

# LE JOURNAL CANADIEN



THE GLOBE AND MAIL\*

A CELEBRATION OF CANADA AT CANNES

strategy



## CANNES WEATHER FORECAST

MONDAY



Hot and humid start to the week with awards envy rolling in and a 90% chance of frozé.

TUESDAY



Partly cloudy with thought leadership and a chance of scattered ego showers.

WEDNESDAY



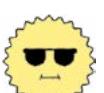
Weather alert: High pressure system in effect – perfect for avoiding the morning run club – or not.

THURSDAY



Clear skies: The only thing hotter than the sun is the Canada party.

FRIDAY



UV Index is high – just like the balance on expense cards.

INSIDE:  
A LOOK AT  
THE WHO'S  
WHO OF  
CANADIANS  
AT CANNES

# Welcome

This year marks a proud milestone: For two decades, The Globe and Mail has been Canada's Official Representative for the Cannes Lions International Festival of Creativity. What began as a commitment to champion Canadian talent at the world's most prestigious marketing and advertising awards has grown into a passionate community of creatives, marketers, jurors and sponsors that power Canada's best and brightest.

Over the past 20 years, we've seen homegrown brilliance shine. In 2024, Canada celebrated a record year at Cannes, with 57 Lions and nine co-wins, ranking fourth overall globally. That's up two spots in just two years. We've also increased Canadian entries, Young Lions participation, juror representation and delegate attendance year over year. These results are more than numbers – they're a reflection of the bold ambition and determination of Canadians to lead on the global stage.

As we reflect on this milestone, we're also looking ahead. With the expansion of the Canadian Young Lions competition into seven categories, and the launch of our *Après Cannes* gathering, we're creating more opportunities to learn, connect and celebrate. We're also growing our training programs to empower the next generation.

To the Canadian Cannes Lions Advisory Board – our incredible cohort of leaders across the media, creative and marketing industries who provide strategic guidance and support for our Cannes Lions and Young Lions programming: Thank you for your stewardship and your unwavering belief in Canadian excellence. And to everyone who has contributed to this year-long process of preparing Canada to triumph at Cannes – whether you've submitted work, judged entries, sponsored programming, offered mentorship or cheered from the sidelines – we are deeply grateful.

Cheers to the next 20 years! Let's keep shining the spotlight on Canadian creativity and talent, pushing the boundaries of what's possible and showing the world what we can do.



**ANDREW SAUNDERS**

President and CEO, The Globe and Mail, and Chair, Canadian Cannes Lions Advisory Board




**PENNY HICKS**

Managing Director, The Globe and Mail, and Co-Chair, Canadian Cannes Lions Advisory Board

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Head of Trade Marketing, The Globe and Mail

# HOW THEY DO IT

Strategy magazine's Creative Report Card reveals what powers great work – and what gets in its way.



## THE CHIEF CREATIVE OFFICERS

› WHAT THEY'VE LEARNED  
CCOs no longer subscribe to the idea that creativity thrives in chaos. Rather, they opt for structure.

› WHAT TESTS THEM  
Sitting on great ideas. Over-polishing. Playing it safe.



"The next generation of creative leaders will be defined by their ability to embrace uncertainty, push boundaries and create a space where experimentation and collaboration can thrive."

– NANCY CRIMI-LAMANNA, FCB

"Coming up with ideas is like making a midnight snack. If you're not sure what to make or how to make it, you just cobble some stuff together... and you often end up having a disappointing sandwich. But if you follow a clear recipe, then the end product is going to be good every time. It's a sure thing."

– AARON STARKMAN, RETHINK

## THE CREATIVE DIRECTORS

"In the rush to move faster, it's tempting to hand your team solutions. It feels efficient, but over time it creates a crutch: you. Without realizing it, you become the bottleneck, the safety net. Instead, invest the time to guide your team. Explain what's working, what's not and why."

– ANDREW MCPHEE, FCB

› WHAT THEY'VE LEARNED  
CDs say the biggest shift when it comes to their roles is the need to step back.

› WHAT TESTS THEM  
Control. Speed. The urge to shortcut.



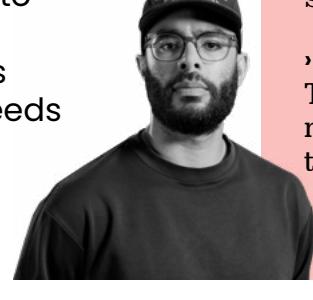
"As a creative, you're taught, trained and pushed to control every detail of every idea. And the second you become a CD, you're almost coerced into doing the exact opposite. It's not so much something you have to kill in yourself, but something you have to unlearn."

