

An aerial photograph of Cannes, France, showing a large marina filled with yachts and sailboats. In the foreground, there are modern buildings, including a large glass-fronted structure. The sky is a mix of blue and orange, suggesting sunset or sunrise. The text is overlaid on the left side of the image.

Globant ▶ gut

5 Must-See Trends at Cannes Lions 2024:

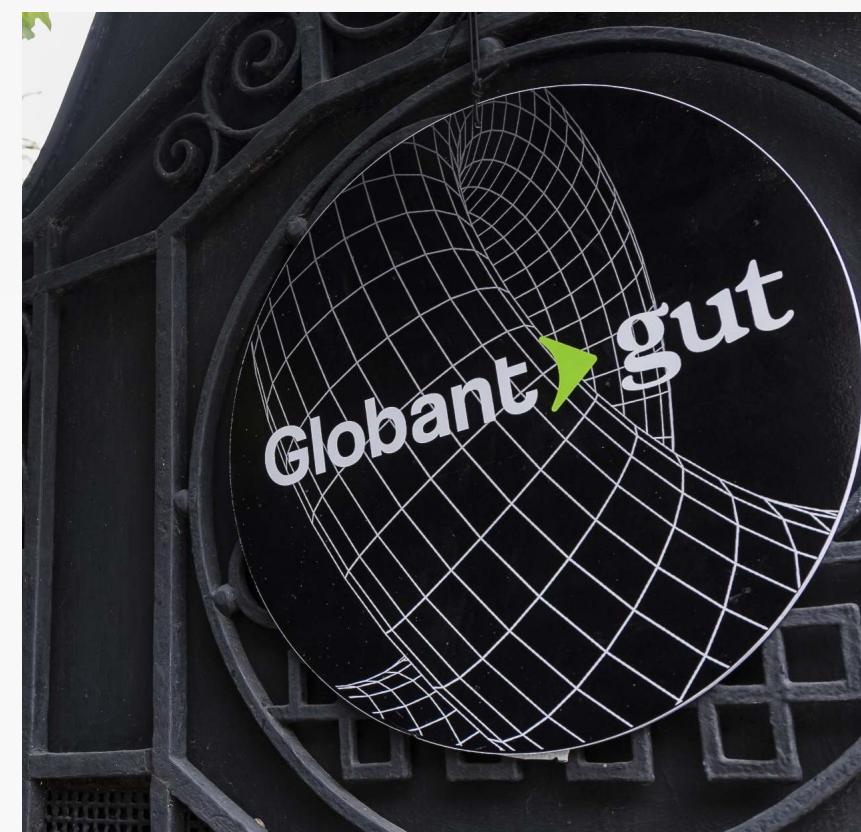
Where Tech Meets Creativity

Hey there!

Step into our lively recap of Cannes Lions 2024!

This year, the event was a whirlwind of innovation, and guess what? Globant was right at the heart of it all. **Anselmo Ramos**, Founder and Creative Chairman of GUT, part of **Globant's Family**, was the Jury President for the Brand Experience & Activation category. Other Globers also got a front-row seat to ideas on leadership, AI, customer engagement, and marketing culture.

But beyond the glam photos and packed schedules, we've snagged the juiciest Trends from an event that showed how creativity and tech are becoming BFFs.



01

The New Frontier:
CMOs Redefining
Leadership in the AI Era

Cross-discipline leaders will blend

finance, marketing, and tech expertise to drive creative synergies, meeting customer demands and business goals.



Today's CMOs aren't just marketing whizzes anymore; they're blending financial, tech, and marketing know-how to create killer synergies that meet customer needs and business goals.

CMOs these days are like the ultimate team players, merging finance, tech, and marketing chops to drive creative strategies that nail both customer wants and business objectives. They're all about ramping up collaboration across departments, sparking new ideas, and fast-tracking teamwork to craft campaigns that really hit home with audiences and give brands that extra edge.

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The evolution to a cross-disciplinary CMO demands not only technological expertise but also an unwavering commitment to innovative and strategic leadership. The pivotal challenge is to leverage AI's analytical power while preserving the creative and empathetic essence of marketing. In today's landscape, CMOs are indispensable for driving growth and maximizing ROI. In the AI era, the future of CMOs hinges on their ability to seamlessly blend technology with human insight, unlocking unprecedented success.”



Wanda Weigert,
Chief Brand Officer at Globant

02

Unlocking Creativity: **GenAI's Journey to Marketing Excellence**

CMOs use GenAI to enhance creativity and efficiency in marketing, showcasing its transformative impact on marketing strategies and ROI.

