



FOR THE LOVE OF PRINT

Cannes Lions Special 2021: print's best in show





Ulbe Jelluma
Managing Director,
Print Power Europe

Print Power's goal? To create a movement of marketers that champions the role of print in the mix because like us, they believe in its exceptional effectiveness.

Just two years ago in Cannes, Peter Field and the IPA presented a disappointing report on the decline in the effectiveness of creativity. It showed that in a 12-year period until 2008, creatively awarded campaigns were around 12 times as efficient as non-awarded campaigns. But that has now dropped to just four. And he points the finger at the obsession with short-termism.

Print provides the perfect foil for short-termism and offers a unique space for advertising creativity to thrive. As we've just seen at Cannes Lions 2021, print is a gloriously versatile conduit for endless innovation that can profoundly emote, connect and brand-build.

In fact, magazine ads, books, direct mail and door drops make for effectiveness-boosting partners to digital in the campaign mix.

We're delighted to share the winners that showcase the best in creativity in this year's Cannes Lions print categories. Proving that print is indeed a powerful platform to amplify a message...

Ulbe



Sonoo Singh
Founder,
Creative Salon

When Claire Beale and I launched Creative Salon earlier this year, the idea was born out of two clear ambitions: to showcase and celebrate the power that commercial creativity has to drive business growth and to fuel the economy; and to help secure a strong future for the advertising and marketing industries by doing what we can to nurture the next generation of diverse talent.

I was thrilled when Ulbe asked me to contribute to Print Power's Cannes Lions special, as it ties into all our collective beliefs of celebrating the advertising industry that touches culture and creates business-defining work for brands.

With Jeremy Lee as our editorial director, we want to use our platform **creative.salon** to champion excellence in commercial creativity and to support the people and the companies who make it. To continue on that mission alongside Print Power gives me joy. And showcasing the best our industry has to offer when it comes to my first love - print and publishing - is a privilege.

Sonoo



WHEN YOU SEE THIS ICON

Click it! And find more content and videos about the award winning work



AGENCY LOLA Mullenlowe Madrid
BRAND Magnum/Unilever
CATEGORY Print & Publishing/Food & Drink
AWARD Bronze Lion



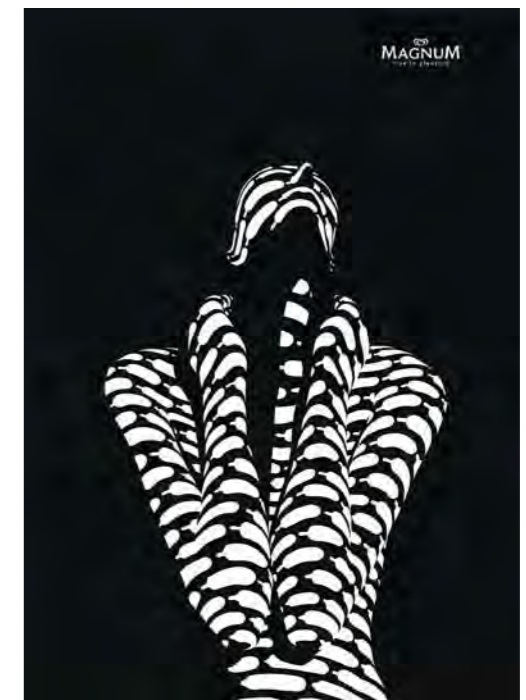
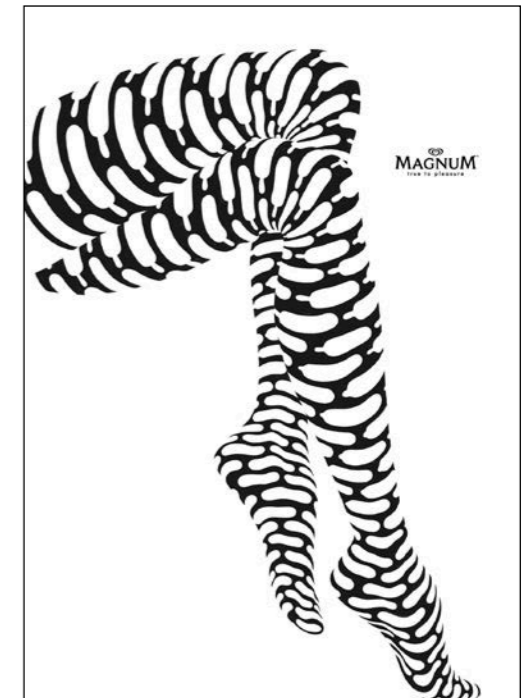
PLEASURE ICON

