

Cannes Lions 2022: Which Trends Got the Industry Talking?

Media Analysis Summary



Topics in the Cannes Lions 2022 debate by share of voice



24%

Recession and the world economy



21%

Sustainability



17%

Metaverse and NFTs



15%

Ecommerce and digital customer experience



12%

Brand creativity and effectiveness



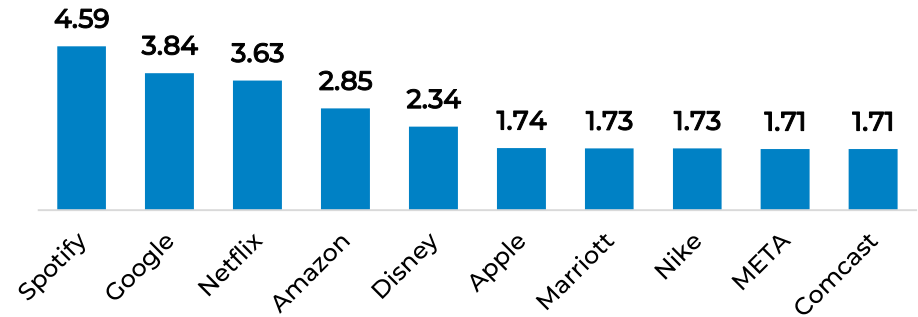
11%

Diversity and inclusion

The prevailing feeling was that marketers are now operating in a very different environment from what they're used to.

Brand owners noted budgetary pressure while agencies (certainly at the holding group level) insisted that the prevailing lessons of the pandemic remain.

Top 10 brands in the Cannes Lions debate by media impact score



5 key takeaways from Cannes Lions 2022

- Marketers will need to adapt to a new economic landscape
- Sustainability is top-of-mind in a broader sense
- Tech is ever-more central to the business
- The metaverse and NFTs are still confusing
- Brand creativity and effectiveness get more practical

Read the whole analysis here:

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