



# FOR THE LOVE OF PRINT

Cannes Lions Special 2022: print's best in show





**Ulbe Jelluma**  
Managing Director,  
Print Power Europe

**Print Power is proud to champion the Cannes Lions Festival of Creativity and in this winners' showcase, we bring you some of the most outstanding print campaigns of the last year.**

To a great degree, the Cannes Lions event has always been a good measure of what the advertising industry is producing. And indeed, it shows a dramatic shift in that there are around 36% less Print & Publishing category entries compared to pre-Covid years. But even this is an exaggeration of how much print is actually being used in advertising campaigns.

In the face of this, Print Power's 2022 booklet demonstrates and is dedicated to the value of print in a multi-channel campaign. Despite the challenges marketers and agencies face, print advertising continues to be an essential and effective part of the media mix. We prove this time and time again on our website and LinkedIn page.

The challenges? The advertising industry is characterised by a

younger workforce (in the UK for example, 44% of agency staff are under 30 years old). Today's generations display an entirely different media consumption pattern than say 30 years ago, and print media is a mere fraction of that. It's this lack of first-hand awareness and experience of print channels that is influencing agencies' use of print advertising in their client's campaigns.

This booklet demonstrates that print advertising has enormous creative potential, combined with excellent effectiveness scores. As the Cannes Lions winners show, some of the globe's most creatively brilliant campaigns have print at their heart. Take Burger King's Moldy Whopper. It won the coveted Gold Lion for Creative Effectiveness – one of hardest accolades to attain and a huge endorsement of print.

Enjoy this round up of our favourite, dynamic Cannes Lions print entries. And keep on championing print.

*Ulbe*



**Jens Waernes**  
Cannes Lions Jury Member and  
Managing Director Creation,  
Scholz & Friends Group

This year, I had the great honour and privilege to be part of the Cannes Lions Print & Publishing jury. As a big print nerd, it was pure joy to sit together with my fellow, brilliant jury members to identify, discuss and define the work that best sets the global benchmark of print communication today and inspires the print solutions of tomorrow.

But what is print? We spent some serious time discussing this matter before we dove into the proposed shortlist. To do the category justice (and prevent it from vanishing), we challenged the classic definition of print as print can be much more than just a still image, copy and logo on a piece of paper.

As a result, we ended up with a solid range of amazing ideas – from classic print solutions to new, unseen takes on the old, traditional medium.

We wanted to celebrate purpose driven brand ideas that help make the world a better place, but also ideas that sell a product or service.

In 2012, the Cannes Festival converted 6,000 print entries into 94 Lions. Ten years later, there are 800 plus print entries and 21 Lions. But despite the big decline of entries in the Print & Publishing category, there was not a lack of outstanding, award-worthy solutions that push things forward.

Congrats to all the winners and I hope you enjoy the selected work. Long live print!