Art, culture and sensuality combine in Magnum's 'Pleasure Icon' campaign in collaboration with renowned American contemporary sculptor and painter Brendan Monroe. The surreal and hypnotic black and white images feature Monroe's distinctive illusory style, and incorporate the iconic shape of the ice cream in summer-themed images, seamlessly blended into the Rorschach test-style formations. All combine to put pleasure and artistry at the heart of the brand.

Designed to mesmerise, the illustrations were displayed in a mural, a series of posters and promotional materials. The first installation-like mural appeared in London's creative hub Shoreditch, with more set to appear this summer in cities around the world.

The images form part of a series of collaborations with exemplary artists to create hand-crafted works of art for Magnum. In 2018, famed French illustrator Thomas Danthony created a series of pleasure moments in his signature film noir style.

Sonoo Singh: 'Big, bold, black & white graphics. And an iconic ice cream brand. What's not to love? Illustration as a visualisation media when done well can be hugely impactful.'





AGENCY HOY Buenos Aires

BRAND Noticias de la Comarca/SeSocio/Fundación Bomberos de Argentina

CATEGORY Print & Publishing/Social Behaviour

AWARD Bronze Lion

FIREPROOF NEWSPAPER

Forest fires have wreaked havoc in the southern Argentinian region of Patagonia, and 95 percent of them have been caused by human carelessness, usually started by using newspaper as kindling.

To raise awareness of the devastation that irresponsible behaviour can cause, and to raise money for the Firefighters Foundation of Argentina, HOY Buenos Aires collaborated with multiple partners to produce the first fireproof newspaper. Having stopped presses during the pandemic, this was a one-off edition of local digital Patagonia news channel Noticias de la Comarca.

Chemically treated with a flame-retardant liquid, the 500 print run was sent out to national media, influencers and locals. A hard-hitting, but profound way of spreading a message about protecting the area's forests for the future.

