

# Cannes Review

A Revolt Review

It's been a month since the world gathered to celebrate  
creativity at Cannes.

As the hangovers finally clear, it's time to take a rosé-tinted  
look back to make sense of it all.

# The 2023 Shift

With the awards done and dusted, our team has trawled through the entries and cut through the commentary to bring you the best of purpose done properly.

Cannes has long been a hotbed for purpose. To date, winning a coveted lion has meant bringing your best heartstring-pulling and tear-jerking game. Impact, however, hasn't always been as important as it should be.

Though we're yet to see a real step up in impact measurement, 2023 did see a shift in how entrants were positioning their work. From a focus on creativity for its own sake, to efficacy and real-world impact moving up the agenda, entries increasingly delivered both meaningful change and commercial success.

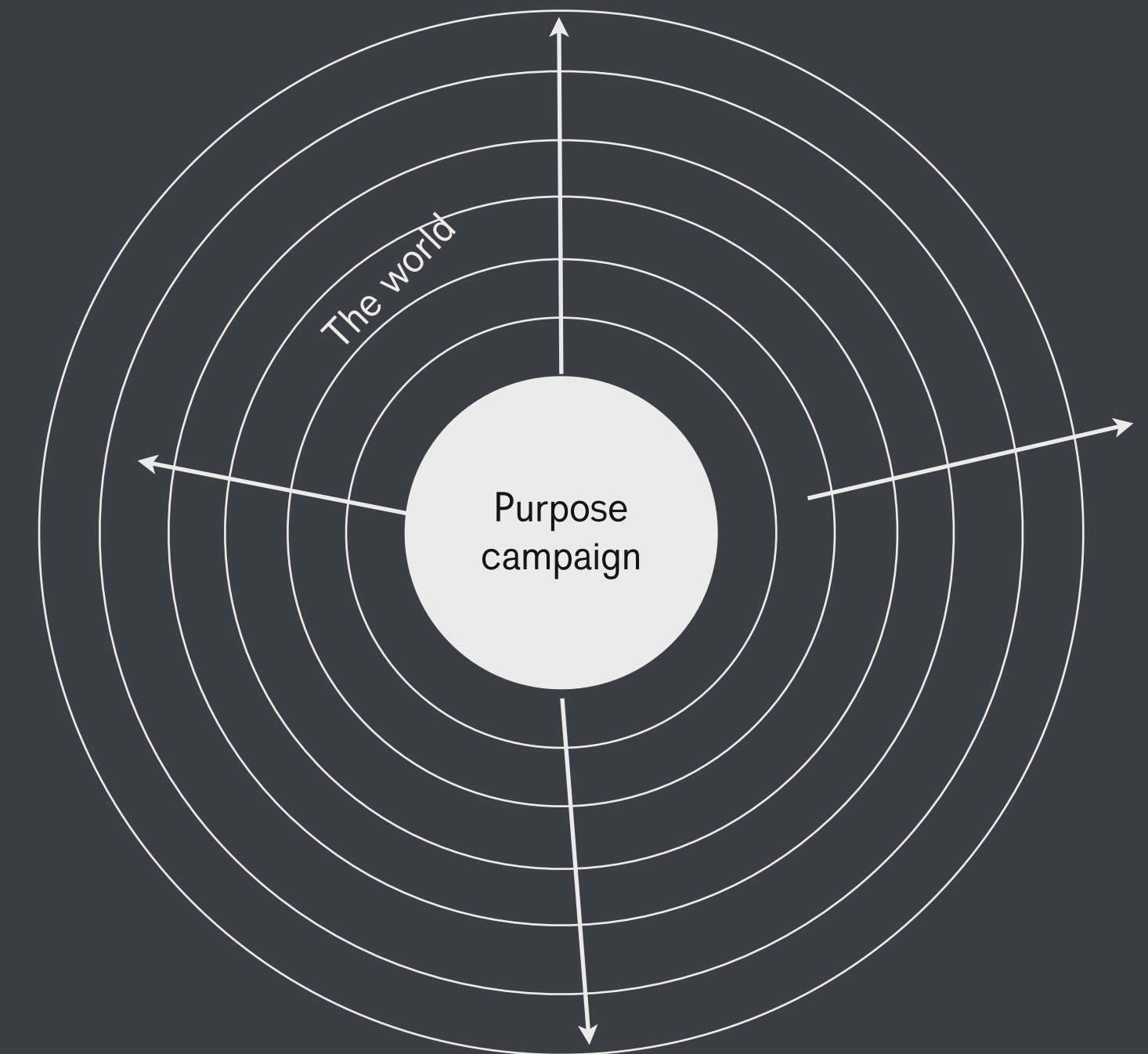
It was also a BIG year for diversity with downturn in the number of entries focused on environmental fights. With a renewed regulatory push on greenwash this is not surprising and we expect to see a rebound in years ahead.

OLD CANNES



From creativity focused campaigns where purpose was a topic

NEW CANNES



To purposeful campaigns that radiate positive impact to the world and business

So, here are our top 20 winners.

Hand-picked with key learnings.

We promise inspiration, a quick laugh

and maybe even a good cry.

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## MADE US LAUGH/CRY

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**Bold interventions**

# podhER, The Congregation

[Read more](#)

## What was it?

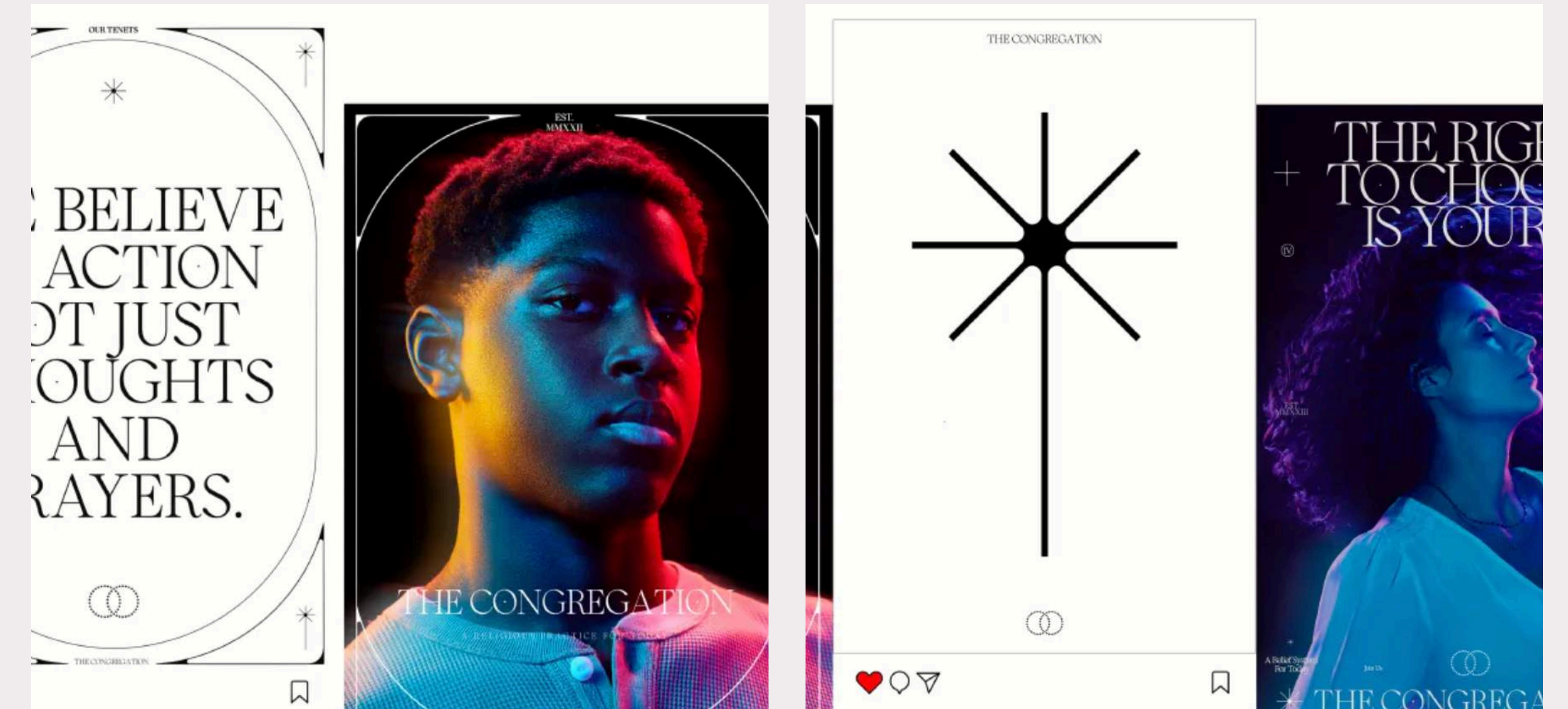
In the fight against the ending of the constitutional right to reproductive freedom, podhER decided to hack the system. Since Congress cannot prohibit the exercise of any religion, podhER created The Congregation, a religion fighting to make 'choice' a constitutional right. They documented their beliefs in an interactive book and dedicated website filled with core tenets to protect individual rights.

## What impact did it make beyond a slick case study video?

- United 12.5K people on a dedicated page on Instagram

## What can we learn?

When fighting the system, ask yourself if you can turn its rules against it.



# Muskrat Magazine, Missing Matoaka

[Read more](#)