– XAVIER BLAIS, RETHINK

## THE PLANNERS

"I used to think that I had to come up with insights that sounded beautiful but in practicality weren't clear in meaning. I had to unlearn attempting to be poetic to the detriment of clarity. I now think of strategy as street photography. It needs to be raw, observational and clear."

– JULIAN MORGAN, RETHINK



› WHAT THEY'VE LEARNED  
Strategists are letting go of rigidity and replacing complex insights with simple observations.

› WHAT TESTS THEM  
The myth that strategy means having all the answers.



"Like many strategists, I began my career believing there was only one right way to solve a problem. I quickly realized that strategy without buy-in from the people around you isn't effective. To put it bluntly: If the creative teams aren't down with your strategy, it will just get ignored."

– EMMA BAYFIELD, RETHINK

## THE DESIGNERS

"I used to think my ideas only mattered if they were entirely my own. But over the past year I've come to realize that the best work happens when everyone on the team brings something unique to it."

– KYLE SIMPSON, VML



"We're seeing designers dive deep into the 'why': What problems are we solving, and for whom? You'll see the best designers are the ones who can tell a story, explore diverse perspectives and connect with people on an emotional level."

– MUSTAALI RAJ, FREELANCE

› WHAT THEY'VE LEARNED  
Designers are increasingly drawn to human stories and the chance to dive into research.

› WHAT TESTS THEM  
Their patience grows thin when the craft is lost to compromise.



*Bien joué!*

# TWENTY CANADIAN

When *The Globe and Mail* became Canada's Official Representative of Cannes Lions in 2005, we knew our homegrown talent was strong. But in the two decades since, we've seen Canada's creative talent sweep bountiful awards – and earn a reputation for brilliant, boundary-breaking storytelling.



## 2007

### Dove, "Campaign for Real Beauty" and "Evolution"

Ogilvy Toronto

— GRAND PRIX, SOCIAL AND INFLUENCER  
— GRAND PRIX, FILM

In 2004, Dove and Ogilvy Toronto launched the "Campaign for Real Beauty," a groundbreaking effort to redefine how women see themselves physically. By casting women of all sizes, ages and ethnicities in place of conventional models, the brand sparked a global conversation around self-esteem, body image and authenticity. Two years later, the campaign's "Evolution" video took the message even further via a time-lapse that exposed the distortion behind beauty ideals by showing the transformation of a woman through makeup and digital editing. It went viral before "viral" was a strategy, racking up millions of views and widespread acclaim. At Cannes Lions, it won two Grand Prix awards in 2007, one in the Social and Influencer category and another in the Film category, cementing the campaign's status as a watershed moment in purpose-driven advertising.

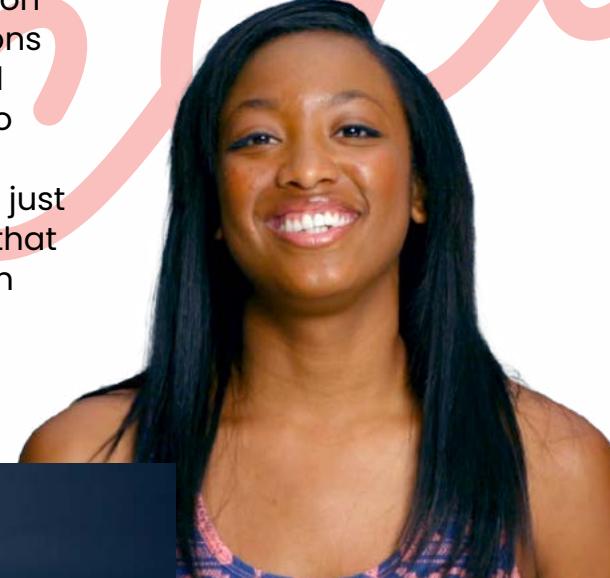
## 2015

### Always, "#Like a Girl"

Leo Burnett Toronto

— TITANIUM

With "#LikeAGirl," Always flipped a tired insult into more than a memorable tagline – those three words became a global anthem of empowerment. At the heart of the campaign was a stirring social experiment: Participants were asked to show what it looks like to run, throw or fight "like a girl." While teens and adults mimicked weakness, young girls responded with confidence and strength, revealing how stereotypes are ingrained over time. The video swept the web, earning 85 million views, nearly 5 billion impressions and 1.5 million shares. It earned the team at Leo Burnett Toronto a Titanium Lion in 2015, and for good reason: "#LikeAGirl" didn't just start a conversation, it proved that purpose-driven advertising can change the culture for good.