*Jens*



**WHEN YOU SEE THIS ICON**

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



**AGENCY** Ogilvy & Mather London

**BRAND** Dove/Unilever

**CATEGORY** Print & Publishing/Culture & Context: Corporate Purpose & Social Responsibility

**AWARD** Gold Lion

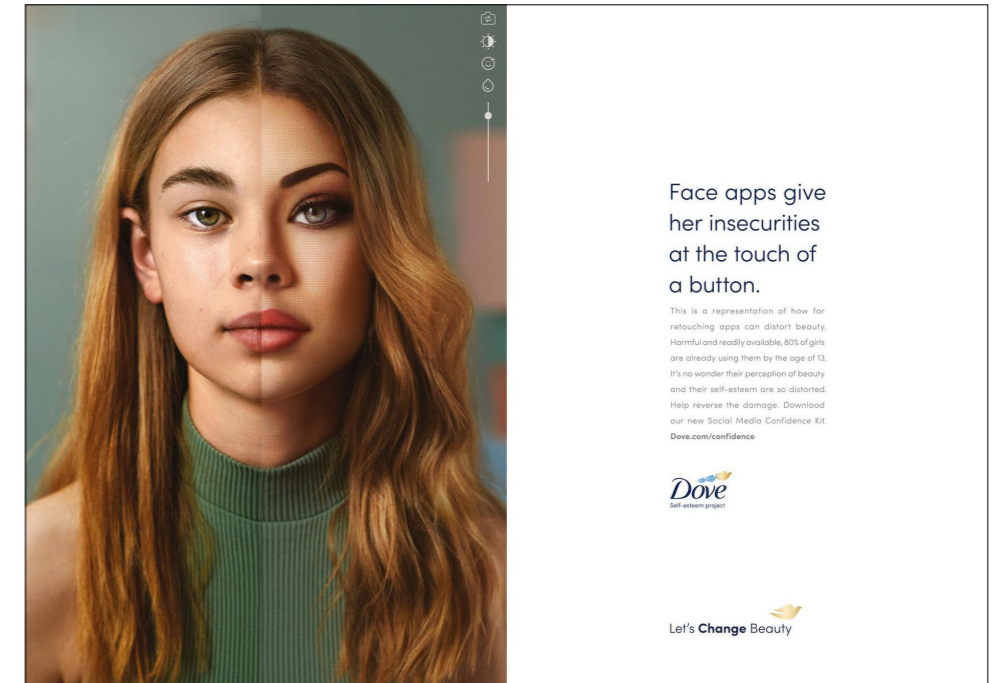
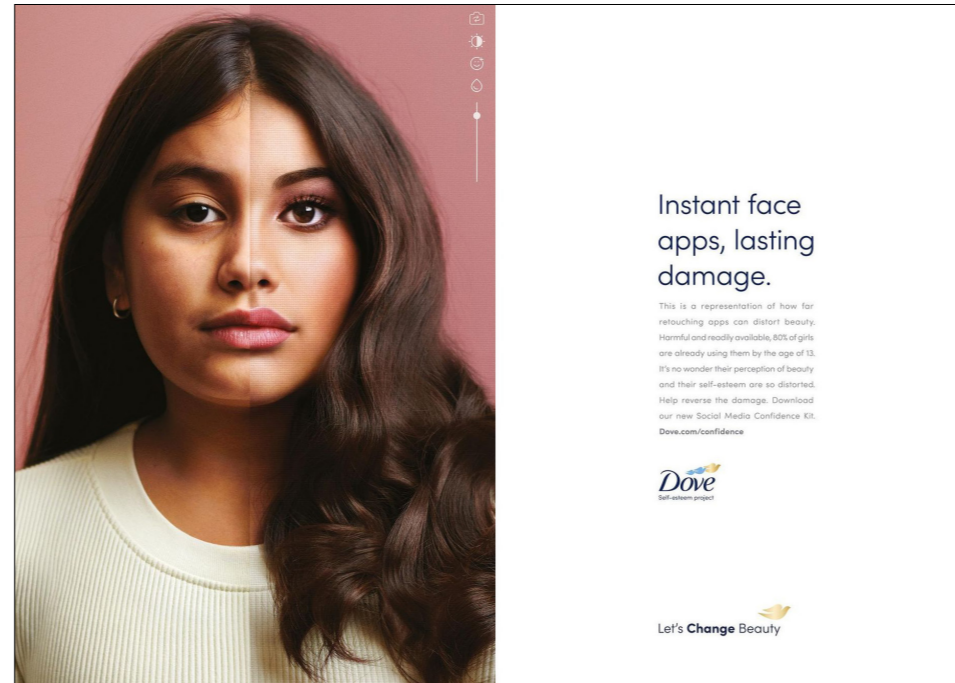
**REVERSE SELFIE**

It's no surprise that Dove chose print for its campaign to highlight the lasting damage caused by editing apps that set unrealistic beauty standards. Print by association is the more trustworthy channel.

Responding to the disturbing level of distortion in apps causing selfie dysmorphia, a rise in cosmetic surgery and teen suicides, Dove addressed the self-esteem crisis by photographing real girls aged 9-13 and showing images of their natural selves alongside their own heavily manipulated shots. The contrast was startling, and highlights the beauty pressure felt by millions of girls daily.

The campaign got 6 billion earned impressions, inspired more than 4000% of their Self-Esteem Toolkit downloads and created 99% positive sentiment. A huge endorsement for print's booster effect.

**Jens Waernes:** This campaign consciously uses print to reach the target audience - parents - and offers a healthy and thoughtful point of view on a complex matter. The campaign uses the long-established integrity of print to shine a light on the damaging effects of unrealistic beauty standards among the younger generation - a problem significantly escalated by mobile and social platforms.