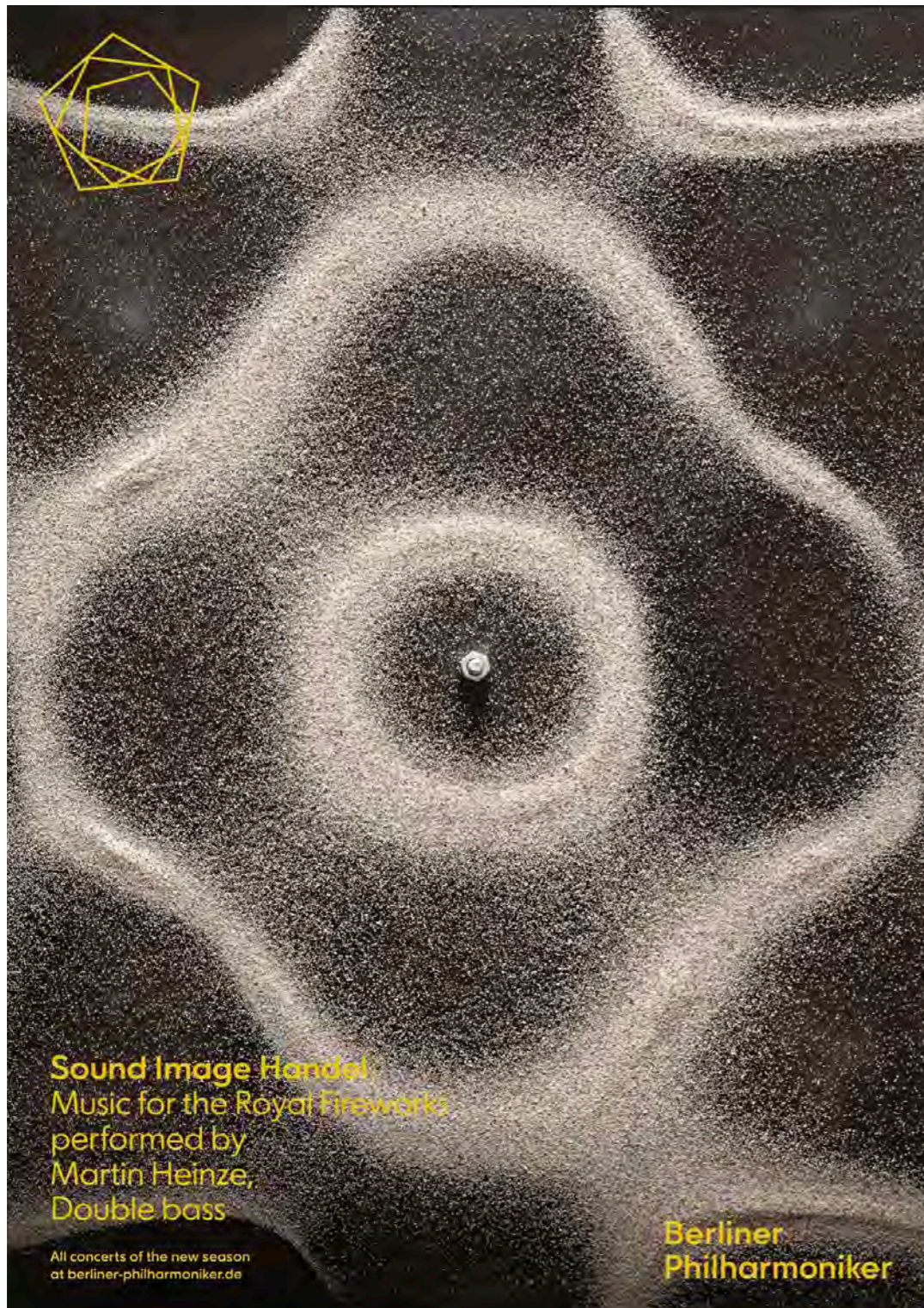
It hit home. The campaign had a reach of 14.2m, increasing donations to the Firefighters Foundation by 500 percent.

Sonoo Singh: 'A clever, innovative response to a huge environmental issue. Effectively designed to spark awareness, combat irresponsible behaviour and drive donations.'





AGENCY Scholz & Friends Berlin
BRAND Berliner Philharmoniker
CATEGORY Design/Communication Design
AWARD Bronze Lion



SOUND IMAGES

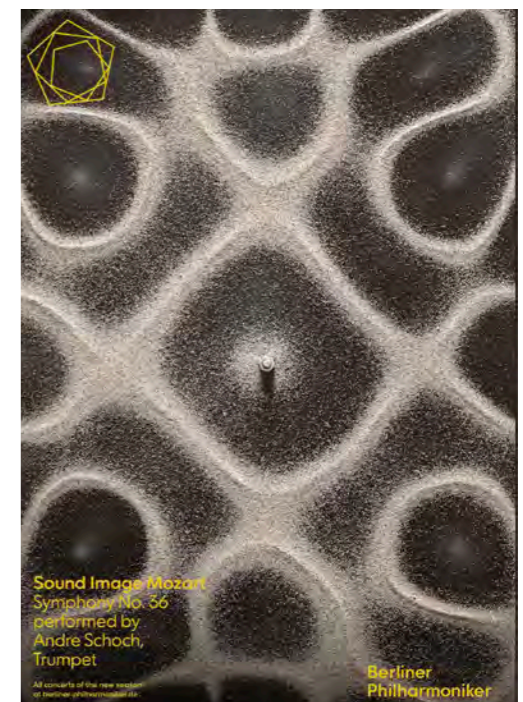
How can you experience the exquisite symphonies of an orchestra without hearing them? Through cymatics - the study of visible sound and vibration that brings sound to life in front of your eyes.

