

omd



# Cannes Lions Winners

Lessons from the world's best work

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WE *Create* WHAT'S NEXT

## Long-term Leadership

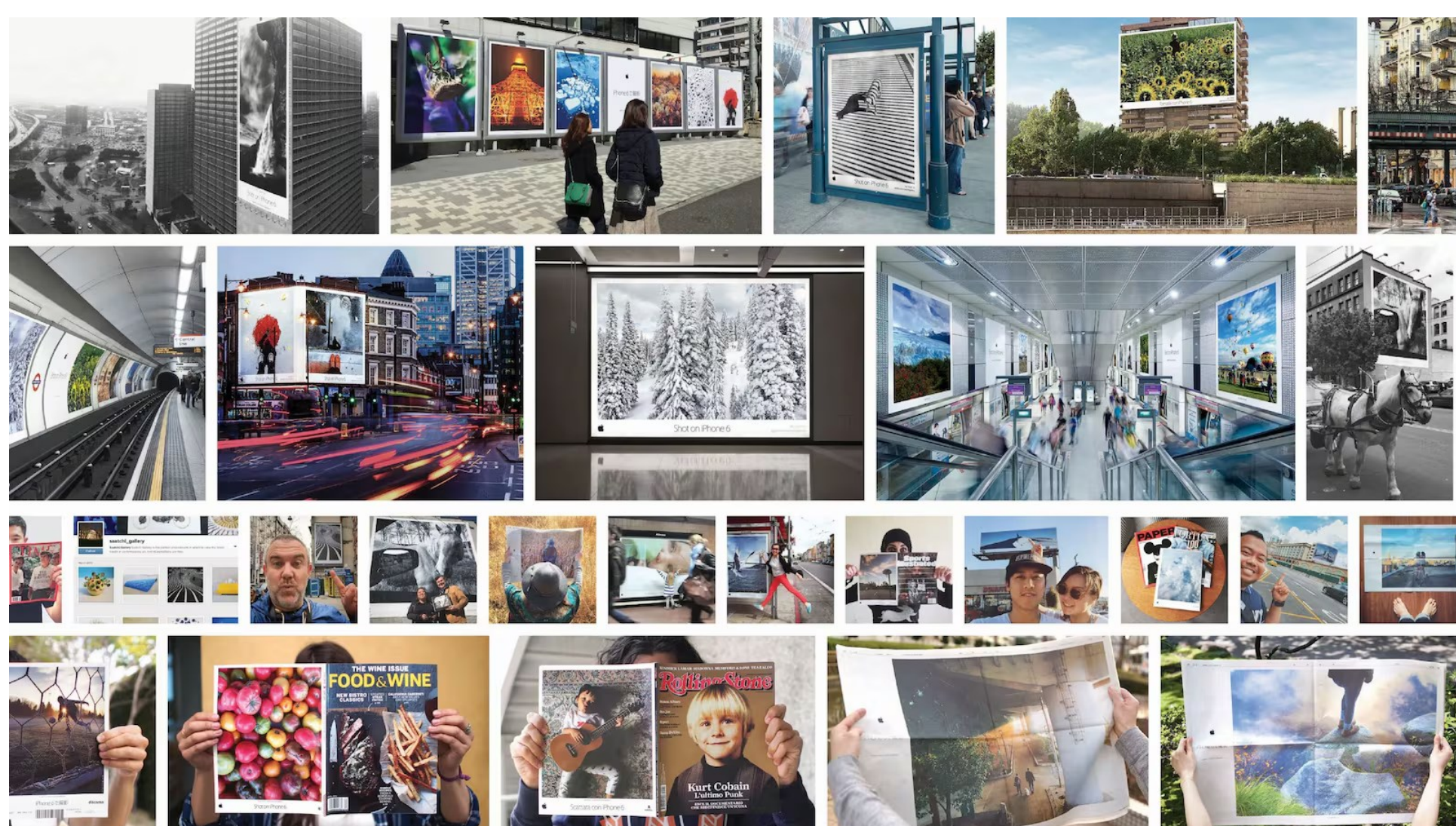
The 2025 Cannes Lions received over 27,000 entries across 32 tracks, with [34 Grand Prix](#) awarded.

Omnicom Media Group again topped the table, [banking 83 Lions](#), also unveiling [eight “game-changing” platform partnerships](#) spanning live-commerce to creator economies.

OMD Worldwide was crowned [Media Network of the Year](#) for the third time in four years. PHD’s third-place finish confirmed [OMG’s depth](#) across numerous categories.

These headline wins are built on the foundation of award-winning campaigns across our global client base. Each of which illustrates how creativity delivers proven effectiveness across a range of themes that help us understand where things are demonstrate how ‘We Create What’s Next’.

One aspect is the impact of long-term campaigns that continuously innovate and reinvent around a core idea to deliver long-term brand impact through well-structured saliency and clear mental availability.



A canonical example is Apple’s ‘Shot on iPhone’ platform, which claimed the [Creative Effectiveness Grand Prix](#) by proving incremental sales in 30 markets over the past 10 years. It is a simple idea that both democratizes creativity and makes relevant and tangible the new capabilities of each generation of device. Even going as far as enabling blockbusters such as [28 Years Later to be shot on an iPhone 15](#).

