

In the LIMELIGHT

Courageous, world-changing creativity was honored at the recently held Cannes Lions Awards Show 2018

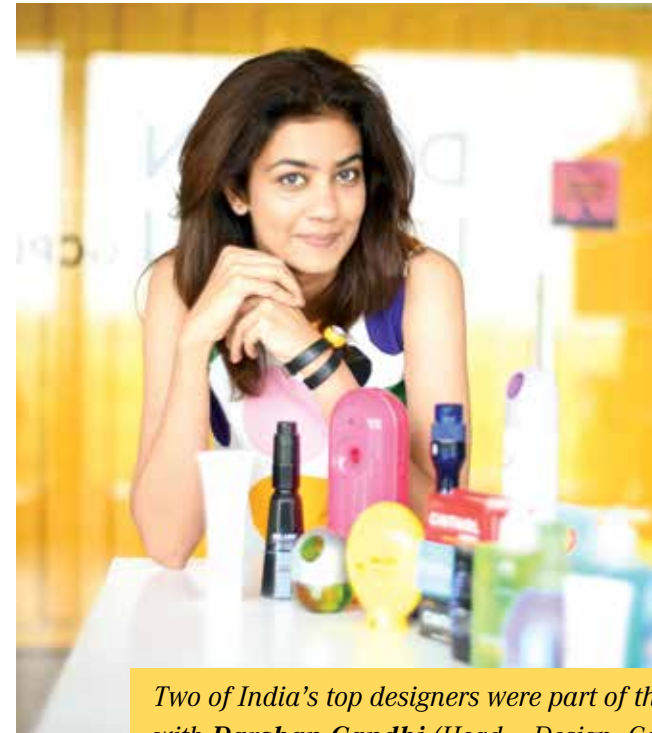
The world's leading creative talent made its way to the French Riviera last month to watch the best among them being feted at the 65th Cannes Lions International Festival of Creativity. The final Awards Show honored winners who demonstrated the power of creativity to change behaviors and minds and showcased creatively excellent work for brands and businesses that drives growth, impacts culture and creates a fairer world.

Chosen from among thousands of entries across genres, the winners did their countries proud, taking home Gold, Silver or Bronze Lions. India made its presence felt too! In the Creative Effectiveness Lions, the Grand Prix went to 'Savlon Healthy Hands Chalk Sticks', by Ogilvy Mumbai, India, for ITC, described by the jury as an authentic cause collaboration that drove results.

Piyush and Prasoon Pandey were honored with this year's Lion of St. Mark award for outstanding contributions to the creative industry.

Leading lights from various creative fields took to the stage to receive honors in other categories that included the Film Lions; Glass: The Lion for Change; Sustainable Development Goals Lions; and Titanium Lions. Special awards were also presented to Agency of the Year; Network of the Year; Independent Agency of the Year; Holding Company of the Year; Creative Marketer of the Year; the Palme d'Or for the most awarded production company; the Cannes Lion Heart Award; and the Grand Prix for Good.

All of the winning work from Cannes Lions is available to view on [The Work, lovethe.com](http://TheWork.lovethe.com).



Left to right:
Darshan and
Lulu



*Two of India's top designers were part of the Jury this year. Pool caught up with **Darshan Gandhi** (Head - Design, Godrej Consumer Products Limited) and **Lulu Raghavan** (Managing Director of the Mumbai office of Landor) for a quick chat on their takeaways from Cannes 2018.*

What is one pleasant new design trend that you noticed across the entries at Cannes Lions?

LR: Brand purpose is here to stay. It's not new but the vigor with which brands embraced purpose - as reflected in the entries at the Cannes Lions Design awards this year - really stunned me. While there was a special category for charity work, a vast majority of commercial brands pursued big ideas to create social impact. It shows that brands are thinking seriously about their role in society and about the pressing societal problems they could potentially be involved in solving in order to be meaningfully different for their consumers. This is a good trend and one that I hope a larger number of Indian brands will embrace. As a country we have a host of problems to be solved in many spheres.

Unlocking our collective creative potential in pursuit of impactful solutions would be a great step forward for our industry.

DG: The one trend that really stood out for me was 'Designing for Goodness'. I was very impressed with the underlying emphasis on goodness in most of the entries we received. There were well defined variations in the project objectives from really serious social causes to innocent emotional needs and it was a delight to see Product Design stretching across the vast physical and psychological needs of human beings. In the recent past, designers or creative artists have created designs which esthetically look beautiful but have very little or negligible application to purpose or a larger context to the environment, sustainability or other



Darshan on the Cannes Red Carpet 2018

create yourself. Playdoh's Facebook page allows consumers to actually do so, turning the Gallery of Emerging Species into a highly interactive idea that is joyous and fun for kids and adults alike.

DG: This one is easy. It was Qoobo, a tailed cushion that heals your heart. Qoobo is a therapeutic robot in the form of a cushion with a tail. It actually just looks like a couch cushion but resembles a cat/dog since it has a tail. When caressed, it waves its tail gently. When rubbed, it swings its tail playfully. And, it occasionally wags its tail just to say hello. It has been designed to provide the comforting communication

that warms your heart just the way animals or your pets do. They even call it 'tail therapy'.

This project redefined a few notions for me:

- Robots and robotics don't have to be rigid to be mechanical. This product shows how you can sensibly use technology and robotics to design an object that triggers emotions, relieves stress and reduces loneliness. It is still a robot but one which is tactfully and esthetically designed to please the senses of humans without having a seemingly usual robotic body or form.
- Design to invoke emotions. Products like Qoobo are stimulating enough to keep us engaged in the real environment through a reel mechanism but they also offer a tangible illusion to reality. It makes this robotic machine seem very much like an actual pet you would be caressing at home. I truly believe more objects like these should



be designed to encourage people to broaden their imagination and to evoke a smile in their mind.

- The world is only going to get a lot more robotic and mechanical. Designers will have to be conscious of this fact and push their imagination to keep things as real and simple as they are in daily life. Evolution is constant and inevitable. The latent needs and designs should be able to follow suit and offer solutions that are both pleasing yet practical.

What would you advise designers planning to enter their work for the Awards?

LR: Start the planning and preparation for Cannes 2019 as early as you possibly can! It is never too soon. Spend lots of time analyzing past winners to get a sense for the creative standards at Cannes. Analyze the way entries

are presented as well. Once you start on your entry, keep an open mind towards constantly bettering it. Be very clear that you have a universal sight that can be easily understood, and that the insight is relevant for the brand. Be audacious and brave with your creative idea. Relentlessly pursue perfection in the craft while executing your idea. It doesn't stop there. You need to pour as much passion into the preparing of the presentation board for the idea as well as the video that narrates the brilliance of your work. Remember



Lulu with the Design Lions Jury 2018

that less is more, always. The judges have to evaluate hundreds of pieces of work. The entries that have as many words as necessary (absolutely no more than that) and breathing space (not every square inch filled up) tend to be easier on the eye and gentler on the brain. Step away and think of the emotions that your board and video are evoking about the design you have created. Overall, the narrative arc – from insight to idea to execution – must sing. Think of your award entry as a prototype. Constantly seek feedback from experts to make it as sharp as you possibly can. Good luck – I wish you all success in the journey towards Cannes Lions 2019.

DG: The definition of product design is changing rapidly with changing human behavior and its impact on the environment. There is a need to think beyond form, function and features. Product design must remain supremely relevant, fit to purpose and technology and have a positive impact on the entire ecosystem. Less is more in today's fast paced world. Under design rather than over design an object. Also, keep the bigger picture in mind and don't take too long. Keep the process fast and instinctive.