It's this technique that Berlin's Scholz & Friends used to visualise the acclaimed sound of the Berliner Philharmoniker. At a time when Kirill Petrenko took over as chief conductor, they wanted to portray his and the world-class orchestra's passion and energy as a graphic concept.

Each musician's sound was transferred by loud speaker onto thin metal Chladni plates holding sand. Acoustic waves vibrated through the plates to produce intricate, lace-like patterns in the sand.

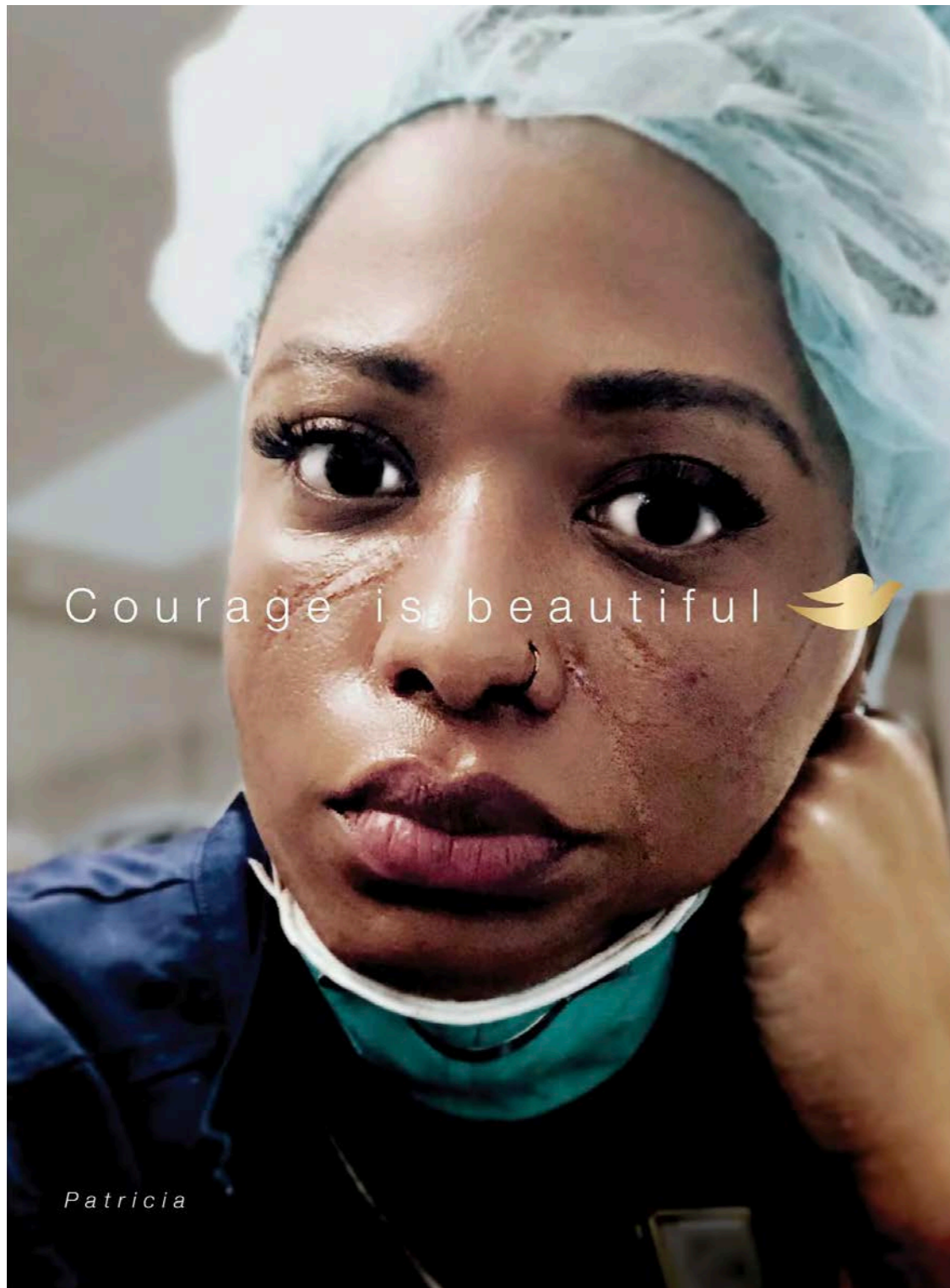
Visually stirring optical images of the orchestra's powerful energy were used on posters, postcards and ads to literally amplify the orchestra's brand image and support increasing ticket sales.

