

INTERVIEW TO THE CANNES LIONS 2013 JURY PRESIDENTS FOR BRAND NEWS - John Hegarty

1) A lot of interesting pieces of advertising are builded on the fusion of experience (especially digital) that affects on the real life. How do you explain the importance of USER EXPERIENCE to the marketers, your clients? How to translate this approach typical of digital to other and more traditional media?

I disagree with your view. I think great advertising is work that inspires people to pay attention to a brand and listen to its message. Over the last 10 years or so our industry has confused persuasion with promotion. A brand needs both, but one without the other won't deliver the success a brand needs.

2) According to your personal experience, what people WANTS today from advertising and from advertising professionals?

people want more interesting, captivating, inspiring advertising. Which is what they want from films, TV, books etc. Most peoples lives aren't particularly exciting. The function of brands and advertising is to often inject a little bit of fun into their lives.

3) INNOVATION LIONS is the latest novelty of Cannes Lions and it will be a chance to see ideas that go beyond traditional advertising. Can you tell me some example of game changing ideas? What marketers - from the small-medium-enterprise to multinational companies - should learn from?

I worry that it is just a novelty. Whatever we do for our clients, we have to spend their money effectively. Effectiveness is at the heart of everything we are trying to achieve. A lot of so called innovative ideas are big on innovation and low on effectiveness. That doesn't do much for a brands profitability.

4) Creatives say that the big idea is indifferent to technology and media. But is it true also that now creativity is part of the evolution of digital media and often creative ideas starts from the possibilities that tech offer. What do you think about this exchange between creativity and technologies and of its next evolution?

Technology has always been a spear to creativity. The danger today is we're becoming obsessed about the technology not the idea. Storytelling is at the heart of communication. It teaches, engages and entertains us. Technology helps us deliver those stories in interesting and captivating ways. But ultimately we have to start with a story.

5) One of the workshops in the programme of Cannes Lions is 'Saving Greece', focused on searching brilliant ideas to renovate Greece's brand beyond the crisis. Now we are asking you - one of the most influent ad-man in the world - one idea for Italy's brand, to relaunch the country for international investors, tourists and the citizens themselves.

Italy has one of the strongest brand images of any country in the world. From food to opera to design to culture to history. Italy's problem is it has too much to choose from. However i'd rather to Italy than Greece.