## What was it?

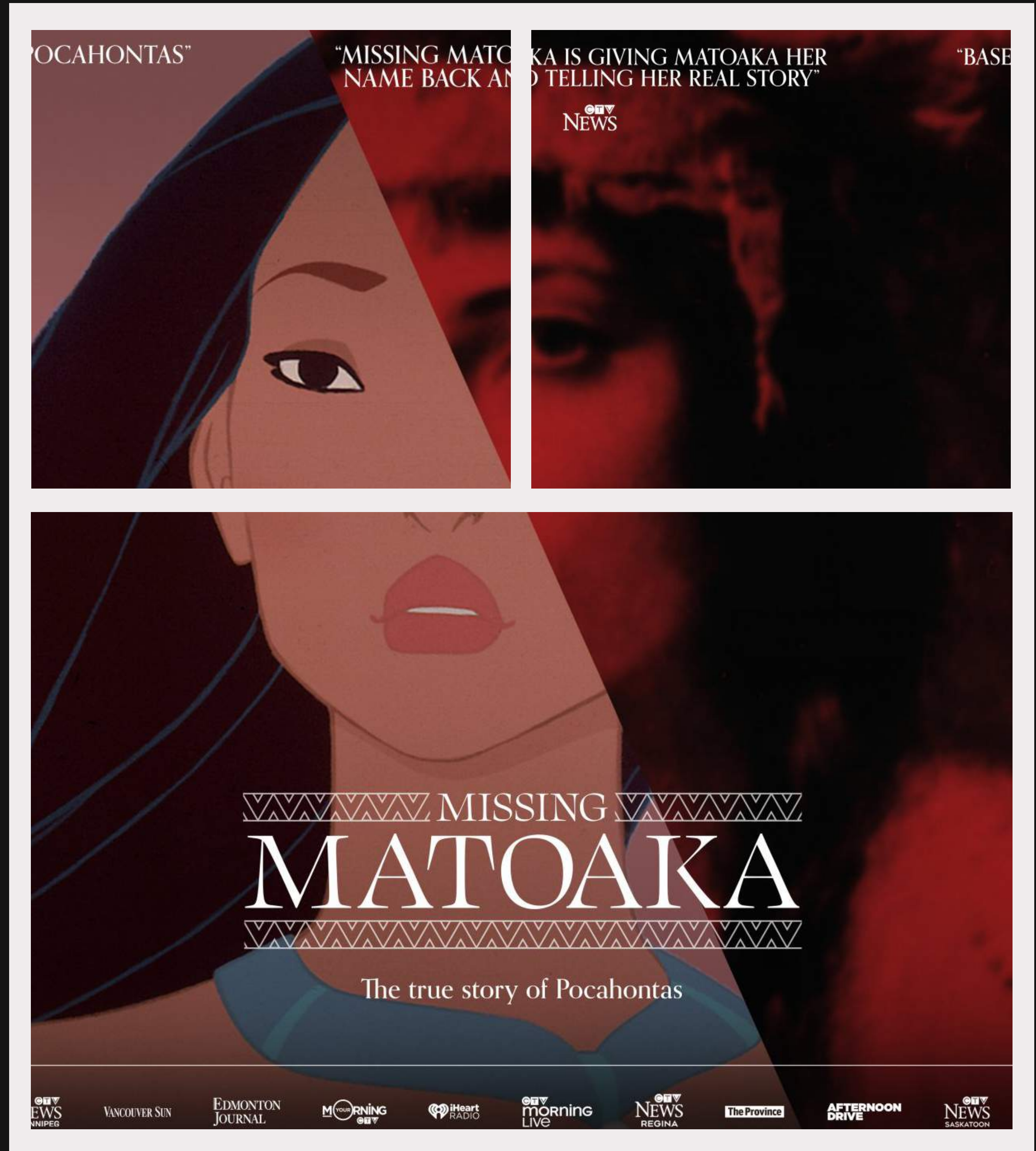
Identifying harmful sexual stereotypes about Indigenous women as a significant factor in violent attacks against them, Muskrat, an online Indigenous arts & living magazine, decide to re-write and re-claim the story of Pocahontas. They created a full-length alternative audio track to Disney's Pocahontas, synced with every syllable on screen. The film was rewritten and re-recorded by Indigenous writers, providing accuracy to the character's story, starting with her real name, Matoaka.

## What impact did it make beyond a slick case study video?

- 114M reach within the first week alone

## What can we learn?

Brands need to ensure their audience group and the community being addressed is embedded in the creative process.





# Korean National Police Agency, Knock Knock

[Read more](#)

## What was it?

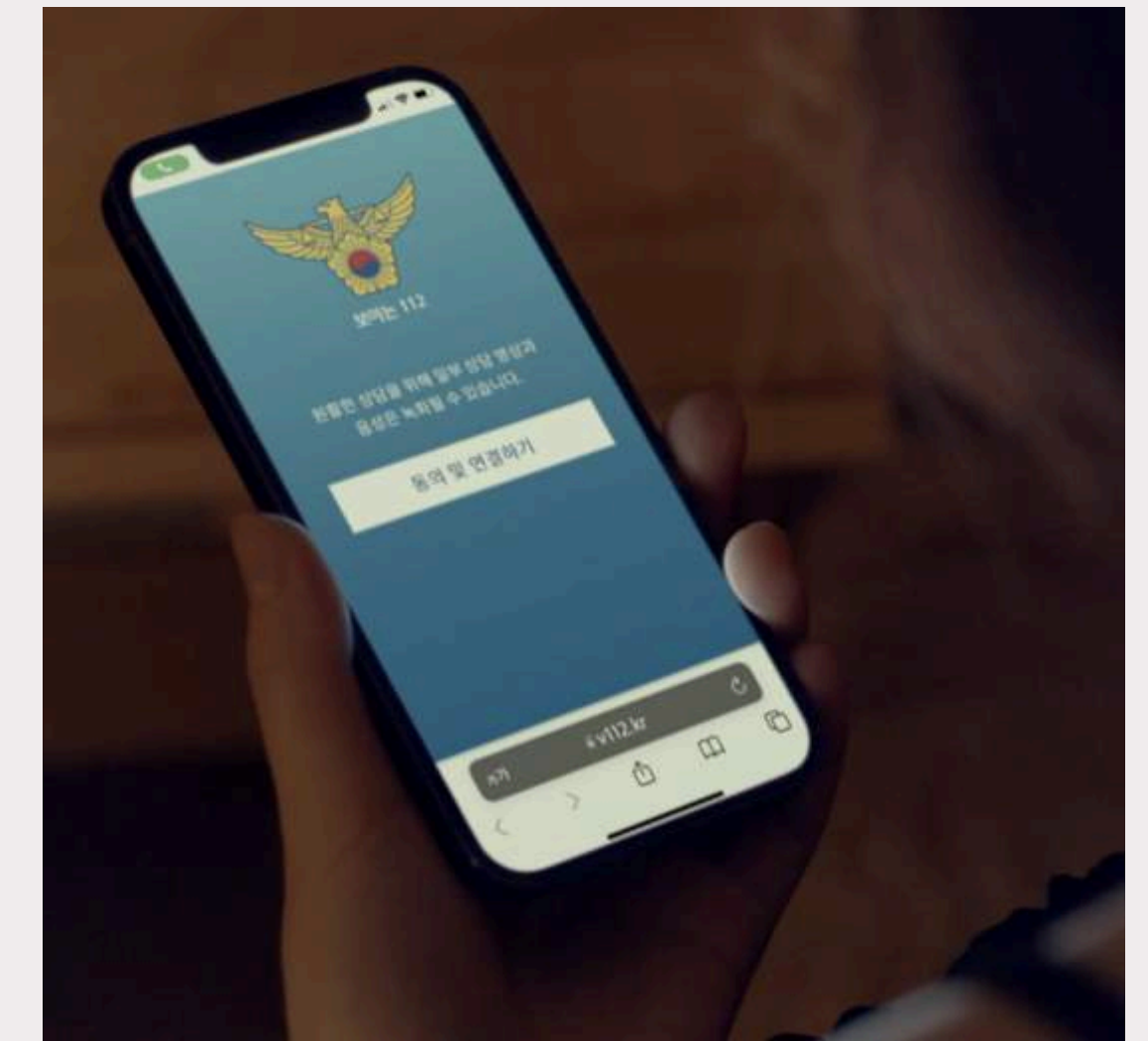
In the past 8 years, domestic violence has increased by 718% in South Korea, yet only 2% is reported. Part of the problem is that victims are unable to secretly call for help when in the same room as their abusers. KNP created a silent emergency call, where people have to press any number twice (resembling a knock), to let the police know they need help.

## What impact did it make beyond a slick case study video?

- 4800 police officers involved
- 237M impressions on social media
- Extensive media coverage
- 5739 people used the line

## What can we learn?

When helping people in moments of fear, panic and stress, the right movements and gestures can be life saving



A silent emergency call

# knock knock

How can we help victims of domestic violence when they cannot speak? With an emergency call that the police can hear, but the abuser cannot.

**Problem**  
In the past 8 years, domestic violence in South Korea has increased by 718%. But only 2% are reported to the police. The reason behind this is that victims are unable to speak because they are in the same space as their abuser.

**Solution**  
Inspired by Morse code, we created a solution to allow victims in danger to alert the police without saying a word. After dialing 112, they simply tap any number twice, and a link is sent to them. That allows the police to monitor the situation through the caller's camera, track their location without an LBS request, and secretly chat with them through an app disguised as a search page so that the perpetrator won't notice. And the police can take immediate and precise action.

This new way of alerting the police was made known to the public through beauty channels, nail and hair salons, and other places frequented by women.

**+ 4,800**  
Police call handlers  
Trained to respond to 'Knock Knock'

**+ 5,749 Times**  
A link was sent to callers in an emergency

**+ Official acknowledgement**  
As a 112 emergency call in Korea

**+ 237 Million**  
Media impressions

*"Press any number twice as if sending a Morse code"*  
branding in asia

*"Campaign to help those cornered in silence"*  
The Korea Times

*"An inclusive police emergency call solution!"*  
Campaign Brief



Press any number twice    The caller is sent a link    Assess the situation    Caller location tracking    Chat window disguised as    Take immediate action



# Black Women for Wellness, Black Mama-To-Be

[Read more](#)

## What was it?

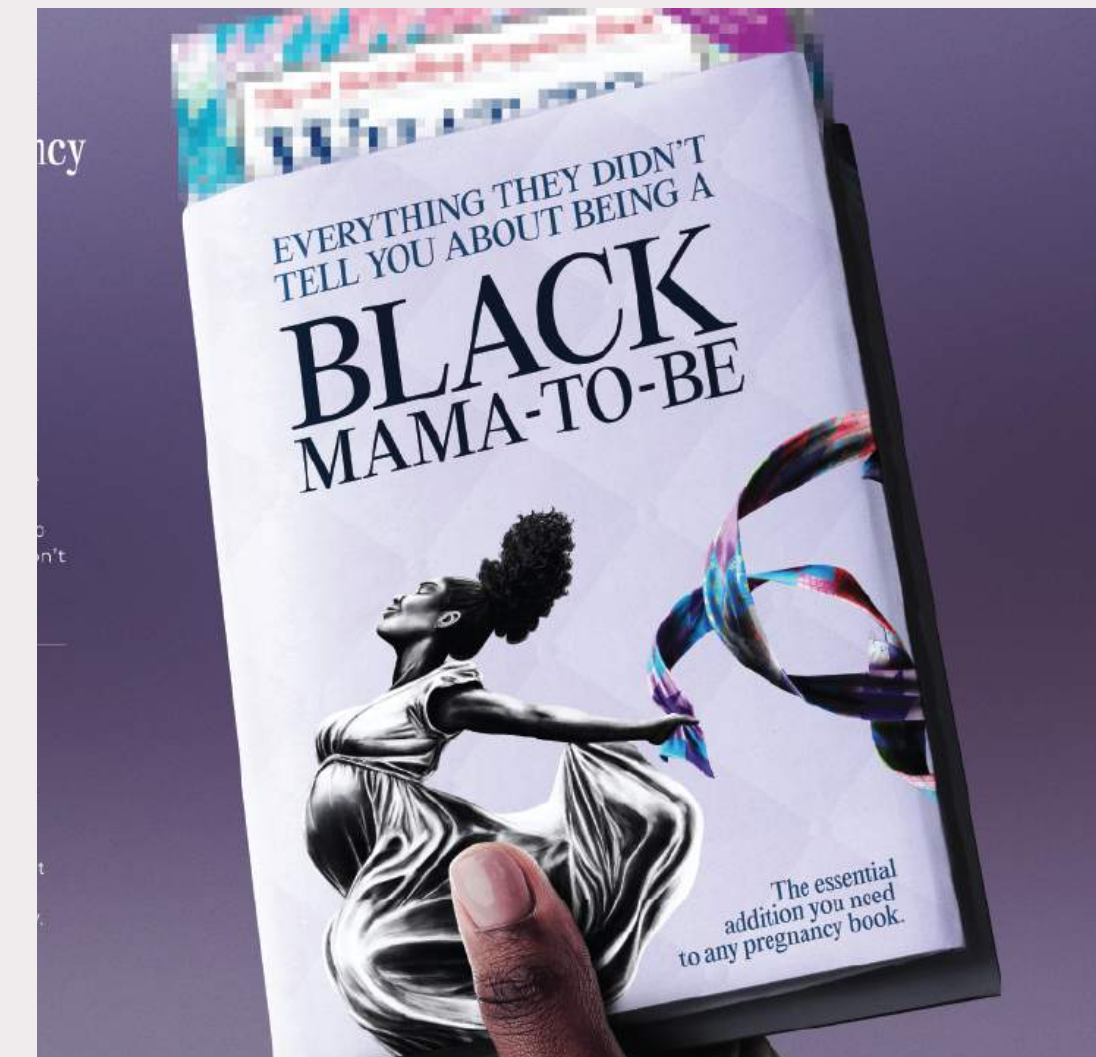
Black mothers are three times more likely to die from childbirth than white mothers. Black Women for Wellness, an organisation committed to the health and well-being of Black women and girls, wanted to fight against it. They created a free book jacket that turned "America's pregnancy bible" into an essential health guide for Black mothers-to-be featuring a QR code to join the Black Women for Wellness ecosystem.