The theme of long-term stability was explored on the Cannes Lions Festival stage by Mark Ritson. Alongside emotion and fluency, [time is one of the three pillars of success](#) that drives the most creatively effective ads, delivering a [2.9x profit multiplier](#) over the least consistent campaigns. This was supported by analysis of over 1250 campaigns in the [Creative Dividend](#), which argues that creativity cannot be considered a risk and that it delivers [12-21x better outcomes](#).

## Mastering Cultural Permission

In a landscape of fractured reach and attention, brands need to build approaches that utilise effects beyond purely paid media.

Clever thinking about the incentives of individuals, organizations, and algorithms can have outsize impacts. This is the critical imperative of the best cross-channel ideas.

One excellent example comes from UK grocery brand Waitrose, which won [a Gold Media Lion](#) for the [Use of Channel Integration](#). The campaign was built around a 2-part whodunnit across AV, OOH, Social, and Publishing, capitalizing on the nuance and strength of each channel.

The TV drama format was mimicked throughout the campaign with teaser trailers, character backstories, live TV debates, and daily social media clues to fuel public intrigue and drive national conversation that [expanded beyond spots](#) to drip-feed clues, stir up theories, and ape whodunnit tropes to stand out and drive mass participation.

By inserting brand suspense into primetime cultural rituals, MG OMD was able to deliver outsize reach and impact for Waitrose. This drove the highest levels of talkability around the brand in a decade and a 2-point improvement in NPS vs their key competitor.

Sweet Suspicion [teasers](#) were timed to drop during high-profile ITV shows, whilst This Morning talent were recruited for [weekly segments exploring suspects](#) with teaser content via ITVX and socials.

The reveal came three weeks later in two of the highest-rated commercial shows on Channel 4 and ITV. Amassing over [150 million views across](#) TV, Social and digital channels.



These culture-hacking type approaches let challenger brands tap into existing attention rather than purchase fresh reach. Campaigns such as Sweet Suspicion underscore the synergy between storytelling and precision distribution, demonstrating how we can broker public value while driving shareholder returns.

## Levity and Locality

Telstra turned into wildlife documentarians to clinch the [Film Craft Grand Prix](#) with 'Better on a Better Network'. Through a series of stop-motion shorts, Telstra put Australia's diversity on the national spotlight, telling the stories of [26 regional communities](#) all through some very unique characters. From gothic cockatoos in Naracoorte, to mischievous kangaroos on Mt Buller, and not so light-footed wombats on Flinders Island, all these [uniquely Australian stories](#) culminated into one clear message, Australia is better on a better mobile network.



OMD was approached with a unique challenge, improve Telstra's reputation by getting Australians to see all 26 stop motion creatives. So how did we do this? By leveraging OMD's suite of Omni channel planning tools, OMD developed a flighting strategy that positioned this collection of creatives alongside Australia's most loved and habitually viewed sports and entertainment programming. But it did not stop there, by collaborating with OMG Create, Telstra formed an unbeatable broadcast sponsorship of the Paris Olympic Games, encouraging Australians to take pride in their uniqueness as they cheered on those representing them overseas.

The [results](#)? Not only was the campaign memorable (+430 Olympics integrations, +41% increase in advertising awareness), but it shifted the stubborn reputational dial in a way rarely seen in a distrusted telecommunications industry (+11pts national increase in net promoter score, +7% increase in perception of Telstra as the superior mobile network).

While it was the creative execution that ultimately won the Grand Prix in Cannes, it was thanks to a world-class media strategy developed by the leading global agency group that meant Australia got to enjoy this endearing reflection of what makes them so unique.

The campaign's humor as a counterweight to global seriousness echoes a [festival-wide swing back](#) to levity.

## Signs for the Future

The current and future [impact of AI hung over Cannes](#) more than ever this year. Whilst AI native awards [remained a rarity in 2025](#), we cannot expect this to last long as sentiment and investment plans are all signaled to rise.

A recent [BCG study of marketers](#) shared in Cannes claims that 71 % of leaders plan \$10 million USD-plus annualized AI spends in the next three years, up from 57% last year.



[Confidence is up, and concerns are in decline](#) as systems are put in place to manage risk. It is interesting to note that increased confidence has been led more by elevation of the output and outcomes, such as the quality of customer experience, rather than more short-term gains in efficiency and productivity.

Yet even in these times of accelerated change, excellence in the fundamentals of marketing, brand strategy, and creative foundations remains critical, as explored in the recent [WFA Marketer of the Future 2025 report](#).

The best-performing marketing organizations are 19% more likely to prioritize consumer and market insights in their growth strategy, whilst being 11% less fixated on short-term metrics.

Taken together, these awards show that media craftsmanship, not just buying power, can be a significant growth engine.

In a festival once dominated by pure-play creative networks, 2025 proves that where and when a story surfaces can swing as much influence as what that story says.

The implication is clear: marrying precision distribution with culturally resonant ideas captures disproportionate value for brands.



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