chairman,
Cannes Lions Festival

10 delegates to Cannes Lions this year. This is perhaps the largest number of participants seen from any advertiser from India at Cannes.

Marc Pritchard, Global Marketing and Brand Building Officer, P&G, who was accompanied by Sumeet Vohra, Marketing Director, P&G India, said, "It is very important for marketers to be at

Cannes. It is the creative epicentre of our industry. We don't just have marketing heads here, but also our market research people and PR people. We bring them here to be inspired and to take back to each of their markets what they learn here."

Pandey also felt that Cannes Lions Festival provides exposure and education to advertisers. "It is nice to see advertisers coming here. They are putting so much of money in media, and for them to see what is happening around the world, is very healthy sign," said Pandey, adding, "As it is important for the creative people to go to the factory of a detergent maker to understand things better, it is equally important for the advertisers to come to the factory and speak with the people."

Addressing creativity

Over the years, the festival has added many dimensions to the awards with the addition of new categories – PR, Media and Design to name a few. Considering this, the festival would be rechristened as the Cannes Lions Festival of Creativity from next year onwards. "This is not just a change in name but a reflection of the changes in the festival that has included domains beyond advertising," said Savage. The Festival would also include the Cannes Effectiveness Awards from next year. "The very fundamental of Cannes Lions is that it reflects the reality of the business, and where the business is headed," he added. ■

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The following pages have the best of talks from sessions at Cannes 2010, winning case studies and exclusive interviews by **Noor Fathima Warsia**, Deputy Editor, exchange4media.com; and **Dhaleta Surender Kumar**, Assistant Editor, Pitch, who were at Cannes, to cover the event