AGENCY T/A OPT OSLO

BRAND IKEA

CATEGORY Print & Publishing/Culture & Context: Corporate Purpose & Social Responsibility

AWARD Gold Lion

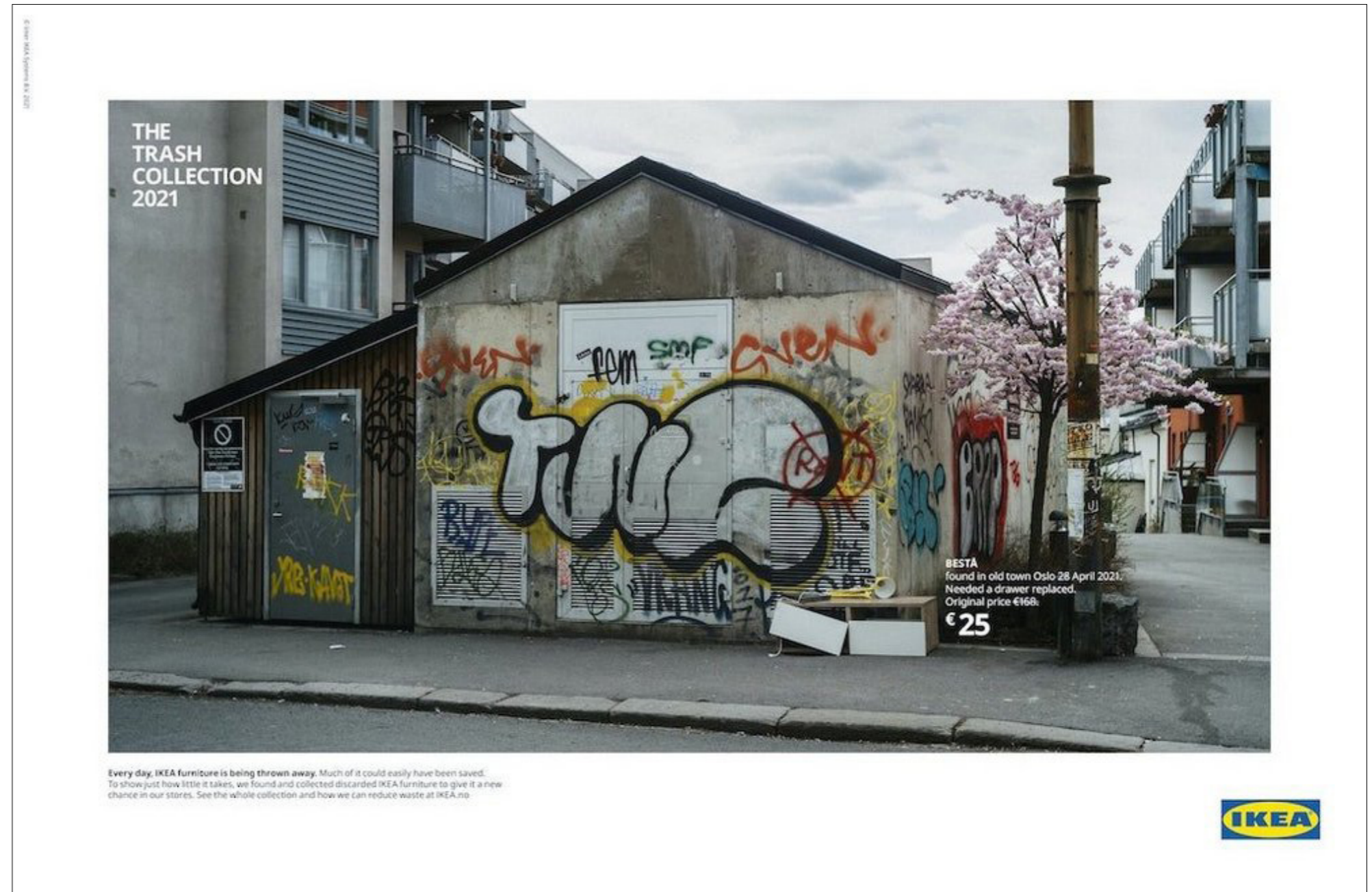
**THE TRASH COLLECTION 2021**

Most brands would balk at highlighting how much of what they produce goes into landfill. But never one to shy away from contentious issues, IKEA did just that to highlight the importance of reusing.

The problem? While IKEA is constantly pushing its values of sustainability, customers perceived their furniture as disposable. And with shocking stats showing that in Norway alone, over 3 million pieces of furniture ended up in landfill, they knew they needed a message to drill home this grim reality.

So they created The Trash Collection – an upcycled range of products made out of actual IKEA trash. The brutally honest print campaign showed landfill alongside the new collection. The ad copy linked to an online page telling customers how to take better care of their IKEA furniture. Brave, effective and classic IKEA.

**Jens Waernes:** What's really bold is that IKEA acknowledges being part of a bigger environmental problem and so is creating a sustainability programme. Pointing fingers at themselves instead of others makes IKEA a sympathetic, likeable, and socially aware brand. We like!