Sonoo Singh: 'How do you make something that can only be heard, visible? Giving a visual view to the orchestra's acoustic perfection must have been pure joy.'





AGENCY Ogilvy London
BRAND Dove
CATEGORY Print & Publishing/Corporate Purpose & Social Responsibility
AWARD Grand Prix



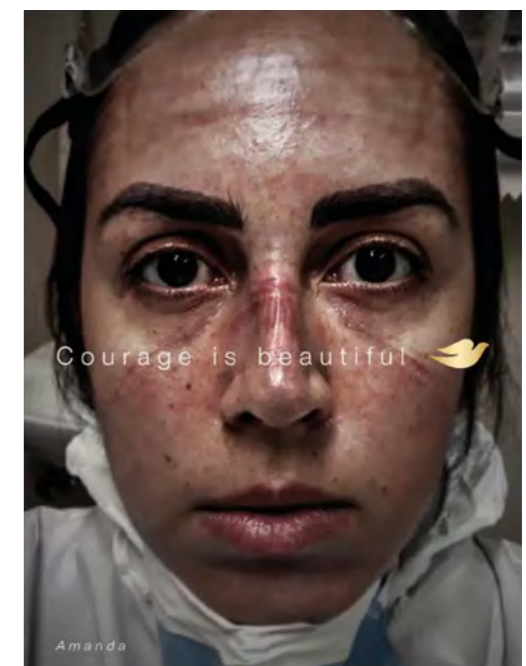
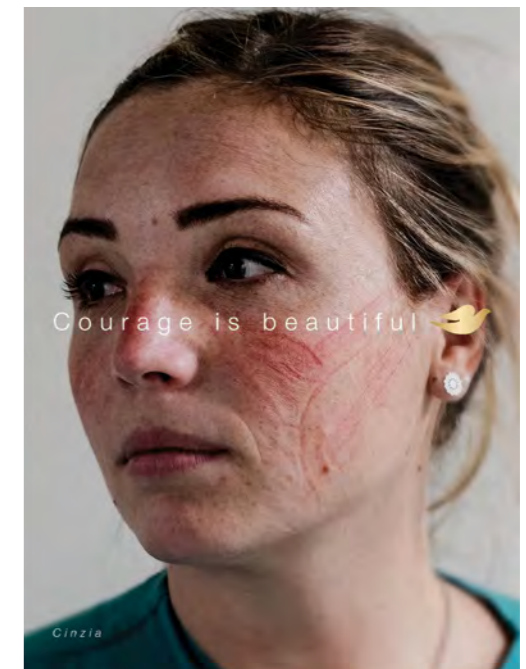
COURAGE IS BEAUTIFUL

Dove is renowned for redefining what we perceive as beauty. Their iconic adverts swapped out airbrushed professional models for real women in all their idiosyncratic glory. Their images resonated with people of all shapes and sizes and asked them to be comfortable in their own beautiful skin.