So this is the deal: GenAI is causing a seismic shift in marketing strategies by turbocharging creativity and efficiency, flipping the marketing game on its head, and turning content creation into a walk in the park. CMOs are harnessing the power of GenAI, to ultimately reimagine how brands connect with their audiences.

The impact on ROI?

It's through the roof. But it isn't just about automating mundane tasks; it's about infusing campaigns with unprecedented personalization and scalability, making them more insightful. AI's transformative impact in the future will solidify its influence on creative processes further, transitioning into an essential invisible force that enhances and streamlines all aspects of marketing.

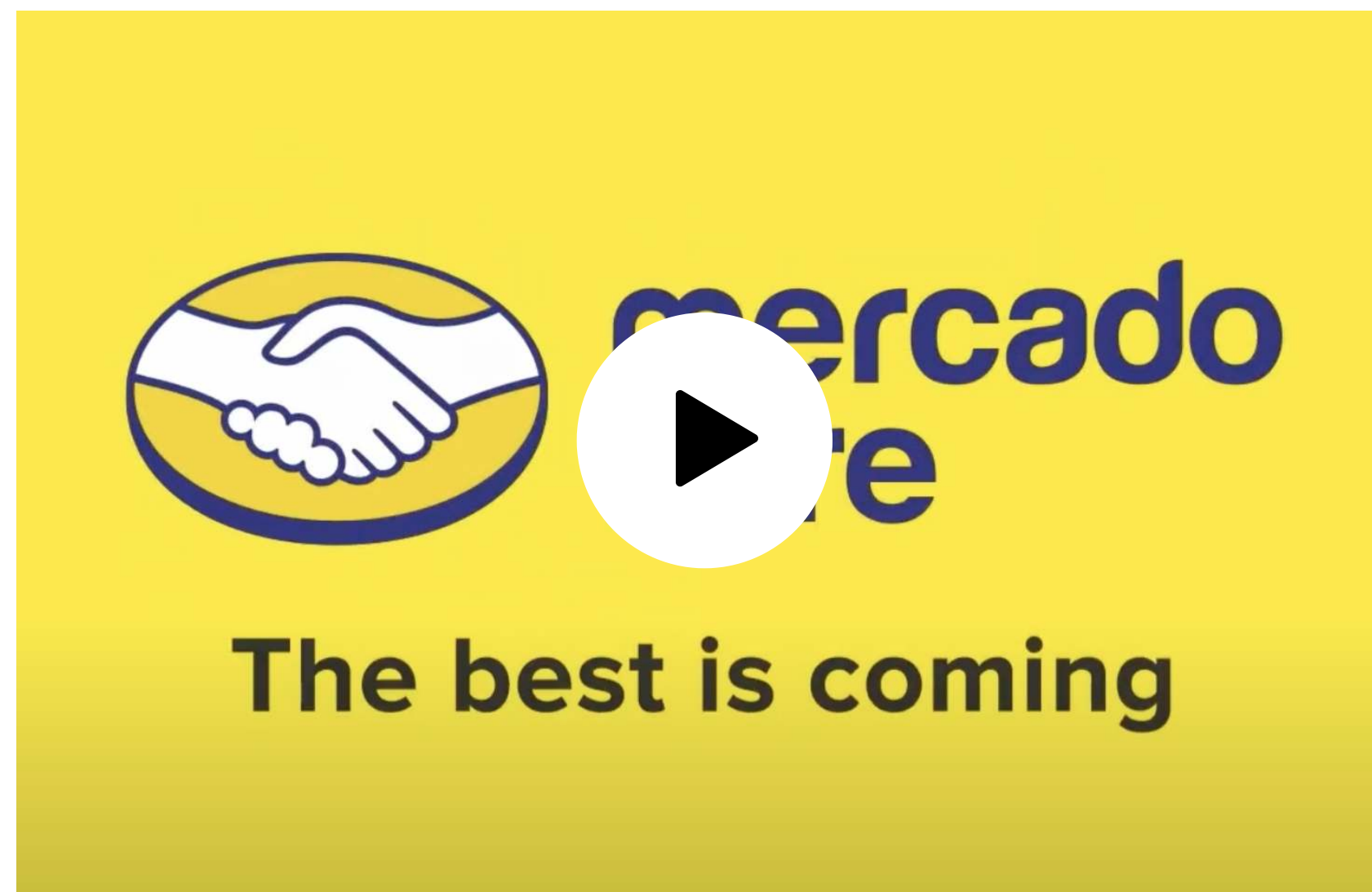
The trailblazers who jumped on the GenAI express are already cashing in big, so CMOs, it's time to ask yourselves: Are you ready to ride the GenAI bandwagon and level up?