**AGENCY** Change the Ref Parkland  
**BRAND** Change the Ref  
**CATEGORY** Print & Publishing/Not for profit; Charity/Government  
**AWARD** Bronze Lion

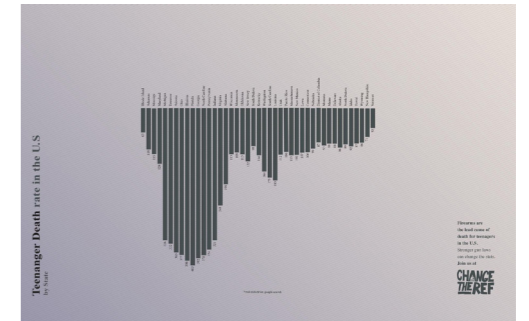
**Suicide Death rate in the U.S**  
by County



Firearms are the most common method of suicide in the U.S. Stronger gun laws can change the stats. Join us at



\*real data from google search



**GUN STATS**

Print's very physicality was key in hammering Change the Ref's anti-gun message home and putting it directly into people's hands.

Through a series of infographics that showed the extent of how firearms are the most common method in suicide, teenager and domestic violence death rates in the US, readers could turn the ad around and see the death stats ominously turn into the shape of a gun.

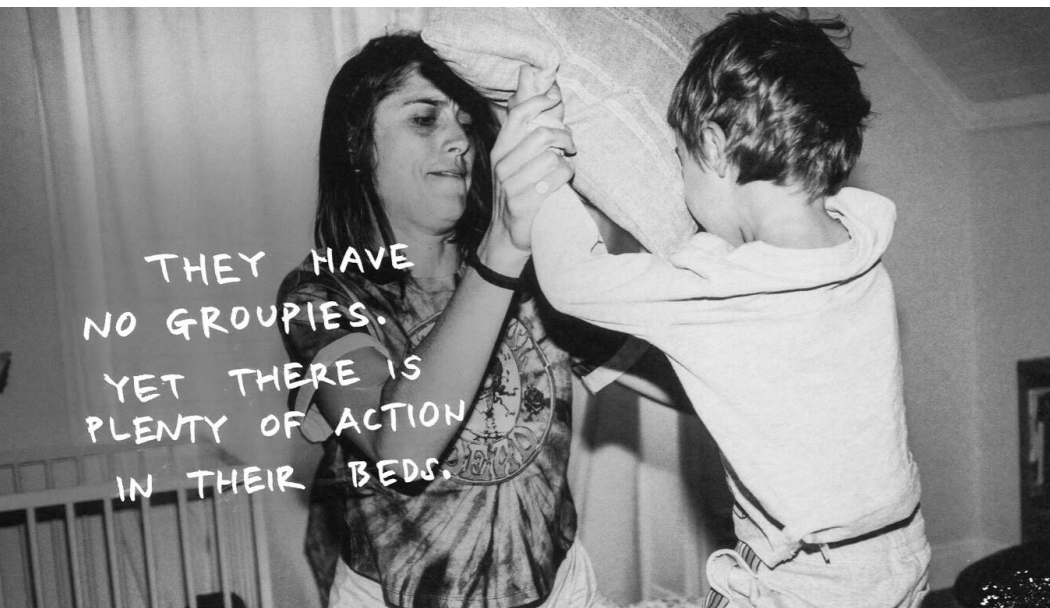
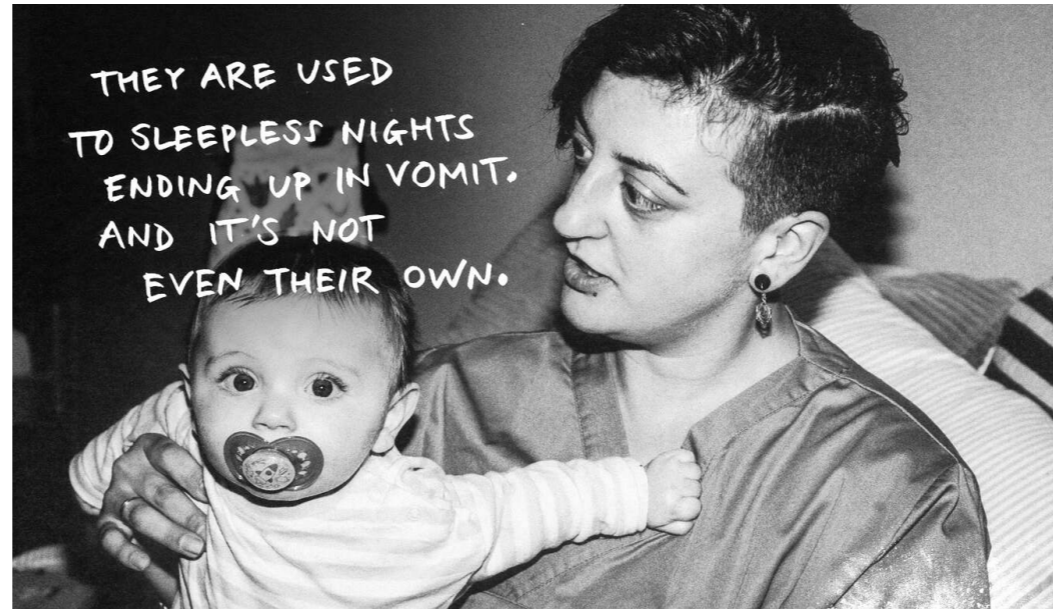
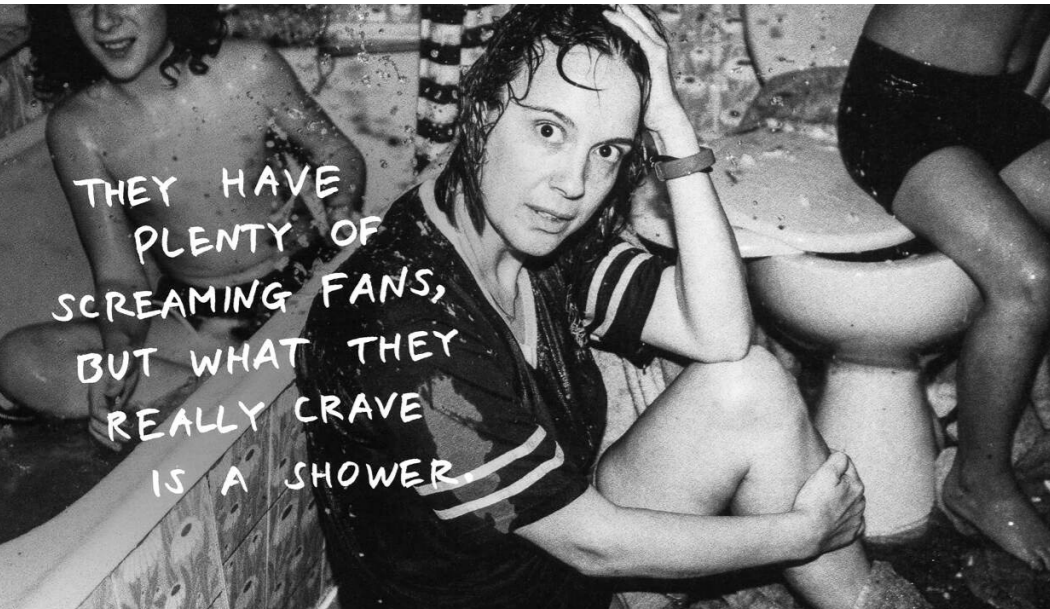
A powerful, emotive campaign that lets the reader feel the heavy burden of holding a gun, as well as a grim reminder that guns are behind some of the most horrific data points in the US. And a stark example of how print haptics can amplify the message.

**Jens Waernes:** A striking delivery of the bleakest message. The brilliant art direction communicates the serious statistics without you having to read the copy word for word.





**AGENCY** VMLY&R, Italy  
**BRAND** Rolling Stone Italy  
**CATEGORY** Print & Publishing/Media/Entertainment  
**AWARD** Silver Lion



**ROCKIN' MAMAS**

What makes a true rock star? That was the question Rolling Stone addressed during the the Covid-19 crisis. But the pandemic had shifted the dial on who were the true rockstars of that time – women. And in particular, mothers.

In response to research that revealed Italian women carried out two thirds more childcare than men during the pandemic, Agency VMLY&R Italy created the 'Rockin' Mamas' campaign for Rolling Stone Italy.

Drawing parallels with the life of a rock star - waking up fully dressed, having to get back onto stage, performing all night long - the daily grind of mums was depicted in a series of gritty images of real mums juggling child care with distance learning, remote working and chores, exposing every raw emotion.

Print ads, video and social shouted out the message 'Here's to the one true rock star. Your mama!'