## What impact did it make beyond a slick case study video?

Piggybacking on the most popular pregnancy book in the US not only reached the right audience but also created national awareness.

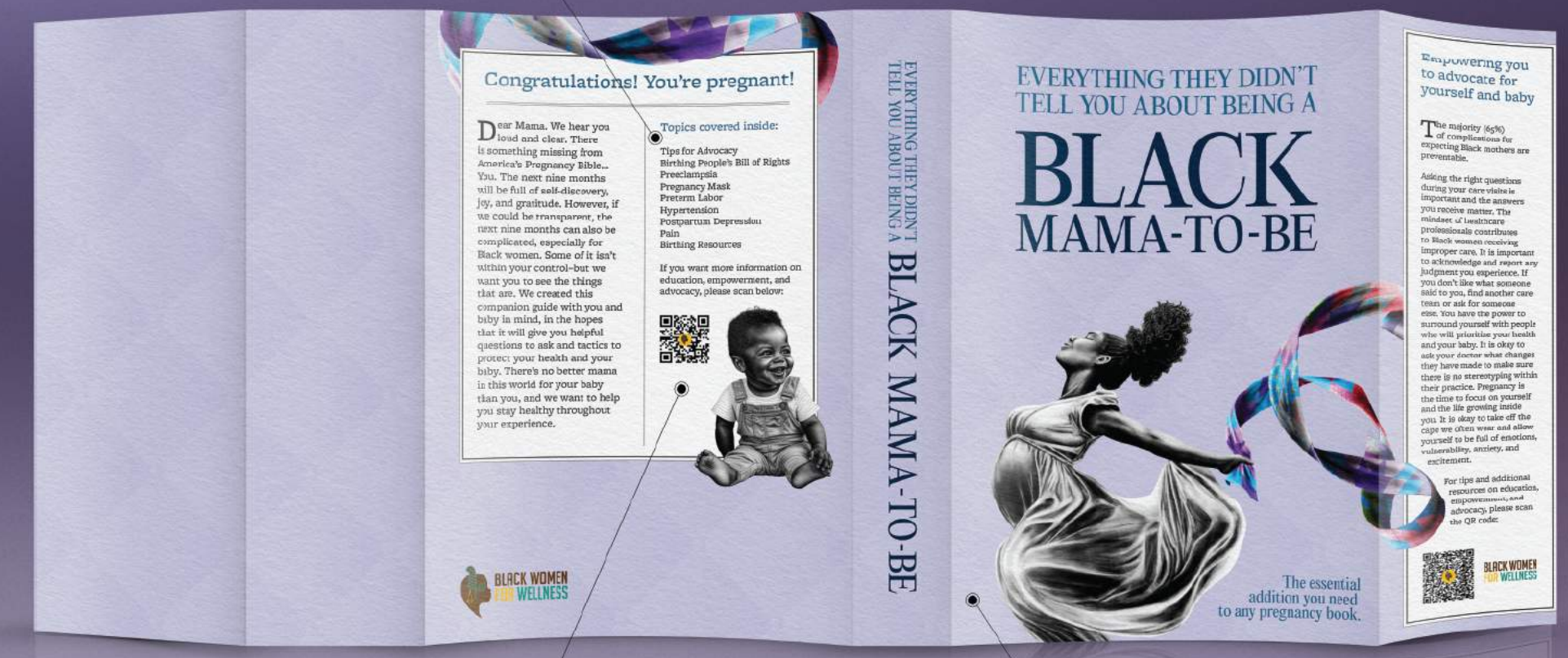
## What can we learn?

Brands can hack existing products and places to tap into a larger audience base and break into the mainstream conversation.



# EVERYTHING THEY DIDN'T TELL YOU

We put a spotlight on the top issues Black women face during pregnancy, childbirth, and postpartum.



QR codes connect readers to a support network ecosystem through Black Women for Wellness, which is committed to advancing the health and well-being of Black women through education,empowerment and advocacy.

The cover showcases a beautiful pregnant Black mama front-and-center to capture the joys of pregnancy – all while unraveling the status quo for Black maternal mortality.

Corporate leadership

# Vaseline, See My Skin

[Read More](#)

## What was it?

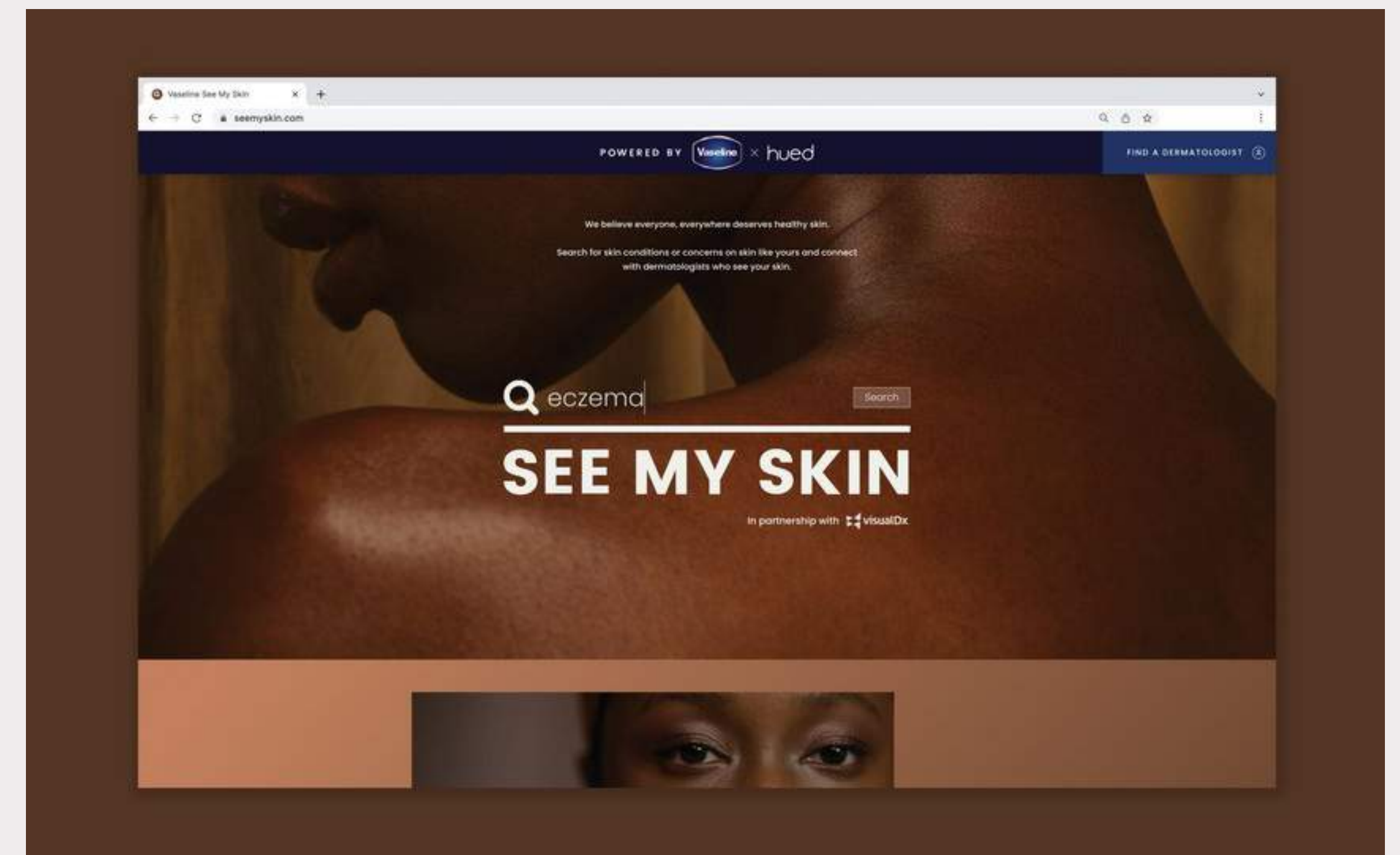
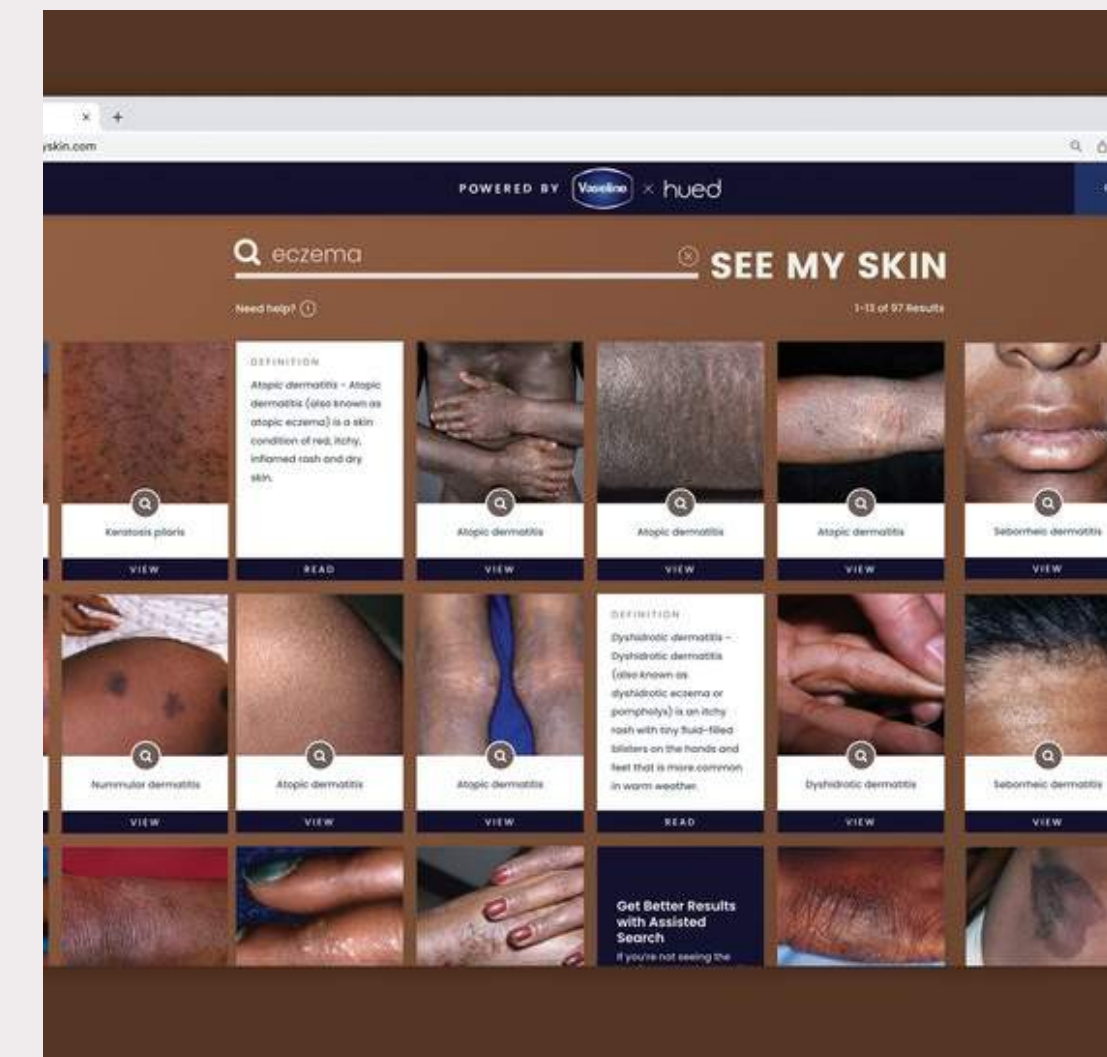
Less than 6% of search results show skin conditions on people of colour, consequently making Black and Hispanic people less likely to identify issues and be seen by a dermatologist (leading to 25% higher mortality rates for skin conditions). Vaseline launched See My Skin, the only database designed to search conditions on people of colour and address the long-standing bias and exclusion of people of colour in skin care.