**ON  
THE** **WORLD**

# YEARS OF EXCELLENCE



## 2018

McDonalds, "Follow the Arches"

Cossette Toronto

— GRAND PRIX, OUTDOOR

Few brands could remove their logo and still be instantly recognized, but McDonald's showed it could do just that with "Follow the Arches." This crafty billboard campaign from Cossette Toronto reimaged the Golden Arches as minimalist wayfinding signage, zooming in and cropping the iconic logo to create visual pointers that guided drivers toward the nearest McDonald's. No slogans, no product shots, just a bold use of brand recognition and smart, spare copy. The result? A Grand Prix win in the Outdoor category at Cannes Lions 2018 and a masterclass in how harnessing brand equity with design simplicity can drive the industry forward.

## 2023

Adidas, "Runner 321"

FCB Toronto

— GRAND PRIX, DIRECT

FCB Toronto turned a race bib into a rallying cry for inclusivity with "Runner 321." The campaign created for Adidas centred on marathoner and disability advocate Chris Nikic, the first person with Down syndrome to complete an Ironman. Adidas worked with race organizers worldwide to reserve bib number 321 – a reference to trisomy 21, the genetic marker for Down syndrome – for neurodivergent athletes in perpetuity. But they didn't stop there. In an unprecedented show of solidarity, Adidas persuaded its competitors Nike, New Balance and Asics to join the cause, securing commitments from all six World Marathon Majors to honour Runner 321. The number became a symbol of visibility and representation, prompting thousands of sign-ups and policy changes across major marathons. Winner of the Grand Prix in the Direct category at Cannes Lions 2023, "Runner 321" demonstrated how impact is amplified when purpose is shared.



## 2024

Heinz, "It Has to Be Heinz"

Rethink

— GRAND PRIX, CREATIVE EFFECTIVENESS

Toronto-based agency Rethink orchestrated a five-year cultural takeover to help the 150-year-old ketchup brand reclaim its rightful place at the forefront of consumers' minds. "It Has to Be Heinz" included several activations, including a condiment collab, "Ketchup and Seemingly Ranch," that capitalized on a viral moment with Taylor Swift; it challenged pandemic puzzle-lovers to piece together a bottle of Heinz; and it used AI to prove what ketchup should look like (hint: a bottle of Heinz). Each execution reaffirmed the brand's top-shelf status without ever saying it outright. The campaign helped boost sales by almost 50%, landed Heinz on late-night shows and earned the 2024 Grand Prix Lion in Creative Effectiveness.



# STAGE

# THE PA



↑ Who or what inspired you to compete this year – and how did that show up in your work?

Competing in Young Lions stemmed from my commitment to trying new things and approaching challenges with an open mind. I wanted to step outside my comfort zone and push the boundaries of my creative thinking. That mindset came through via our bold, purposeful ideas for the campaign, designed to drive real impact while staying true to the brand's voice. – Suzanne Liu, Senior Partner Manager, Uber (Marketers YL)



↑ What's one thing you're hoping to learn or take away from the Cannes experience (outside of winning)?

I'm excited to learn more about design on a global scale. To see how people from around the world think and work. And to snag a few new friends along the way! – Zoë Boudreau, Associate Creative Director, Design, Rethink (Design YL)

↓ What's one thing you're hoping to learn or take away from the Cannes experience?

Cannes will be an incredible opportunity to broaden my perspective and see how teams

worldwide tackle briefs in fresh and unexpected ways. I'm especially looking forward to meeting other talented young creatives and learning from the diverse



ideas, insights and approaches they bring. Being surrounded by that energy and originality inspires and pushes me to think bigger and braver. – Cara von Ende, Account Supervisor, No Fixed Address (PR YL)

↓ What's your go-to brainstorm ritual when you hit a creative wall?

I typically look for inspiration in other areas of my life. I love to listen to music, watch music videos and attend art exhibits. I also love to go outside and play – to get some fresh air and to give some oxygen to my brain.



– Nicolas Robert, Executive producer and Partner, Carton Rouge (Film YL)

What's one thing you're hoping to

learn or take away from the Cannes experience?