But as other brands adopted similar messaging, and with the feeling that conversations around beauty seemed superficial in a pandemic, Dove repositioned its brand to celebrate the strength and determination of real healthcare workers. Their powerful print ads are stunning in their simplicity, featuring frontline workers with the ravages of PPE marked on their faces.

This show of gratitude to people risking their lives was rewarded with the Cannes Lions top award, the prestigious Grand Prix.

Sonoo Singh: 'The best print campaigns stand the test of time. This will certainly be that. It has social relevance, captures a moment in history, catches attention and makes an impact for all the right reasons.'





AGENCY VMLY&R Dubai

BRAND Save The Children

CATEGORY Promotional Printed Media/Communication Design

AWARD Bronze Lion

THE LAST POSSESSIONS

With the number of Syria's displaced children from their ten-year civil war reaching a shocking 8.4 million, Save The Children saw a disturbing tendency towards compassion fatigue among media outlets. They needed a hard-hitting campaign that would make people grasp what it's like to have your whole life destroyed.

So they brought home the stark reality of what it's like to be a refugee, and displayed the belongings that the children in Jordan's Zaatari Refugee Camp fled with - The Last Possessions - in a book. The 25 images poignantly demonstrate that the seemingly worthless becomes personal treasure in a crisis. Fahid's fidget spinner, Amjad's flute, Sewar's teddy bear - all displayed alongside tales of escape told in Arabic and English Haiku poetry form.

The book was mailed to influential people, pages were released on social media and possessions auctioned to raise funds. The campaign encouraged e-book downloads in 46 countries and generated a 26 percent rise in donations. More importantly, it brought attention to a crisis the world had forgotten.

Sonoo Singh: 'A powerful, heartbreaking, emotive look at the impact of war and displacement on young refugee children - and beautifully produced.'





AGENCY Africa DDB Sao Paulo

BRAND Folha de S.Paulo

CATEGORY Print & Publishing/Culture & Content

AWARD Gold Lion



THE MOST VALUABLE NEWS

In this era of fake news, one of Latin America's largest newspapers set out to remind its readers that newspapers present true news with true value. In addition, the 100-year old Folha de S.Paulo has been constantly attacked by governments for its independent stance and relentless pursuit of the facts.

To make a point that the truth is as valuable as money, they created a special edition of the newspaper, printed in the same location as Brazilian currency and using the same criteria. Looking like broadsheet-sized notes, the eye-catching pages feature security paper, a watermark with light and dark tones, elements visible to UV light, fluorescent fibres, holographs, microlettering, microprints, micro-perforated numbering and tactile printing. And on the pages, you can read stories about the most recurring themes in fake news.

Money really does talk. The issue not only throws the spotlight on unreliable news, it promotes the message that professional journalism and trusted news channels have never been more valued.

Sonoo Singh: 'It's raw and it's real. And it doesn't look the other way. This is a 'valuable' piece of work.'



AGENCY McCann London

BRAND Xbox

CATEGORY Commercial Publications/Publications

AWARD Gold Lion



THE BIRTH OF GAMING TOURISM

At a time when most of us were grounded by pandemic travel bans, Xbox sated our wanderlust by partnering with renowned travel publisher Rough Guides to produce in-game guided tours within favourites like Halo and Assassin's Creed.

The Rough Guide to Xbox saw the gaming market open up to a whole new audience and offers a way to explore strange and wonderful places beyond anything normally found in the real world.

Sonoo Singh: 'I'm not one for gaming, but this speaks to me. It's a campaign that explores the beauty of gaming beyond traditional gameplay and in an era when most of us are still not travelling. A gaming brand that celebrates a new kind of tourism and takes in the spectacular scenery on offer needs to be applauded.'