## What impact did it make beyond a slick case study video?

- +900M impressions in the first two weeks
- 1430% increase in people searching dermatological care

## What can we learn?

Digging into the lived experiences of their audiences can help brands find a fight that unlocks impact and commercial success.



# Mastercard, Where to Settle

[Read More](#)

## What was it?

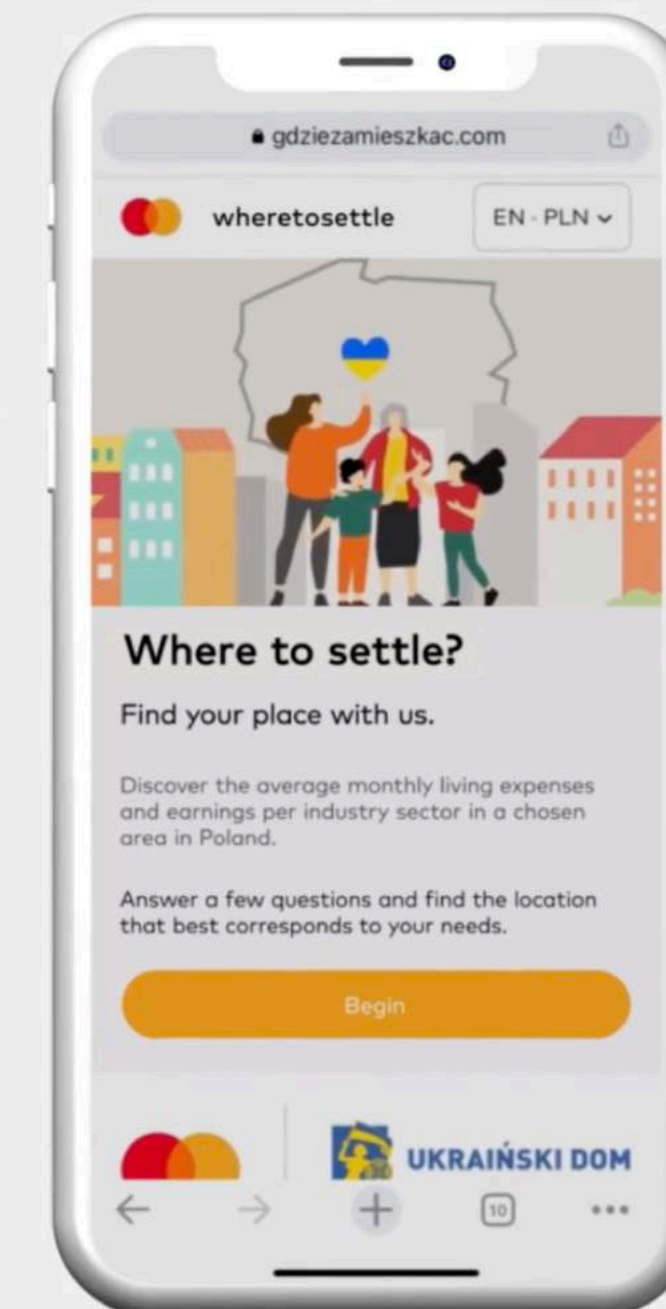
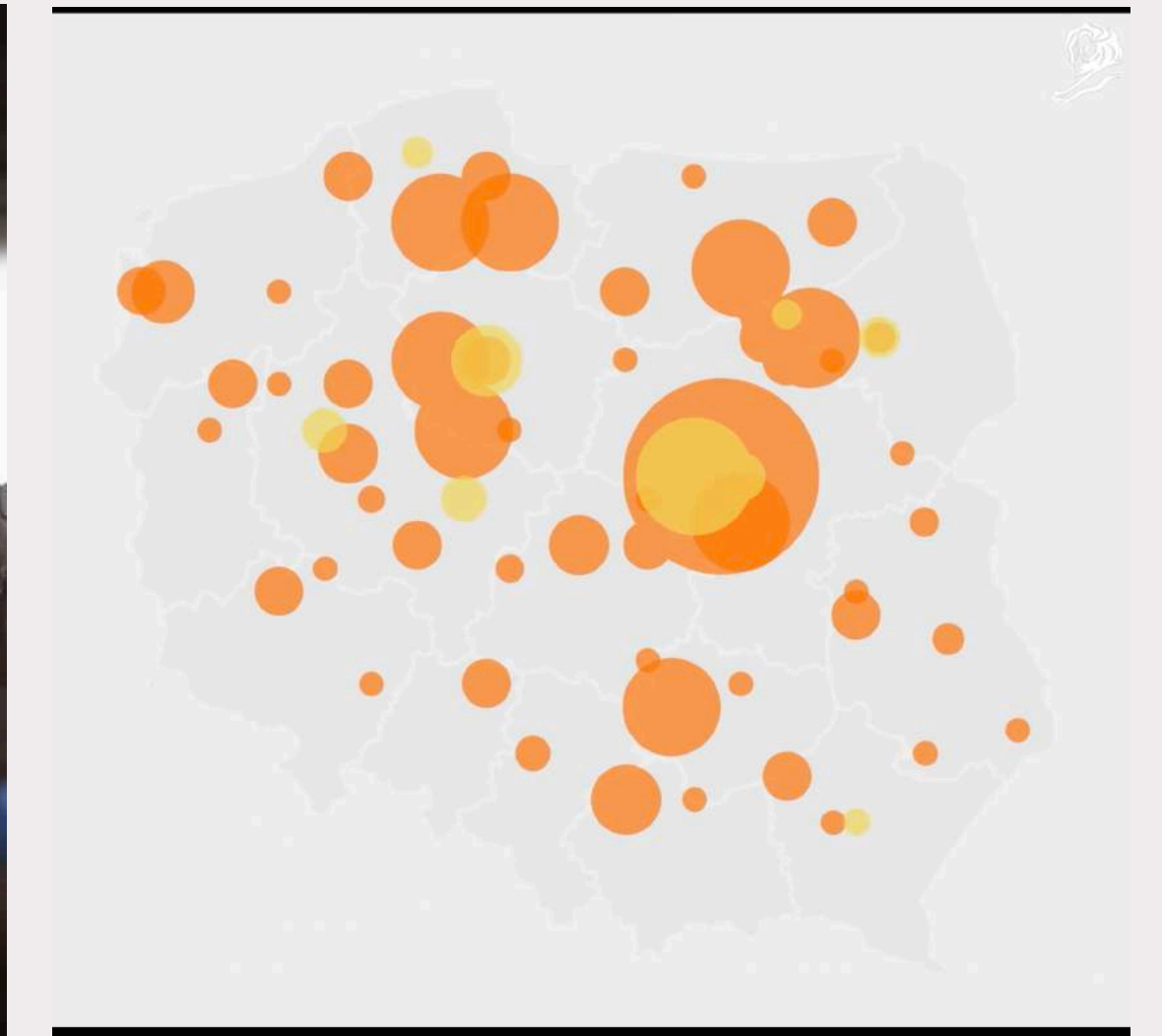
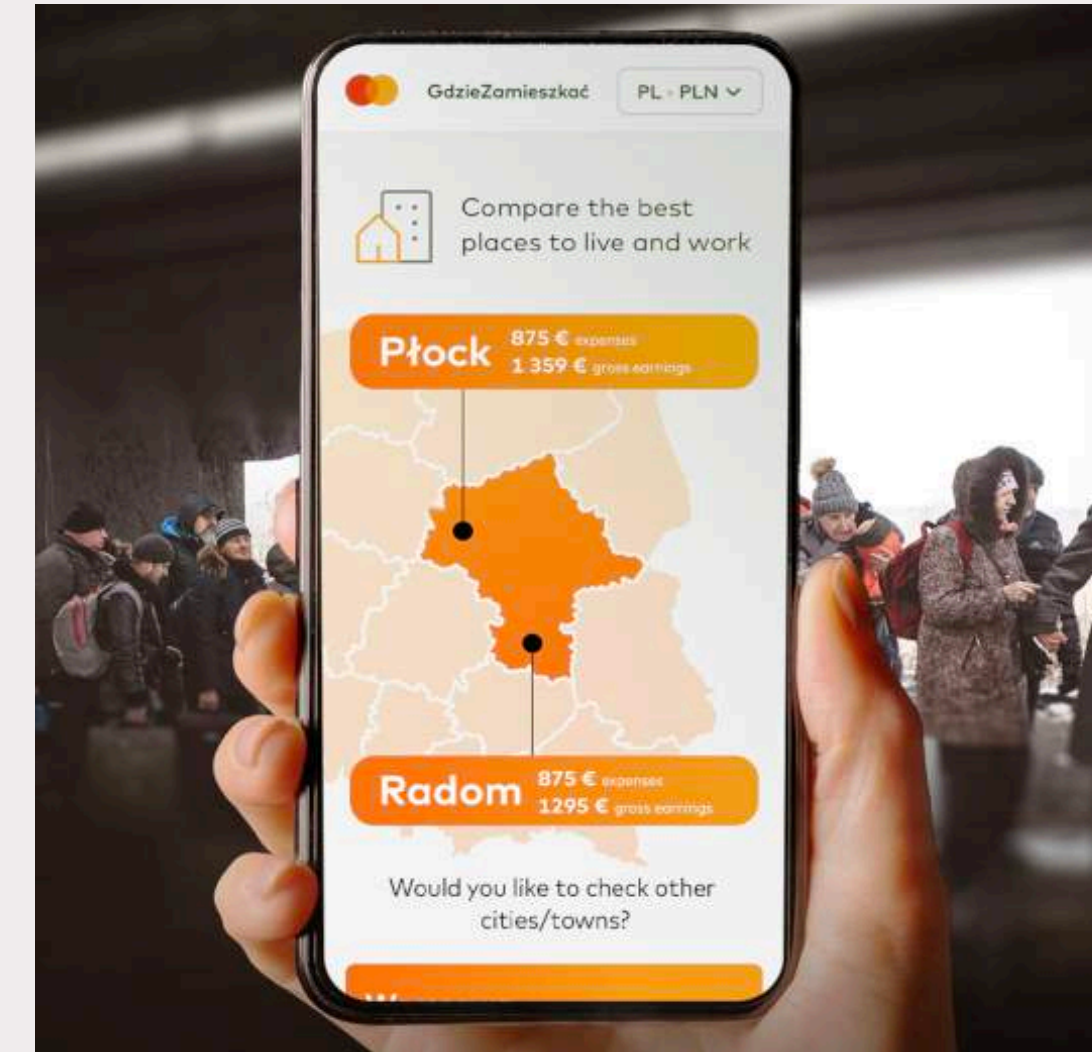
Following Russia's invasion of Ukraine, Mastercard wanted to help those seeking asylum in Poland. They created a digital platform that aggregates job, spending and real estate data to help refugees can choose a place to settle from amongst hundreds of small towns across the country.