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One of the takeaways at Cannes is seeing how AI is shifting from being a creative element that's part of the campaign to becoming more of an invisible tool that makes all the campaigns and all the creative work more insightful, personalized, and powerful. So, let's wait until next year, and I'm sure we will see AI not on stage but behind the scenes as the way in which we are all working.”



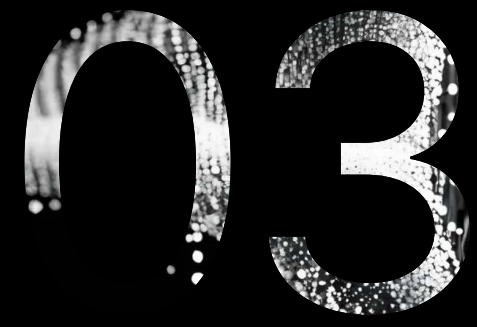
Valeria Abadi,
Senior Vice President Brand
Global at Globant.



The handshake hunt

Winner of the Media Grand Prix, Mercado Libre's Handshake Hunt achieved the company's most successful Black Friday to date, powered by AI.

How did they reach their audience? They went old-school with TV! The company got viewers to hunt for handshakes on their TV screens to score exclusive Black Friday deals. It's a fun throwback with an AI-infused modern twist!



Cultural Fusion:
Transforming Brand Experiences in Marketing

Leveraging cultural moments is key to engaging large audiences and enhancing connections through integrated brand presence.

To really connect with a massive audience and boost your brand presence, you've gotta ride those cultural waves. Think of big events like major sports showdowns or global spectacles like the Olympics or elections. These are the moments when brands can really shine. They draw huge, super-engaged crowds, giving brands the perfect chance to join the conversation.

It's not just about getting more eyeballs; it's about making genuine connections by tapping into the event's vibe and values. Whether sponsoring, launching campaigns, or creating content that resonates, brands can dive into the excitement, boost visibility, and strengthen bonds with their audience. Those brands that nail this approach will skyrocket their audience engagement.



Both brands and consumers are always looking for ways to redefine what an interaction between them could be. What is brand experience? It could be anything. And that's the beauty of this category."



Anselmo Ramos,

Founder and Creative Chairman of GUT, part of Globant's family and Jury President for Brand Experience & Activation Category.



The Everyday Tactician,

a project by Xbox, brilliantly combines gaming and sports, two of the biggest cultural waves, to connect with their audience in a whole new way. They gave FM24 players the chance to become a real tactician for Bromley FC. One guy got the job based on his game skills, and the team achieved their best results ever. There's even a one-hour TNT show about his journey and the team's amazing season. How cool is that?

04

AI Virtual Agents: Revolutionizing Customer Engagement

AI virtual agents are evolving from basic service to complex interactions, upgrading the use of intelligent AI across diverse functions.

Let's break it down: AI-driven virtual agents are stepping up big time, going beyond customer service, handling more complex interactions and automation, and getting embedded into all sorts of business processes to crank up efficiency. Virtual agents even process transactions, give personalized recommendations, and manage supply chains. Companies are already tapping into AI to streamline operations across the board. With access to real-time data analysis and decision-making, they can react faster to market changes, tweak their operations on the fly, and offer customized experiences.

As AI technology advances, these systems will only get smarter and more autonomous, giving companies that use them a serious competitive edge.

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For marketing leaders, the imperative is straightforward: Today's consumers expect brands to prioritize genuine engagement instead of intrusive strategies, aiming to forge lasting, trust-based relationships. CMOs must therefore lead with a commitment to ethical AI practices, integrating data across CRM, DXP, and analytical platforms to enhance consumer insights and drive meaningful interactions.”



Sebastián Jespersen,
Responsible for the Strategy Studio
at Globant GUT

05

Harnessing the Power of Creative Data:

Fueling Consumer Engagement

Creative data is the game-changer in marketing, hooking consumers by leveraging intelligence and tech, boosting loyalty with spot-on creativity.

In today's marketing game, mastering innovation with creative data strategies is critical, and personalization is the holy grail for forging deep connections with consumers. Brands that can seamlessly blend data analytics, creative thinking, and cutting-edge technology can craft messages and experiences that resonate on a personal level, capturing the hearts and minds of consumers. The secret sauce is cracking the code on consumer data effectively; that way, brands can anticipate needs, preferences, and behaviors and create customized marketing campaigns that feel tailor-made for each customer and blow expectations out of the water.