AGENCY Scholz & Friends Berlin

BRAND The Female Company

CATEGORY Challenge Brand/Culture & Context

AWARD Gold Lion



THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION

In Germany, you can tuck into luxury items like caviar that's taxed at only 7 percent. Yet essentials like tampons once commanded a whopping rate of 19 percent.

That was before organic female sanitary product retailer The Female Company outsmarted the law - by selling tampons inside a book that's taxed at 7 percent.

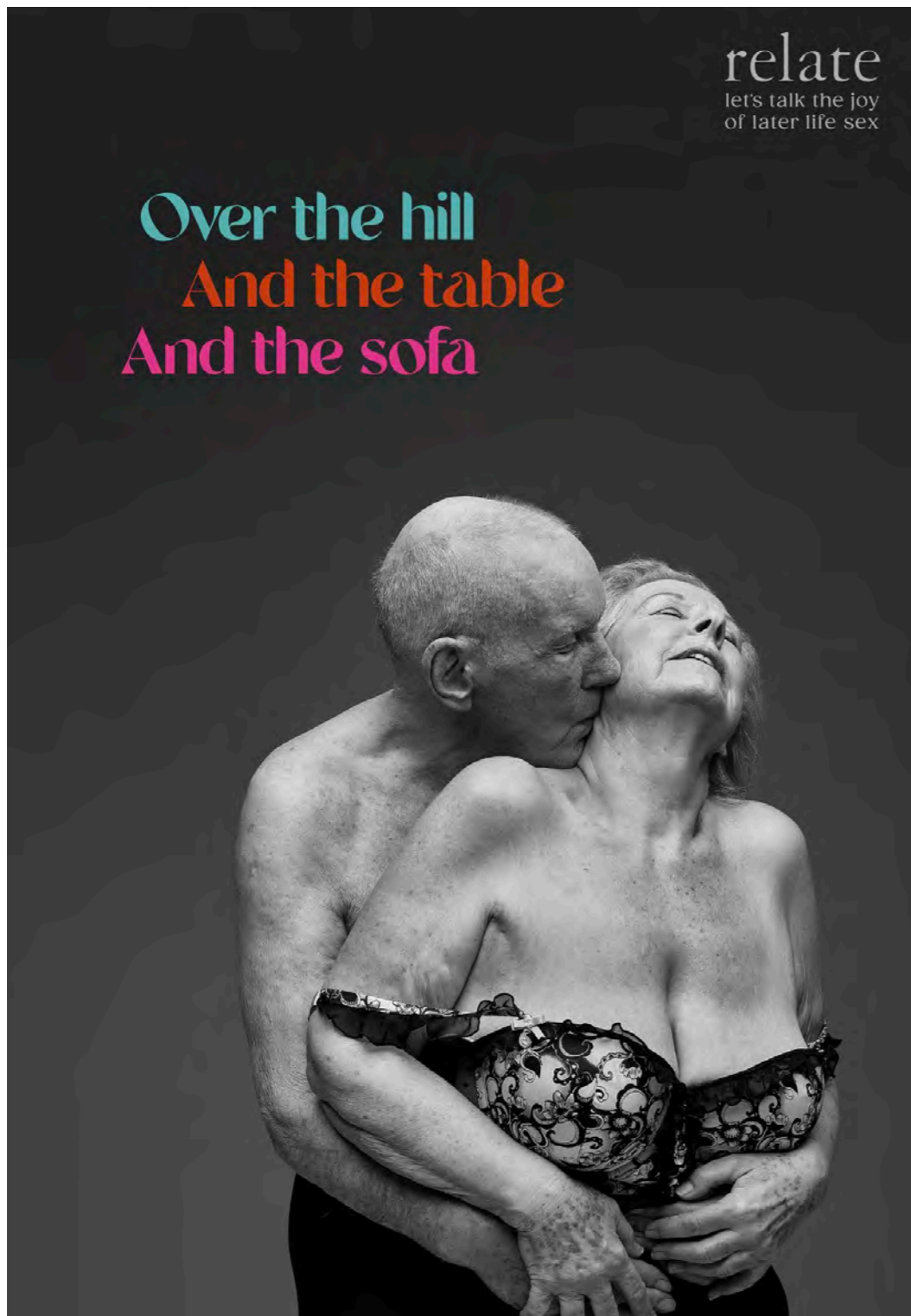
The first print run of 1,000 books sold out immediately, and copies were sent to journalists, along with a call to sign a petition urging the