**Jens Waernes:** A good example of knowing your readers and medium. They used the well-known aesthetics of the magazine's journalistic approach and swapped out the star in the picture, An awesome campaign, true to brand. I love you Mom. Forever grateful!





**AGENCY** Jung von Matt, Hamburg

**BRAND** Berliner Verkehrsbetriebe

**CATEGORY** PR: Travel/Leisure

**AWARD** Gold Lion



### THE BVG HEMPTICKET - COME HOME, CALM DOWN

In a tongue-in-cheek embodiment of the 'keep calm and carry on' slogan, Berlin's public transport operator BVG came up with a way of helping customers through the chaos of Christmas commuting - an edible ticket infused with hemp oil to help travellers swallow their frustration.

News of the ticket was literally on everyone's lips. Social media lit up with talk of the paper pacifier and news outlets on every continent reported on it.

**Jens Waernes:** An edible ticket infused with hemp oil for a calm ride is a fun use of the printed material. To quote Hunter S. Thompson: 'Buy the ticket, take the ride...'







**AGENCY** PepsiCo International Purchase  
**BRAND** Pepsi  
**CATEGORY** Print & Publishing/Food & Drink  
**AWARD** Gold Lion



### BETTER WITH PEPSI

For 30 years, the top three US burger chains – McDonalds, Burger King and Wendys – have sold only Coke, while research reveals that 60% of people prefer Pepsi. So they set out to prove that burgers are 'Better With Pepsi'.

Ahead of National Burger Day, they employed an origami artist to fold the wrappers of each brand to find the hidden Pepsi logos within their own, and turned them into striking, close-up images. As well as the ads appearing in national newspapers and on social media, they displayed them outside the burger chain headquarters and stores.

The public loved the cheeky ads. The campaign got 3.6 billion impressions, saw a 1.1 market share stolen from Coke, and secured three new burger chain partnerships. Says Pepsi: 'We might not be on the menu, but we are always in the picture.'

**Jens Waernes:** This work makes Pepsi top of mind when enjoying burgers. Knowing the business challenges of not being invited inside the fast-food restaurants, this guerilla approach to associate the Pepsi drink with the burger brand is cheeky and smart, and the execution tastefully simple. Lunch anyone?





**AGENCY** BBDO Dubai  
**BRAND** An-Nahar newspaper  
**CATEGORY** Print & Publishing/Publications: Commercial Publications  
**AWARD** Grand Prix



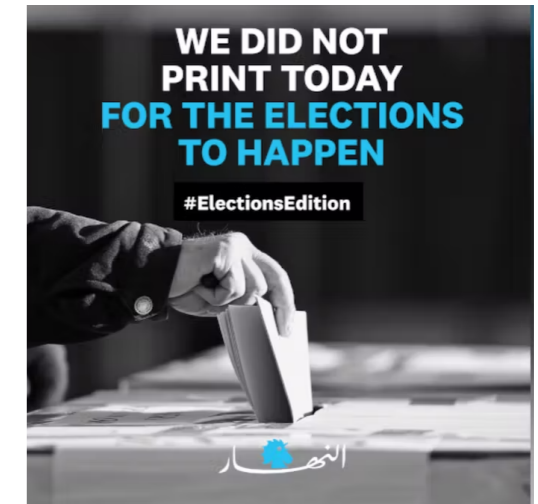
**THE ELECTIONS EDITION**

With the excuse that there was a shortage of paper, the Lebanese government intended to cancel the 2022 elections - a stalling tactic by a leadership who had given the public the worst four years in history.

But newspaper An-Nahar decided to defend democracy. Together with agency BBDO Dubai, they stopped the press for the first time in 88 years. Instead, they 'released' the Elections Edition, a simple message displayed on an empty newsstand that declared the elections would happen, no matter what. Paper from the unprinted edition was sent to the government to print voting ballots, and readers could access an online edition via a QR code.

The power of a simple printed page? The online edition was the highest read in the paper's history and elections are scheduled to go ahead.