Brands that apply creative data smartly will forge deep connections with die-hard fans and fuel long-term growth and profits.

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How can you creatively use what you have to create an impact on what you know from your consumers? There was a very good case, the **Rip Curl Virtual Pro**. They made smartwatches that gathered all the surfing data and launched a global surfing contest where you participated with the data from your watch. They ended up finding an amateur guy who could compete with the pros and was as good, and the business impact it had was like a 38% growth in new users.

That's one of the hardest things to do with brands when you're a CMO; how do you find new engaging places for people to have an interesting relationship with your product, that's one of the most important things to do as you have more and more data.”



Joaquin Cubria,

Chief Creative Officer (CCO)
& partner at GUT



Closing **thoughts**

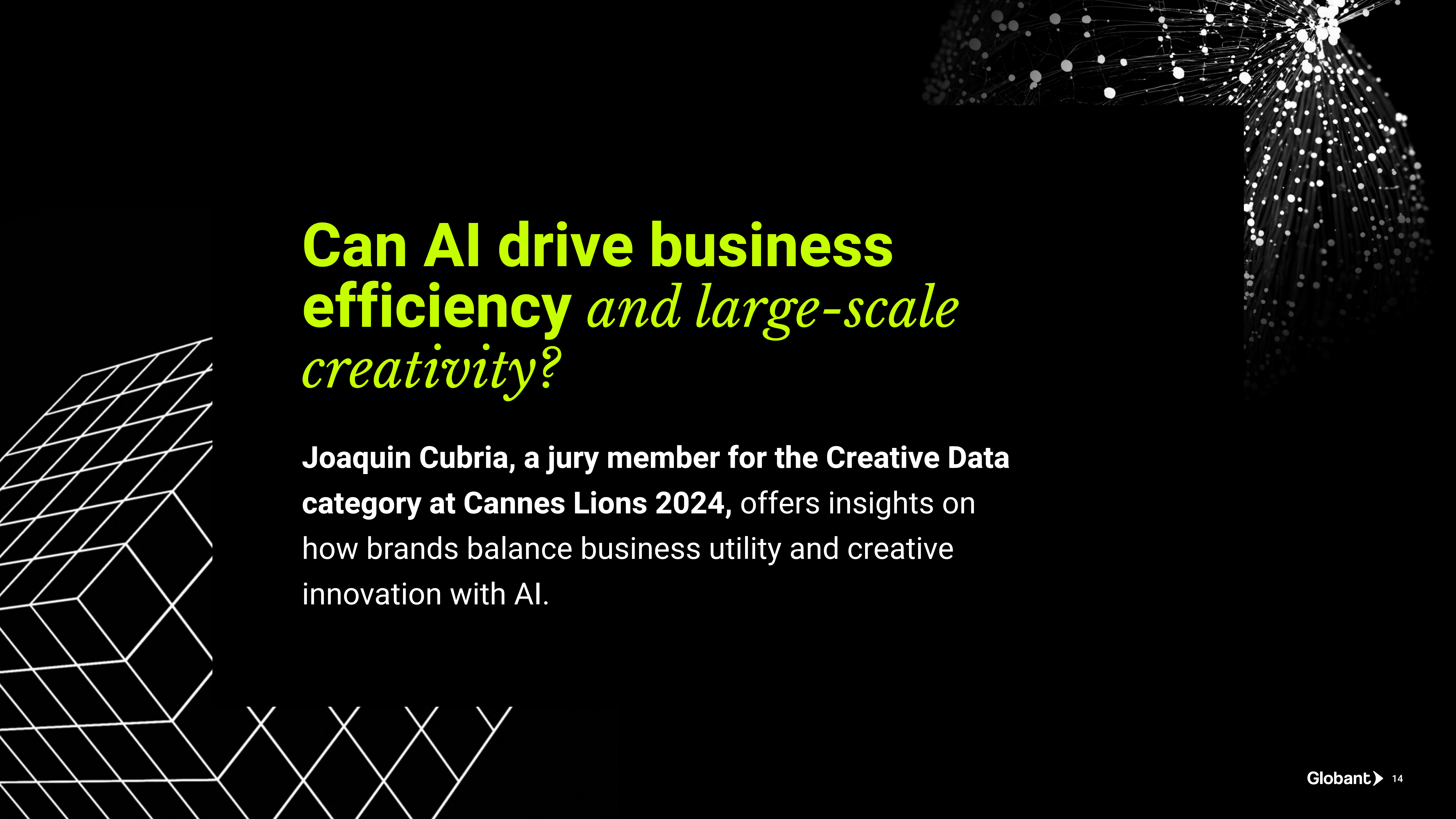
Boom!