## What impact did it make beyond a slick case study video?

- 20.05% of Ukrainians settling in Poland used Where to Settle
- Settling refugees added up to 3.5% to Poland's GDP

## What can we learn?

Brands don't have to build new infrastructure, they can become aggregators and make a difference with available data.



# Corona, Extra Lime

[Read More](#)

## What was it?

The best way to enjoy Corona is with lime. While China is the world's biggest beer-drinking market, it has a shortage of high-quality limes and over 20% of the farmers live in poverty. Corona partnered with local governments and industry leaders to equip farmers with the knowledge and tools to grow quality limes and expand their yield. They launched Corona Extra Lime, a brand with the best-tasting limes, where the profits go back to farmers.

## What impact did it make beyond a slick case study video?

- 2M limes sold in the first year
- +29% beer sales
- +1B media impressions

## What can we learn?

Supply chain challenges can offer brands the chance to step up and tell powerful impact stories while addressing a business risk.



**GROWING LIMES TO GROW OUR BUSINESS AND CHANGE FARMERS' LIVES**

**CONTEXT**  
A lime shortage was compromising Corona's business growth in China, the world largest beer drinking market. At the same time, 24% of local farmers were living in poverty. So, instead of fixing the issue by simply importing limes, in 2020, Corona decided to transform its business in China to provide its consumers with the right quality of limes for their Corona while improving the living conditions of thousands of local farmers.

**IDEA**  
How? By starting a new business and growing its own limes: Corona Extra Lime. In partnership with local governments and industry authorities, the brand provided training and advanced knowledge to local farmers to help them produce high-quality limes. This sustainable business model, and biggest commitment ever for Corona on a single market, became a brand-new media that helped boost the awareness and sales of Corona on the Chinese market.

**2 MILLION** LIMES SOLD IN THE FIRST YEAR  
**+29%** BEER SALES  
**+17%** BRAND NATIONAL POWER

**+21%** FARMERS INCOME  
**+130%** CULTIVATION AREA BY 2024  
**1 BILLION** MEDIA IMPRESSIONS

**CORONA EXTRA LIME**  
科罗娜特选青柠

# Iceland, Food Club Finale

[Read More](#)

## What was it?

The cost of living crisis has left some Brits struggling to feed their families, with 1.1 million of them turning to loan sharks. Iceland decided to help by creating ethical credit with 100% interest-free micro-loans for families to help them put food on the table.

## What impact did it make beyond a slick case study video?

- 1.6B media impression
- 80% drop in the use of Loan Sharks
- 92% drop in food bank usage

## What can we learn?

If your customer base is struggling to afford your products innovative financing could deliver impact and boost sales.



# Iceland FOOD CLUB

HELPING UK FAMILIES FIGHT INFLATION AND FOOD POVERTY  
WITH FIRST 100% INTEREST-FREE MICRO LOANS

**WHEN'S HOME?**  
17.6% in the UK in 2022 - the most in years - forcing 1.1M Brits to turn in to cover basic needs. **There were the UK than McDonald's restaurants.** owned value supermarket retailer an increasing number of families on food on the table.

**OPENED THEIR DOORS, HELPED THEIRS...**  
the first supermarket to offer interest-free micro loans for food to help challenging times. Working with nonprofit programme establishes flexible with Iceland picking up 100% of the

**FINANCE, DELIVERED AND RESPECT**  
lending solution is being broadly

**“...taken CSR to a whole new level”**  
Bloomberg UK

**50,000 APPLICATIONS**  
IN FIRST WEEK. NOW 4,000 A DAY.

**£4.8 MILLION**  
IN LOANS GRANTED

**£100,000+**  
IN INTEREST CHARGES PAID BY ICELAND

**71% CAN NOW PAY RENT**  
AND ESSENTIAL BILLS ON TIME

Techno future



# Tuvalu, First Digital Nation

[Read more](#)

## What was it?

Tuvalu, a low-lying Pacific nation, confronts a grave threat of being submerged within a few decades, rendering it uninhabitable well before that time. Tuvaluan minister Simon Kofe was scheduled to speak at COP27, and he used the moment to unveil a radical survival plan: Tuvalu will become the world's first digital nation by migrating to the metaverse. Cultural stories, ancestor records and government services will be transferred to the cloud.

## What impact did it make beyond a slick case study video?

- 2.1B organic reach
- 9 countries recognised Tuvalu's digital sovereignty


## What can we learn?

Not only does the Metaverse present new opportunities for growth, the transition to it can be a meaningful moment to engage.



TUVALU 7° 28' 42.39" S >> 179° 40' 47.72" E 4.42 PM 31° ↓ LOW TIDE 18.5KM/H

# THE FIRST DIGITAL NATION



Teafualiku Islet, our smallest island, is the first part of our country we'll lose – so it's the first we've recreated digitally. Without immediate, global climate action, all of Tuvalu will only exist here.

[SAVE THE REAL TUVALU](#)

[PRIVACY POLICY](#) [TERMS OF USE](#) [PRESS CONTACT](#)

WITH SUPPORT FROM [acc](#)

STATUS	FILE NAME
NOW UPLOADING	Islet_Teafualiku
UPLOAD QUEUE	Bird_Tern_Black-naped
	Island_Nanumanga
	Bird_Rail_Buff-banded
	Fish_Reef_Mulle

# ASCO, The Most Beautiful Sound

[Read more](#)

## What was it?

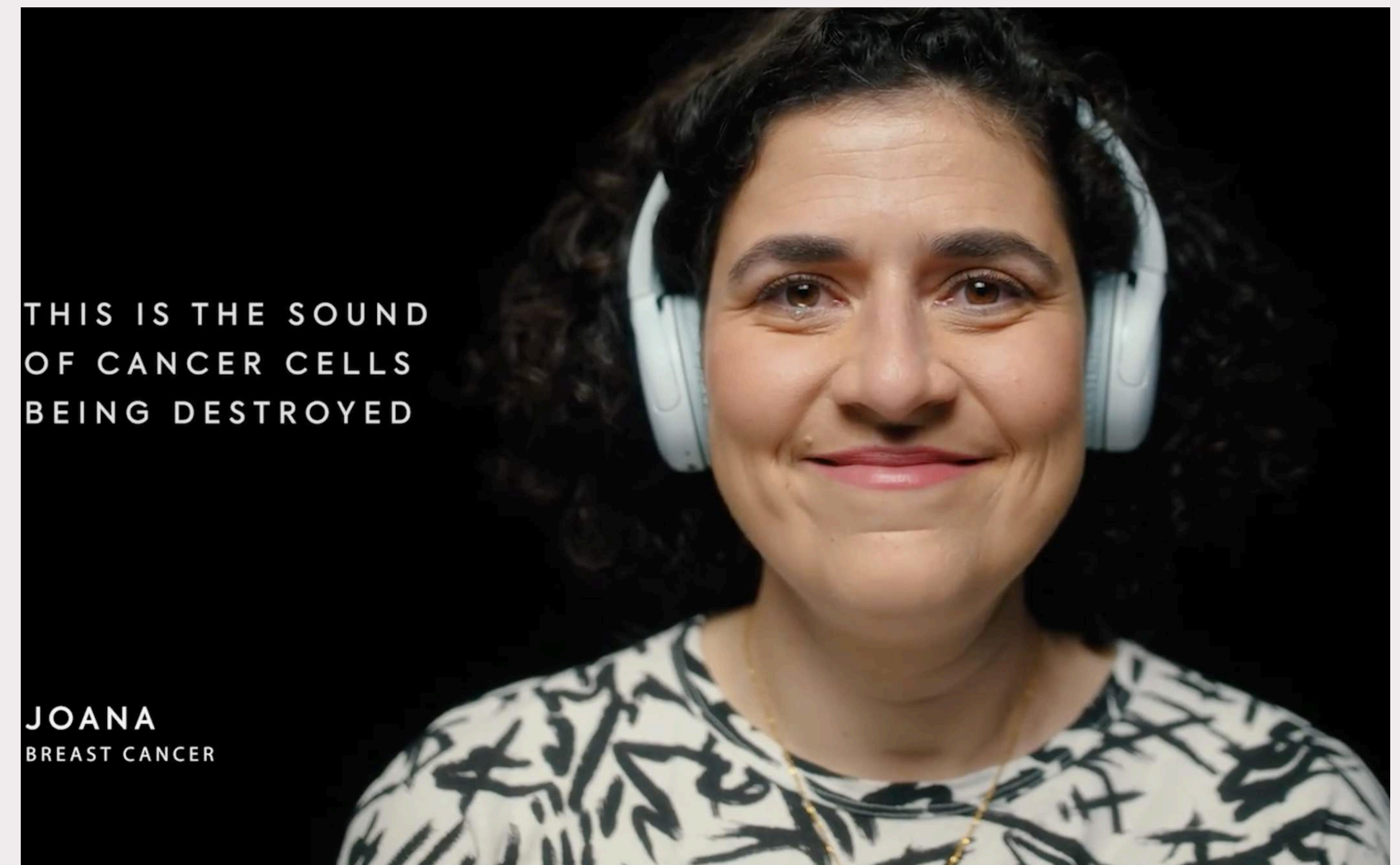
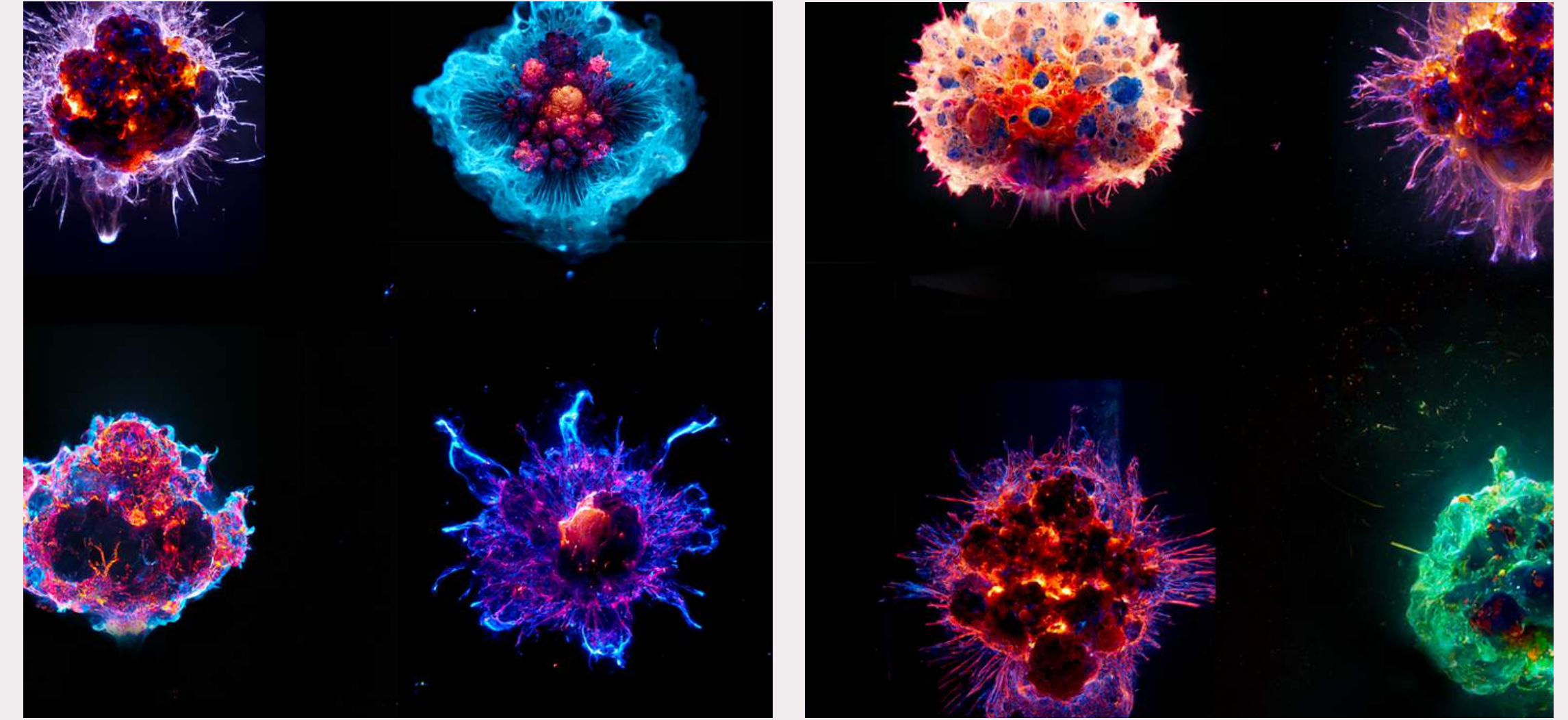
American Society of Clinical Oncology (ASCO) launched of 'The Most Beautiful Sound', the first-ever audible sound of cancer cells being destroyed and a milestone in medical innovation. Using cutting-edge technology, they achieved a first-ever audible representation of cancer cells being destroyed.