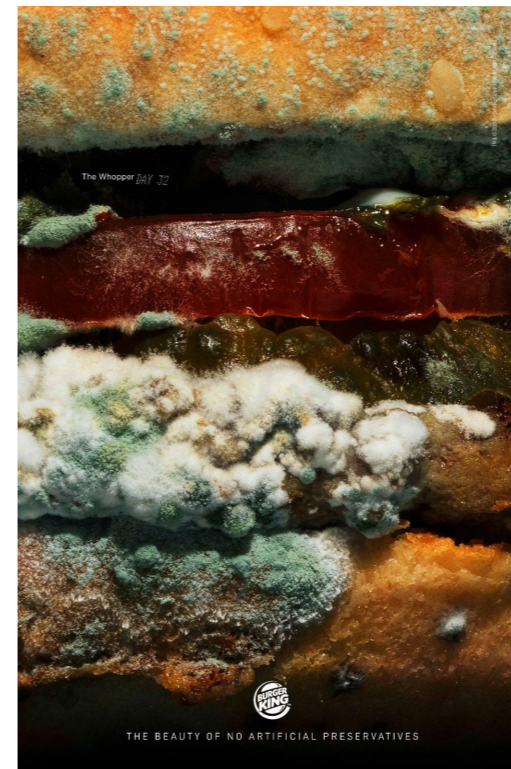
**Jens Waernes:** This challenges the classic definition of print. Here, its role is to defend democracy. It was more impactful for the newspaper to donate paper and ink rather than print the edition - proving the power of print, even when not printed! Our Grand Prix winner demonstrates that this traditional medium is as culturally relevant today as it was when Gutenberg built his 15th century printing press.







**AGENCY** INGO Stockholm  
**BRAND** Burger King  
**CATEGORY** Creative Effectiveness: Retail  
**AWARD** Gold Lion



**MOLDY WHOPPER**

How does a major food chain show its customers how fresh its ingredients are? Through stunning, flawless photography? Not in Burger King's case. They took the approach that you can only prove the clean credentials of burgers by leaving them to rot for a month to show that there are no artificial preservatives in the mix. The result? The Moldy Whopper in all its bacteria-covered glory. Agency INGO Stockholm ran the images in print ads, out of home advertising and in a 45-second time lapse video showing the burger rotting.

Stomach-churning? Yes, but surprisingly, the bold approach worked. By swerving the gloss of conventional photography and taking the brutally honest route, the campaign garnered 8.4 million impressions, \$40million in earned media, a 14% increase in sales, and increased awareness of the removal of artificial ingredients by 400%.

**Jens Waernes:** As the Gold Lion winner of this year's Creative Effectiveness category – the most prestigious effectiveness award in the world – the Moldy Whopper is proof that creativity is the ultimate sales amplifier. The picture of a decomposing burger may not activate your taste buds, but it certainly activates your brain buds.





**AGENCY** Go Outside Sao Paulo, SP  
**BRAND** Go Outside  
**CATEGORY** Print & Publishing/Travel/Leisure  
**AWARD** Bronze Lion



**TAKE THIS AD FOR A RUN**

With the pandemic came a period of lethargy. All running races and trail runs in Brazil had been cancelled, and runners needed fresh impetus to get outdoors again.

Brazil's outdoor adventure magazine Go Outside wanted to inspire its subscribers to get back into exercise. So in the form of a full-page ad, they printed a race-official running number unique to each subscriber that gave them free entry to the Kailash Trail Run.

Each 'Take this ad for a run' page was printed on waterproof paper and featured a QR code that the reader had to activate to confirm their place in the race. Over 55% of the ad subscriptions were activated, while one of the ads even got first place. Taking the physicality of print to a new level.

**Jens Waernes:** They used the format of the publication and the physicality of the insert to inspire readers to go running. Tear it out, place it on your chest and run. Print that's highly functioning.







**AGENCY** FCB Lisbon  
**BRAND** Penguin Books  
**CATEGORY** Design/Communication Design: Books  
**AWARD** Grand Prix: Design