Cannes Lions 2024 was epic! It was a wild ride of mind-blowing creativity and cutting-edge tech. Globant had a blast sharing our vision and rubbing shoulders with the industry's top dogs. We're pumped about where tech and creativity are headed, and we hope you are, too!

Let's keep this energy going, stay curious, and keep pushing those limits. Until next time, stay inspired and keep creating!

Exclusive Bonus Track

Inside the jury room with Joaquin Cubria,
Chief Creative Officer (CCO) & partner at GUT



Can AI drive business efficiency *and large-scale creativity?*

Joaquin Cubria, a jury member for the Creative Data category at Cannes Lions 2024, offers insights on how brands balance business utility and creative innovation with AI.

1. As a member of the Cannes Jury, having experienced the most inspiring stories, what are the most relevant trends in creative data?

The standout projects were the ones that tackled multiple angles, not just one area.

Take Mastercard's "**Room for Everyone**," which won the Grand Prix in the Creative Data category. It works on an economic level and has a big societal impact. That's the kind of multi-faceted approach that shines.

There was a lot of cool **AI stuff focused on nature**. For example, "**Pulse of Nature**" gathers data from Belgian areas to create a priority list for tackling environmental issues and raising awareness about what affects the country's natural resources.

Another exciting project was "**Animal Alerts**." It uses science to prove that pets can sense earthquakes or tsunamis.

2. How has the Cannes Lions event helped set industry standards for using creative data?

This category is still pretty new, and we talked a lot about that in the jury room.

It's the first step for agencies and clients eager to do something creative with their data. Data has always been around, but now, clients use it for more than just business results or tasks like retargeting. They're beginning to see data as a way to communicate specific insights that aren't just niche but relevant to many people, focusing on how people actually interact with their products or services.

The fact that this category exists and keeps growing shows a real need and desire for creative data. It evolves every year. I bet that next year, we'll see double the entries, maybe around a thousand instead of this year's 500. It's exciting stuff!

3. What role does creative data play in predicting and adapting to changing consumer preferences and behaviors?

More important than changing behaviors is understanding the behavior of consumers better, being more granular in that sense, and finding some depth in which your brand can relate to people you otherwise wouldn't be able to.

You could see that in the winning work at Cannes. There was a lot of work about audiences and targeting that was super complex but very hard to translate into a simple idea. The creative use of data is effective when you can simplify many things into something very human that you can easily relate to and makes you think, "I'm sure people have this behavior." How can I touch their hearts knowing that?

4. How are emerging technologies like AI and machine learning shaping consumer relationships?

In many cases, AI's purpose and results are unclear, just part of a mix that needs better definition.

Opinions on AI often aren't from consumers or brands but a general sentiment: Is AI good or bad? This leads to a key question: Do brands with AI development and large budgets aim for world-changing impact, or are they focused solely on performance?

There was an interesting discussion around **NotCo's Not Turtle**. The brand used AI to create a plant-based version of a dish that contributed to the sea turtle's endangered status. But did they sell it in small villages in Peru, where they eat turtle soup? No, that was not the intention; the intention was to show that NotCo developed AI that can create plant-based products that closely replicate animal products consumed globally every day, like chicken, beef, and milk. This drives profit for the company, but does it have other uses that are more purposeful for the brand? Five years ago at Cannes, it felt like brands were trying to save the world, and they were all about purpose. Looking for societal or environmental tension or angles to attach themselves to. The same thing will arise with AI; if you're a big, powerful brand and spend money developing it, you must also find the right use for it, which brings us back to the traditional discussion everyone has today about whether AI is good or bad.

About Globant Gut

Globant Gut is the first creative Network reinvented by tech. It is a full-funnel, one-stop shop to maximize business impact. We bridge the gap between businesses and consumers through technology and creativity, leveraging our experience as an AI powerhouse.

- We have more than 28,900 employees and are present in 33 countries across 5 continents, working for companies like Google, Electronic Arts, and Santander, among others.
- We were named a Worldwide Leader in AI Services 2023 and a Worldwide Leader in CX Improvement Services 2020 by IDC MarketScape report.
- **Cannes Lions Awards**
GUT Buenos Aires, Independent Agency of the Year 2023
- **TOP 10**
Representative Vendor in the 2024 Gartner® Digital Agencies Report
- **Google Premier Partner**
Top 3% of Google's best partners worldwide 2024
- **Adweek's #1**
GUT #1 Breakthrough Agency of the Year

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