## What impact did it make beyond a slick case study video?

-The sound was shared for the first time at the 2023 ASCO Annual Meeting

## What can we learn?

Changing mediums can bring a fresh way of engaging with subject, bringing different senses to familiar or overlooked phenomena.



# Samsung, Unfear

[Read More](#)

## What was it?

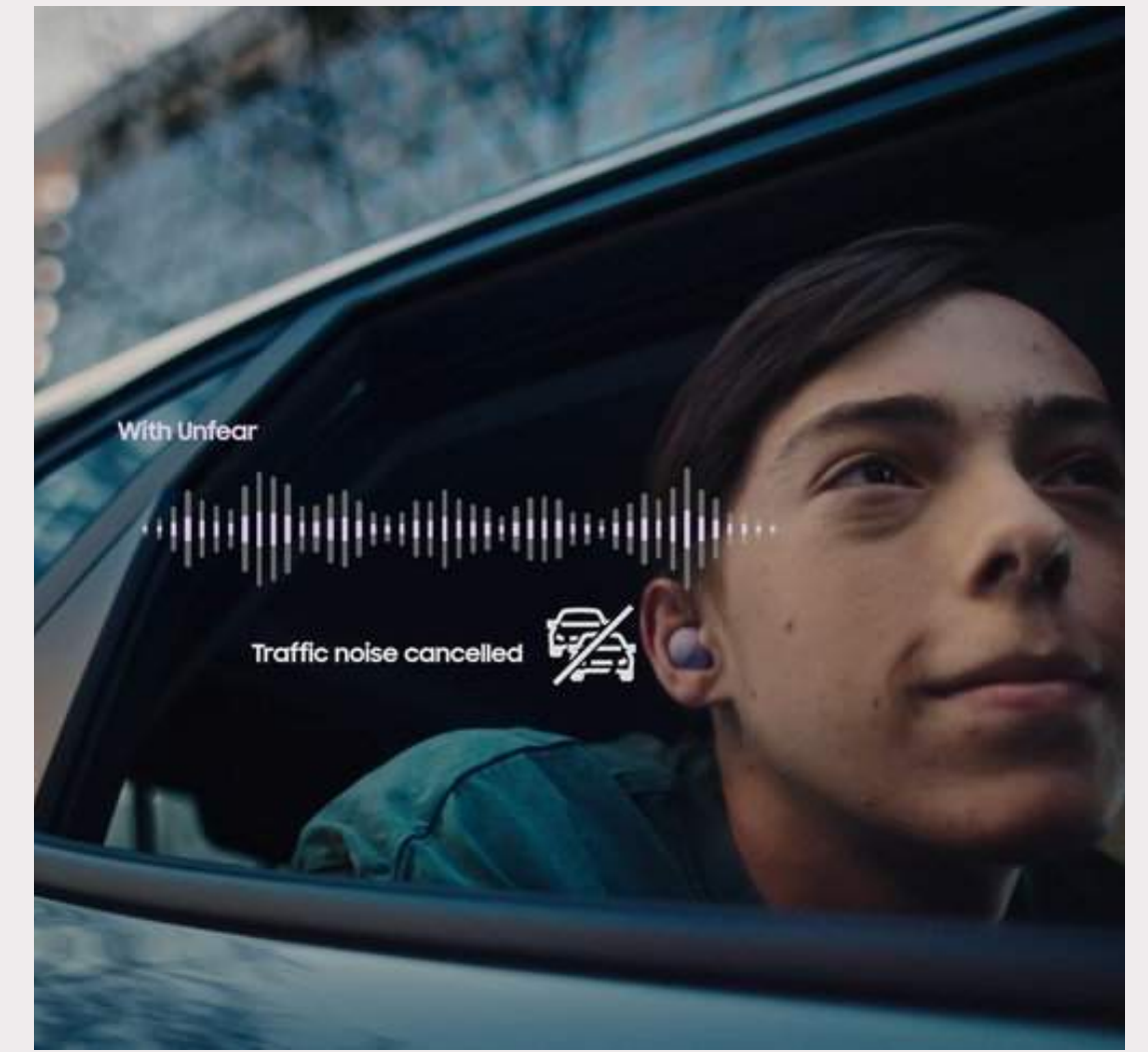
Unfear by Samsung is a smart noise management app addressing the specific needs of individuals, particularly those with autism. Driven by AI this app operates in real-time, offering a mindful solution to manage individual sounds effectively. With the app and its personalisation feature, people can turn down the volume on disruptive noises without isolating themselves.

## What impact did it make beyond a slick case study video?

- Globally, 70M people are on the autism spectrum impact on brand and business?
- It demonstrates the inclusionary potential of the brand

## What can we learn?

Personalisation has long been a focus for brand growth, now it can deliver brand impact too.



# PlazaVea Supermarkets, Redesigning for E-nclusion

[Read More](#)