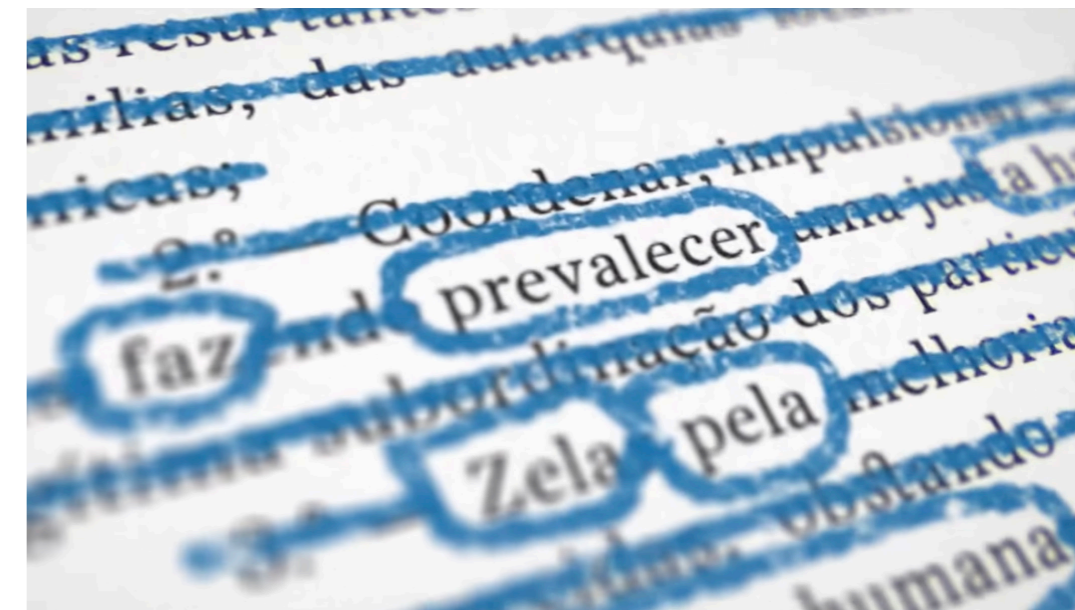
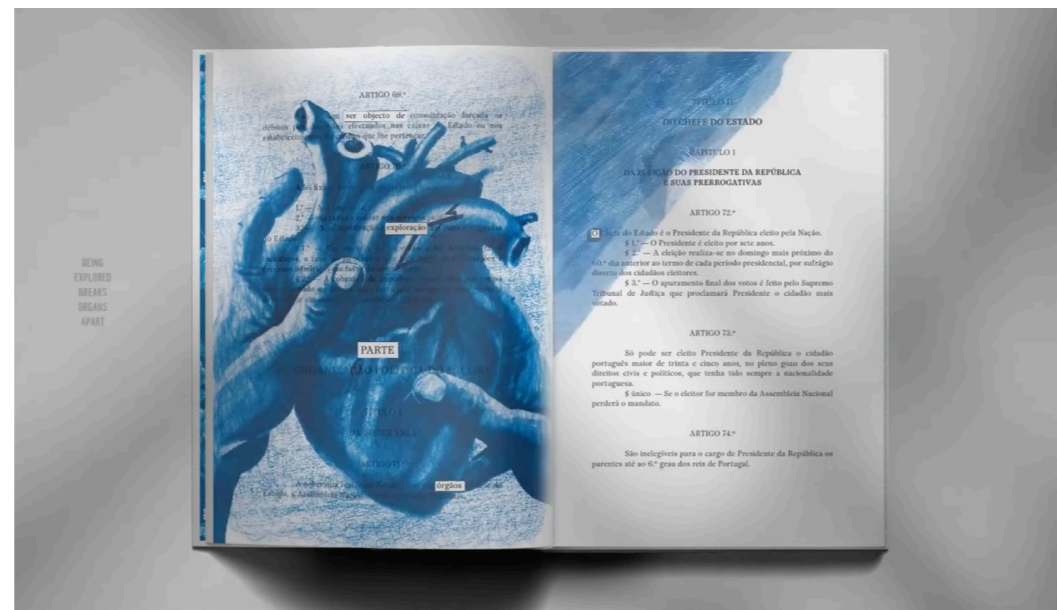
**PORTUGUESE (RE)CONSTITUTION**

Portugal had lived under a fascist regime for more than 40 years. Approaching the Carnation Revolution's 50th anniversary, Penguin Books wanted to educate younger generations using the very instrument used for censorship - the blue pencil.

Agency FCB Lisbon commissioned a group of artists to reinvent the fascist constitution with illustrations and poems using words selected from the historical document. Inspired by the blackout poetry technique, the images take a symbol of repression and turn it into one of freedom.

The powerful tome resulted in \$1million in earned media, becoming a bestseller. It's being used in schools to teach children about the revolution, and is part of collection at the Aljube Museum – a former political prison.

**Jens Waernes:** It's genius to give the artists creative freedom to flip historical documents of repression into a celebration of freedom. A beautifully crafted message with strong cultural resonance.







# LET'S TALK ABOUT PRINT'S HUGE CREATIVE POTENTIAL

Print's versatility means it's a gold mine of creative possibilities. And it's this potential that has a booster effect. Used in newspaper, magazine and direct mail advertising, print has the powerful ability to amplify the effectiveness of other channels in the media mix.

Do you have questions about the power of print and how it can boost your campaign? Print Power has a wealth of compelling evidence to share with you.

Check out our [LinkedIn page](#) or call Print Power on 00 32 478 6000 84



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