



CANNES DECONSTRUCTED

The definitive Contagious analysis of the Cannes Lions trends and winners

Our 2017 Cannes Deconstructed session distils the entire Cannes Lions festival into a 60-minute presentation, designed to uncover the key trends, drill down into the awarded work and make sense of the biggest shifts affecting the marketing landscape.

The session is based on a week of attending press conferences, sitting in seminars, interviewing jury presidents, meeting with clients and probing the creatives and planners behind the award-winning campaigns to discover the insights and strategies that shaped them.

WHAT YOU'LL GET OUT OF THIS SESSION

- An understanding of Cannes Lions 2017's key trends
- Objective analysis of the award-winning work, along with exclusive insights from the people who created it
- Behind-the-scenes knowledge from the press conferences and interviews with clients, agencies and Cannes Lions organisers

Each booking includes a 60-minute presentation plus Q&A.
For more information contact cd2017@contagious.com

Cannes Deconstructed, in collaboration with the UK's Department for International Trade – learn more about our partnership and how they can connect you to UK partners to deliver your next big idea [here](#).

THIS YEAR'S PRESENTATION INCLUDES

Diminishing Presence of Agencies

We'll look at what it means when the consultancies, major tech players and clients are all increasing their presence while agencies threaten to pull out.

The Two Sides Of AI

A lot of people talked about it, some just got on and used it. We examine the impact of AI on the festival, how it was leveraged in the winning work and what it means for the future of our industry.

The New Integration

As the majority of ad spend moves to digital, there was talk in some parts of Cannes for a new definition of integration with digital at its heart. We'll explain why juries and clients were championing a new type of creativity that went beyond media silos and looked to integrate into the real world.

Future of Cannes

What categories are going to rise in importance, what Cannes has planned for the next year, what clients want to see and our own Contagious predictions on what we believe is going to happen next year.