## What was it?

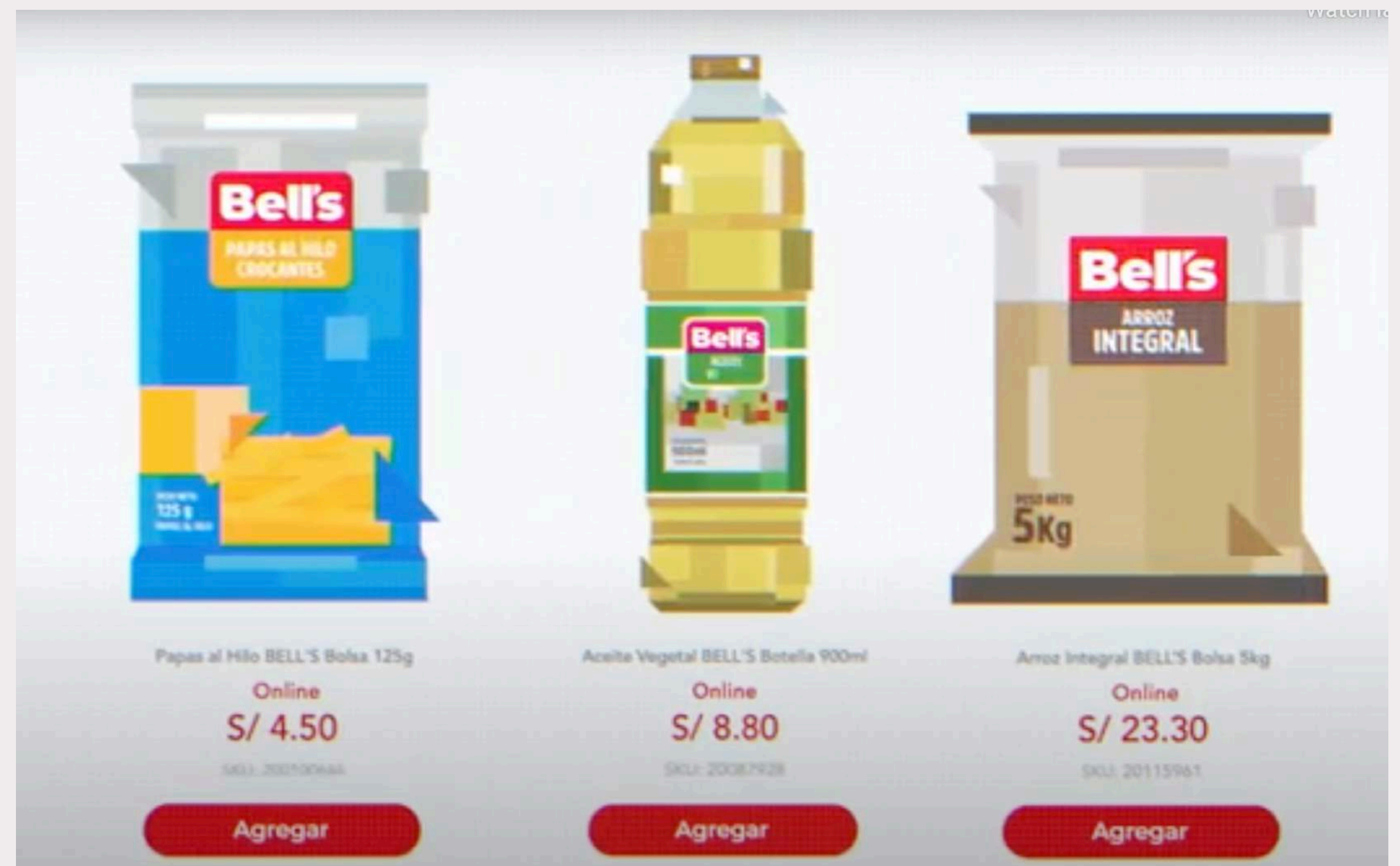
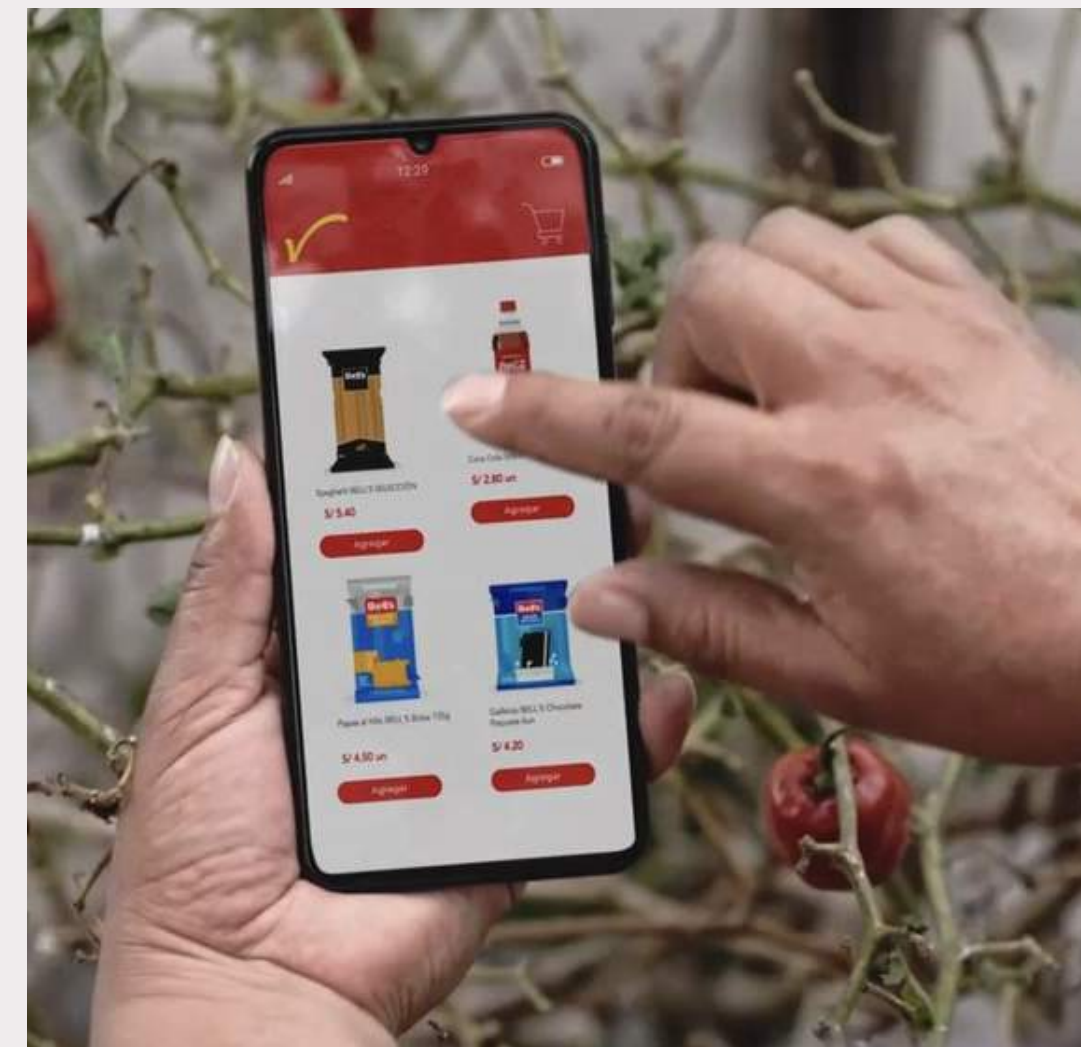
E-commerce has been designed for big cities, leaving those in rural areas behind. Their bad internet connection prevents them from accessing products unavailable in their communities. Peruvian chain PlazaVea Supermarkets created a down-scaled version of its website to allow shoppers in rural areas with a poor internet connection to shop online and bridge the tech gap.

## What impact did it make beyond a slick case study video?

- 300 food deliveries in the first week
- 10% increase in website traffic

## What can we learn?

In a world of rapid technological advance, low-tech solutions can be just as effective at reaching marginalised audience groups.



# Small Budget Gems



# Adidas, Runner 321

[Read more](#)

## What was it?

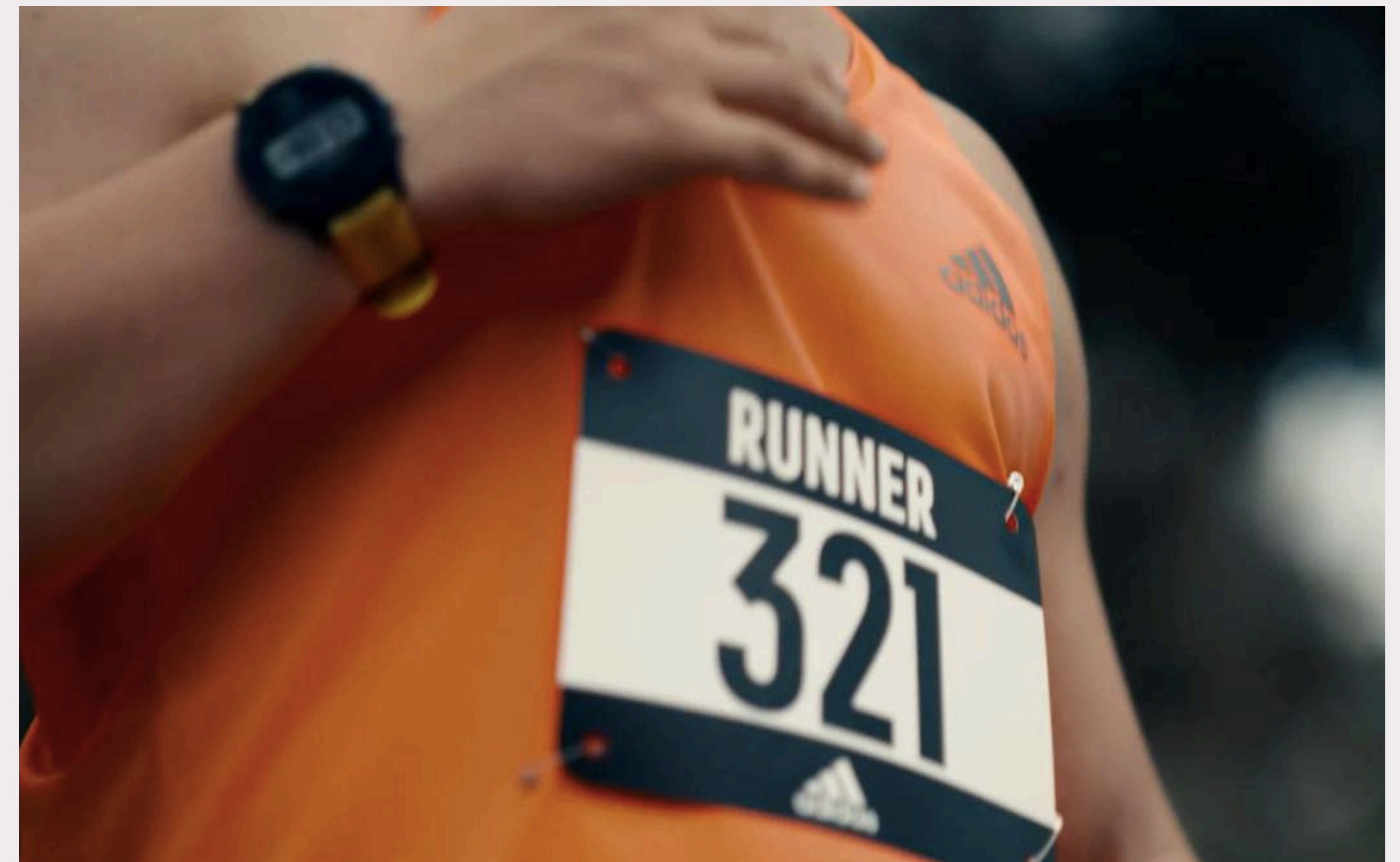
In most sports, kids have iconic numbers to inspire them, but there's a lack of representation for kids with Down Syndrome. To celebrate World Down Syndrome Day, Adidas told the story of its first sponsored athlete with Down Syndrome, Chris Nikic. They adopted the running number, 321 which is the same number given to the chromosome corresponding with Down Syndrome.

## What impact did it make beyond a slick case study video?

- +278 signed up to run marathons with the number
- races owned by competitor brands joined the campaign

## What can we learn?

Don't be afraid to reach out to competing brands to partner on a cause to create wider systems change.



Complexity made compelling



# Nikkei, Wellbeing Index

[Read more](#)

## What was it?

When the health of a country is measured by GDP, people become units of productivity and much of what humanity values is de-prioritised. Together with Harvard, Oxford and Tokyo University, Nikkei launched Wellbeing Index, a transformative way to measure the country's growth by focusing on well-being, not just the economy. Used alongside GDP, the new index becomes an official metric for governments and companies to inform new decisions and policies.

## What impact did it make beyond a slick case study video?

- Established by the government as an official metric, next to GDP
- Japanese government invested ¥8B

## What can we learn?

When tackling complex issues, brands should work with the specialist in the field to ensure the correct approach.

**NIKKEI**  
Founder of the Nikkei 225 stock market index, presents:

# THE WELL-BEING INDEX

GDW

**A NEW MEASUREMENT OF A NATION'S HEALTH TO CREATE HEALTHIER NATIONS.**

Indicator	Value
Employment	+0.7
Wages	-0.6
Work-life balance	-0.1
Housing	-0.3
Health	+1.2
Education	+0.5
Social connections	+0.2
Natural environment	+0.7
Ease of raising children	+2.3

**32.9**  
GDW  
GROSS DOMESTIC WELL-BEING

Thousands of people all over Japan surveyed continuously to track 9 well-being indicators: Employment, wages, work-life balance, housing, health, education, social connections, natural environment, and ease of raising children.

Using an academically developed algorithm, results are aggregated into a single metric called GDW (Gross Domestic Well-Being.)

The GDW, alongside the GDP, becomes an official reference point for governments and companies to truly know how well the country and its citizens are doing and inform new decisions, investments, and policies.

# Solar Impulse, Ready to Vote

[Read more](#)

## What was it?

The climate crisis requires urgent action but writing and passing new laws is a slow process. In France, Solar Impulse a climate change NGO, identified 50 urgent solutions to improve France's legal framework. They turned these ideas into legislative proposals ready for the national assembly to vote on. They collected them into a Pret a Voter (ready to vote) book and sent them to 577 members of the French assembly.