German parliament to reconsider the discriminatory tax. A supportive network of influencers and journalists pushed their agenda, and on 7 November 2019, victory. The German government finally abolished the tampon tax.

Sonoo Singh: 'Tampon tax? I always think WTF! The first print run of The Tampon Book, with stories about menstruation from biblical times to today, sold for the same price as tampons, And it sold out in a day. A creative idea that challenged a societal injustice.'



AGENCY Ogilvy London
BRAND Relate
CATEGORY Print & Publishing/Not-for-profit/Charity/Government
AWARD Silver Lion



Over the hill
 And the table
 And the sofa

relate
 let's talk the joy
 of later life sex

LET'S TALK THE JOY OF LATER LIFE SEX

If a squirming 80 percent of British society flinches from even talking about sex, it follows that acknowledging later life sex is an even greater taboo. There's a notion that gran and grandad shouldn't, couldn't and wouldn't be intimate.

So relationship counselling service Relate tackled the taboo head-on with eight printed ads shot by renowned photographer Rankin, featuring older people in a joyous moment of semi-undress and passion. They show real people like Andrew and Mark who have been together for 31 years and breast cancer survivor Chrissie with her partner Roger.

With accompanying slogans like 'Over the hill. And the table. And the sofa.', Relate playfully champions the importance of sex and intimacy. As a result, they saw a 50 percent increase in sex therapy bookings.

Sonoo Singh: 'Stunning visuals. Let's talk about older sex (because it's time someone did). This campaign from Ogilvy UK beautifully shatters taboos about physical intimacy among older people. Exploring everything from tender intimacy to the more risqué, the series of images featuring a whole range of older people feels hugely empowering.'



You're
 never
 too old
 to play
 with toys

relate
 let's talk the joy
 of later life sex



AGENCY Publicis Italy Milan
BRAND DIESEL
CATEGORY Print & Publishing/Customer Durables
AWARD Bronze Lion

ENJOY BEFORE RETURNING

Have you ever taken an item of clothing back to a shop after wearing it once? Then you're guilty of 'wardrobing'. The act of buying clothes, wearing for an occasion, then returning for a full refund. And it's costing the fashion industry \$15 billion a year.

Realising that wardrobing might be here to stay among gen z and millennials, DIESEL adopted a 'if you can't beat them, join them' attitude and actively encouraged shoppers to 'Enjoy Before Returning' - a returns policy that was slapped all over their fashion visuals.

Wardrobing typically spikes during fashion events, so DIESEL made their Return Party at London Fashion week accessible only to those who put their label on display, no matter the brand. And photos on social media of people wearing DIESEL items with the tag out counted as a discount coupon for their next purchase.

The result? Returns reduced by 9 percent and they got an 24 percent increase in new customers.

Sonoo Singh: 'Brands that deliver the experience of shaping culture and having a social purpose (without resorting to woke-washing) will be the ones to remain relevant. And this is a beautiful example of just that.'





LET'S TALK ABOUT HOW PRINT PACKS A PUNCH

Why does print deserve its place in your marketing mix?
It's colourfully disruptive in a same-size-fits-all, digital landscape.
It has integrity, a greater scope for creativity and proven long-term ROI.

Do you have questions about the power of print and its measurement?
Print Power has a wealth of compelling evidence to share with you.

Follow Print Power on LinkedIn for more invaluable industry insight.



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