I'm hoping to leave Cannes feeling excited about the future of design at the international level, to gain some insights on where the industry is headed and to meet the people who are shaping that future. – Jesse Shaw, Sr. Motion Designer, Rethink (Design YL) ↓



↓ What ripple effects do you think success at Cannes has for the broader creative industry back home?

When Canadian campaigns win on the world stage, it raises the bar at home – inspiring greater investment, and deeper collaboration and a renewed focus on work that drives



meaningful impact. Most importantly, it reinforces that Canadian ideas lead global conversations. – Marcin Zerek, Head of Trade Marketing, The Globe and Mail

What drives your organization to invest in the next generation of Canadian talent?

Investing in the next generation is essential to fostering innovation and enhancing Canada's digital economy. At Interac, we provide graduates with the opportunity to launch their careers in a dynamic, start-up-style environment while benefiting from the stability and reputation of a market leader. By creating space for fresh perspectives and diverse thinking, we empower emerging talent to

help lead Canadians toward digital prosperity. – Matt Houghton, Digital and Integrated Marketing Leader, Interac. ↓



↓ What role do you see creativity playing in shaping your brand in the next five years? The next decade?

While Snap's foray into Augmented Reality (AR) began as a playful use case for connection and self-expression, it's now transforming

I think the impact has been to fuel boldness, and it has made marketers determined to champion ideas that are more challenging. The successes demonstrate the possibility of achieving deeper awareness and engagement, and help make a case to get to yes. – Mary Maddever, EVP, Realscreen & Strategy; Editorial Director, Brunico Communications ↓



↓ What big industry issues will be addressed at Cannes this year? And what role do you see Canada playing in tackling those key challenges?



What makes Cannes Lions so powerful is seeing leaders come together, not just to celebrate the work, but to confront the challenges ahead. From climate to culture, equity to innovation, stretching-the-boundaries kind of advertising.

demand human ingenuity, a growth mindset and bold leadership. Canada's role is to continue to raise the bar on what's possible while proudly championing our talent, innovation, cultural insight and leadership that position Canada as a key player in the global economy. – Shannon Lewis, President, CMDC



↑ What's one thing you're hoping to learn or take away from the Cannes experience?

Beyond the thrill of competing, I'm excited about the global perspective. Cannes brings together some of the most inspiring minds in creativity from all over the world, and I'm incredibly honoured to be among them. Creative excellence thrives on diverse perspectives, and Cannes is the ultimate place to absorb, reflect and grow from that exchange. And of course, I'm just as excited to show the world what Canadian creativity is all about. – Reagan Sullivan, Project Manager, No Fixed Address (PR YL)

↓ What's your go-to brainstorm ritual when you hit a creative wall?

I need to move around physically when I'm trying to think – if I'm stuck in one spot, I'll head to another room. On a bad day, I might cycle through four or five different spaces. I often switch up my playlists along the way, too. – Alexandre Pépin, Creative Copywriter, LG2 (Film YL)



AWARDING JURORS → ENTERTAINMENT LIONS FOR SPORT Xavier Blais, Partner and Executive Creative Director, Rethink; ENTERTAINMENT LIONS FOR MUSIC Taj Critchlow, Founder and Executive Producer, Fela; DAN WIEDEN TITANIUM LIONS (JURY PRESIDENT) Judy John, Global Chief Creative Officer, Edelman; CREATIVE DATA LIONS: Samantha Kelley, CEO, Touché; OUTDOOR LIONS Graham Lang, Chief Creative Officer, VML; FILM CRAFT LIONS Yael Staav, Director, Furlined/Merchant; PR LIONS Krista Webster, CEO, Veritas Communications; Meat & Produce

# RTY

## tchin tchin!



↑ What's one skill or mindset that helped you most during the local competition?

Trying to push the medium as far as possible. In print, people can't watch what we do, just see it, so we have to find a way to captivate them and then get them to interact.

— Victor Pierre, Art Director, Rethink (Print YL)

For a wealthy nation, the marketing budgets in Canada are a tiny fraction of what other regions are used to. It means the ideas have to work that much harder. Canadian creativity is smart and insightful by necessity; it has to solve business and human problems. When you rely too much on impressive budgets, you run the risk of losing the soul of creativity. — Anthony Chelvanathan, Global Creative Partner, CCO Canada, Edelman ↓



↓ What are the hallmarks of truly exceptional work?