## What impact did it make beyond a slick case study video?

- 3 laws out of the book were voted and integrated into the climate bill

## What can we learn?

Look for areas where your brand can do the heavy lifting needed for change and bring 'gifts' to stakeholders that can accelerate action.

# THE FIRST BOOK WITH DRAFT LAWS READY TO BE VOTED ON

**PRÊT À VOTER**  
50 DRAFT LAWS AGAINST CLIMATE CHANGE

**5** BOOKS ONE FOR EACH OF THE 577 MEMBERS OF THE ASSEMBLY

**9** LAWS UNDER STUDY IN FRANCE

**Europe 1** «To wake up the politicians whatever their side or their parties»

**PARIS MATCH** «A legislative boost»

**BFMTV NEWS 24/7** «50 legislative proposals that would only need to be voted on»

**FIGARO LIVE** «Fascinating»

Creativity overload

# Dyslexia Scotland, There's Nothing Comic About Dyslexia

[Read more](#)

## What was it?

An awareness campaign to remind people that 10% of the world is dyslexic, yet the majority of communications are not designed in an accessible way, unlike Comic Sans which is easier to read due to its irregularity. Dyslexia Scotland launched a campaign in this font to raise awareness about the cause and call for more dyslexic friendly fonts to be designed.

## What impact did it make beyond a slick case study video?

- 35M global reach
- 5M earned media reach

## What can we learn?

Brands need to challenge their own practices and methods to continuously ensure accessibility.



# Sidaction, Kamasutra +

[Read More](#)

## What was it?

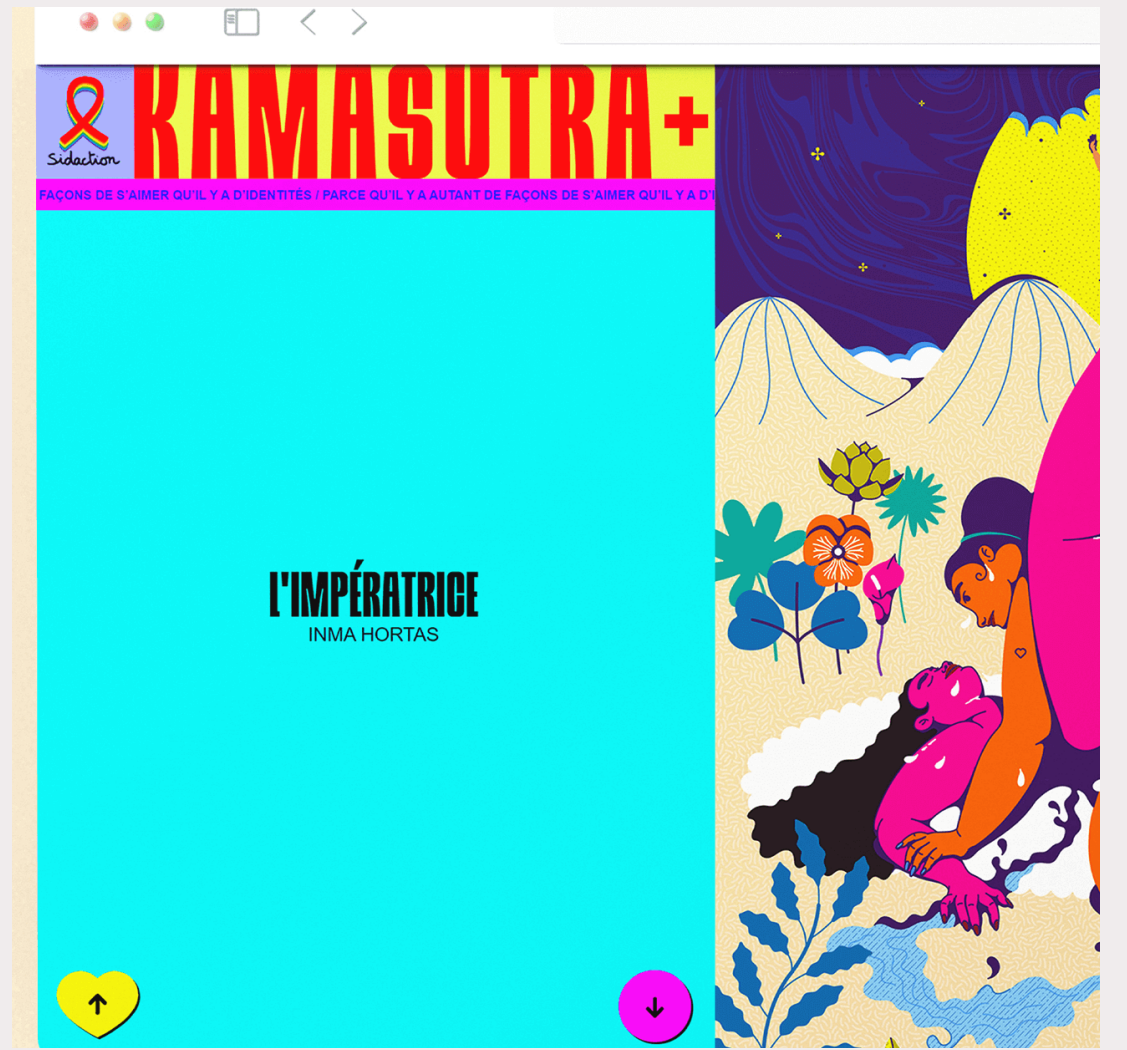
Sidaction, the leading French organisation in the fight against HIV, launched Kamasutra+, an inclusive book to represent a diversity of sexual orientations and identities. 69 positions have been revisited and illustrated by French and international artists, all members or allies of the LGBT+ cause.

## What impact did it make beyond a slick case study video?

- Sold out in 5 days
- 40K interactions

## What can we learn?

Inclusive design can push creativity to new, striking and differentiating spaces that is as engaging as it is representative.



Made us...

# Relate, The Horncultural Society

[Read more](#)

## Made us Laugh

### What was it?

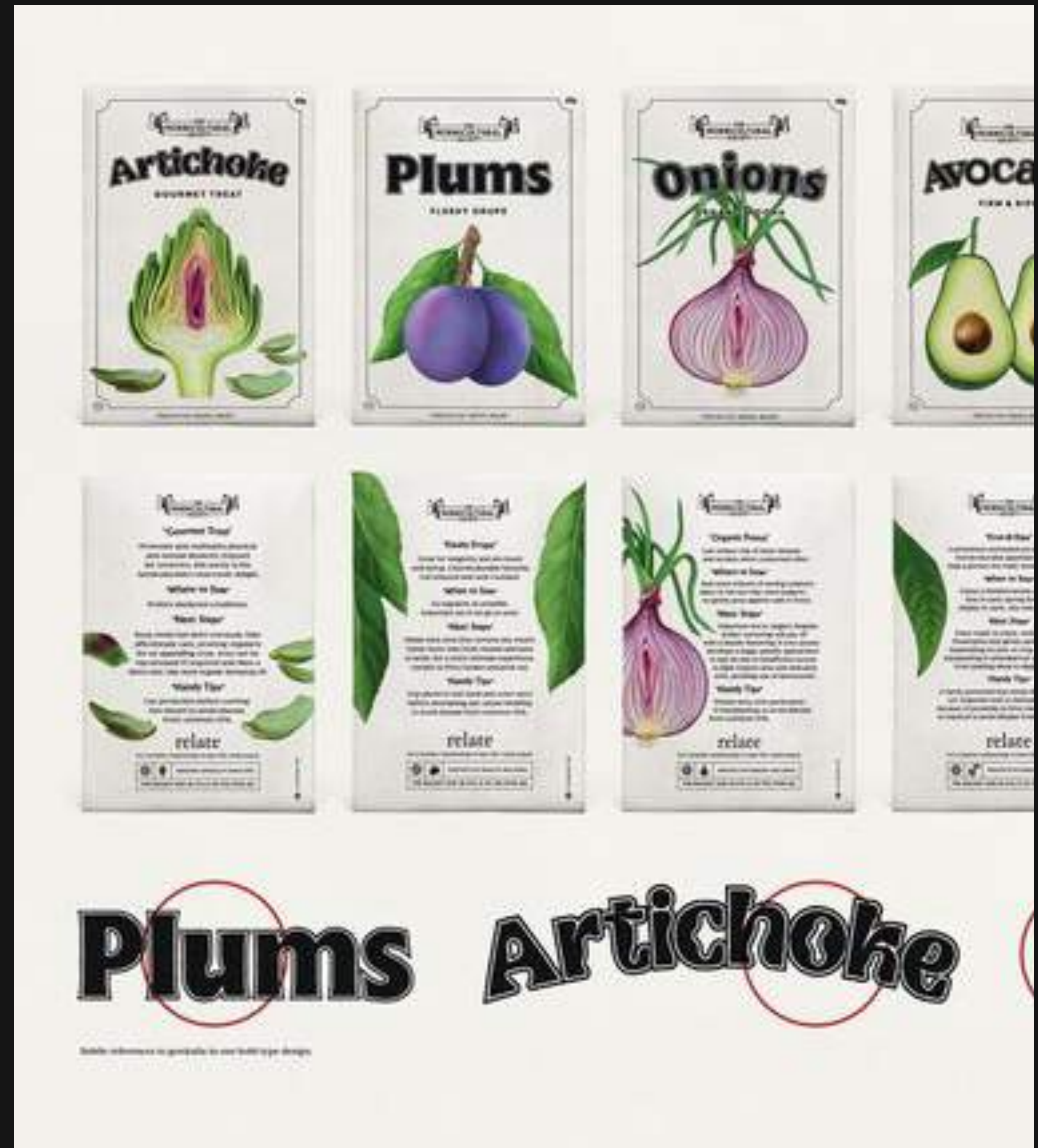
To help tackle the rapid increase in over 65s catching STIs, Relate launched limited edition condoms. Calling it the Horncultural Society, Relate turned gardening into sex education. Their condom packaging looked like seed packets, featuring bespoke typography to give each one its own personality with cheeky characteristics built into the letters.

### What impact did it make beyond a slick case study video?

- 1.6B impressions
- \$0.5B earned media

### What can we learn?

Brands should always speak the language (and humour) of the target audience.



# ITV & CALM, The Last Photo

[Read more](#)

## Made us Cry

### What was it?

People don't realise 'suicidal' doesn't always look sad, and when it looks different they don't intervene. CALM and ITV decided to urgently educate people on that matter by creating The Last Photo. Launched on the happiest day of the year, this emotional campaign (including an exhibition in London) started a vital national conversation and empowered the UK to help prevent suicide.

### What impact did it make beyond a slick case study video?

- 500K exhibition visitors
- 33% increase in online conversations about suicide
- 400% donation increase

### What can we learn?

Challenging assumptions, clichés and expectations is a great way to effectively cut through and challenge the status quo.



ROSS, 31

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3 days later  
Ross took  
his own life.

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Suicidal doesn't  
always look suicidal.



Contact us if you'd like to learn more and we'll present our 'Cannes digest' to you at your offices or via zoom.

Email us: [hello@revoltlondon.com](mailto:hello@revoltlondon.com)

# Revolt Intelligence

The intelligence brands need on their  
purpose transformation journey.

Find out more  
[newbusiness@revoltlondon.com](mailto:newbusiness@revoltlondon.com)  
[@revoltlondon](#)

**REVOLT.**<sup>TM</sup>



REPORT