Clients usually give very left-brain briefs: objective, target, message. Everything is very logical. But your job is to speak to the heart. The way to make an impact is through emotion. So many forget this simple rule and come back home empty handed. Find a great, simple story, funny or moving, and you will win. — Luc Du Sault, Partner, Chief Creative Officer, LG2



incredibly proud of the bold, smart work coming from our marketers and agency partners. What sets us apart is our innate ability to be both brave and inclusive. That comes from our country, a place rooted in diversity and collaboration. We're not afraid to push boundaries and leverage our ability to flex from functional to emotional to purposeful. And while Canadian marketers are often asked to "lift and shift" global work, when we get the opportunity to lead, we put our best foot forward. We know how to collaborate, and we're not afraid to stand up for creative ideas that matter.

— Susan Irving, Chief Marketing Officer, Kruger Products

↓ In your opinion, what sets Canadian creativity apart on the global stage?



What's your biggest hope for Canada's creative industry over the next 12 months?

Canada's creative industry is already world class. The opportunity before us is to unleash this power to deliver even more groundbreaking ideas and innovation across sectors. Canadian creativity is reimagining how businesses grow



and how value is created. Our record of Canadian-born, now iconic global brand success stories stands as testament to that. If we harness our full creative potential — we won't just keep up with the world, we'll lead it. — Andrea Hunt, President and CEO, ACA

If you were coaching a future Canadian entrant to Cannes, what's one piece of advice you would give them off the top?

Start with a tension, not a tagline. Great work often shines when it reveals the quiet struggles or overlooked truths. At the heart

↓ What advice would you give to future Young Lions competitors or anyone on the fence about competing?



It's an excellent opportunity to take a break from your everyday work, build an innovative solution and have fun with a teammate. Not only do you walk away with a project you can be proud of, but there's no client telling you "it's not in our budget" or "that's not what we're used to," allowing you to let loose and dream as big as you'd like.

— Elyssa Biringer, UI Designer, Super Proper (Digital YL)



of every great idea is a conflict, contradiction or friction point. Tension is where perspective shifts happen, revealing what's broken, outdated or in need of change. That's where your idea earns its power.

— Samantha Kelley, CEO, Touché

We kicked off Cannes season on Tuesday, May 27 with an evening to celebrate the incredible Canadian talent heading to the 2025 Festival. Here's what they had to say.

↓ Who or what inspired you to compete this year — and how did that show up in your work?

My grandmother, who has played a significant role in my life, is getting older. It made me think about how easily life's most joyful moments can fade if we don't hold onto them. That's what drove our "Bring Back the Stars" campaign. It's about the power of social connection — the laughs, the cheers, the stories we share over a drink. Those aren't just moments, they're memory-makers.

— Arielle Uwonkunda, Marketing Manager, Molson Coors Beverage Company (Marketers YL)



↑ What advice would you give to future Young Lions competitors or anyone on the fence about competing?

Don't fall in love with your idea. It's tough, because you spend so much time shaping it, turning it over from every angle, and it's easy to convince yourself it's the best idea. But to succeed, you need to be able to step back and look at it objectively. Sometimes, the idea is just too complicated, but you're so close to it, so deep in the process, that you don't even realize it. It's important to avoid tunnel vision and stay open to simpler, stronger directions.

— Tristan Bonnot, Parent, Product Development Supervisor, Cossette (Media YL)



↓ What's one skill or mindset that helped you most during the local competition?

The best idea is either your first idea or your 100th idea, but you'll never know until you do 100 ideas. Pedal to the medal.

— Laurent Tremblay, Copywriter, Rethink (Print YL)



↑ What advice would you give to future Young Lions competitors or anyone on the fence about competing?

Young Lions will give you a unique opportunity to test your creativity and presentation skills. No matter what happens in your career, those are skills that will always come in handy. If you happen to be the best in your category in any given year, you'll represent your country on the global stage, all while attending a festival in Cannes. What more could you ask for?

— Samuel David-Durocher, Business Intelligence Analyst, Cossette (Media YL)



# HERE'S TO 20 YEARS OF CHEERING ON CANADA'S BRIGHTFEST. *à la prochaine!*

THE  
GLOBE  
AND  
MAIL\*



Since 2005, The Globe and Mail has served as Canada's Official Representative of Cannes Lions International Festival of Creativity, the world's premier advertising and marketing awards showcasing best-in-class work from more than 90 countries. For two decades, the Globe has proudly championed Canadian creativity and talent on the global stage and celebrated every win.

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