

Look who's talking about Cannes Lions (infographic)

Social intelligence company, Synthesio has pulled some interesting social data around the Cannes Lions Awards...

Who is talking about Cannes Lions?

- 191 countries

Top countries:

- United States
- France
- United Kingdom
- Spain
- Brazil

Demographics:

- 54% of men
- 46% women

What drove the most mentions?

The most discussed agencies:

- Ogilvy
- McCann
- Publicis

SOV for the most discussed award themes:

- Creativity 27%
- Film, music, sport & gaming 12%
- Data Insights 10%
- Innovation 9%
- Healthcare 8%
- Business 7%

- Technology 6%
- Experience 5%
- Entertainment 4%
- Diversity 4%
- Social Media 4%
- Inspiration 3%
- Brand Content 1%

Top hashtags of the week:

1. #canneslions
2. #ogilvycannes
3. #cannes
4. #canneslions2017
5. #marketing
6. #cannes2017
7. #advertising
8. #adagecannes
9. #lionshealth
10. #latinosencannes

Top most influential Instagram of the week:

1. <https://www.instagram.com/p/BVXp5eSF-mL/>
2. <https://www.instagram.com/p/BVRrCwOgTPX/>
3. <https://www.instagram.com/p/BVaGDERFDWB/>
4. <https://www.instagram.com/p/BVb-hCkDMGD/>
5. <https://www.instagram.com/p/BVhne8xhXGG/>

In all, 11,000 Instagram publications.

Was Cannes Lions a success?

How did we determine this?

To evaluate the public's satisfaction with the event and the popularity of the agencies, we looked at Synthesio's proprietary tool, the social reputation score (SRS). The SRS provides a score for each topic/brand/product/agency/etc. from 0-100 based on multiple factors, including a number of mentions, the sentiment of those mentions, the influence of the poster and many other factors.

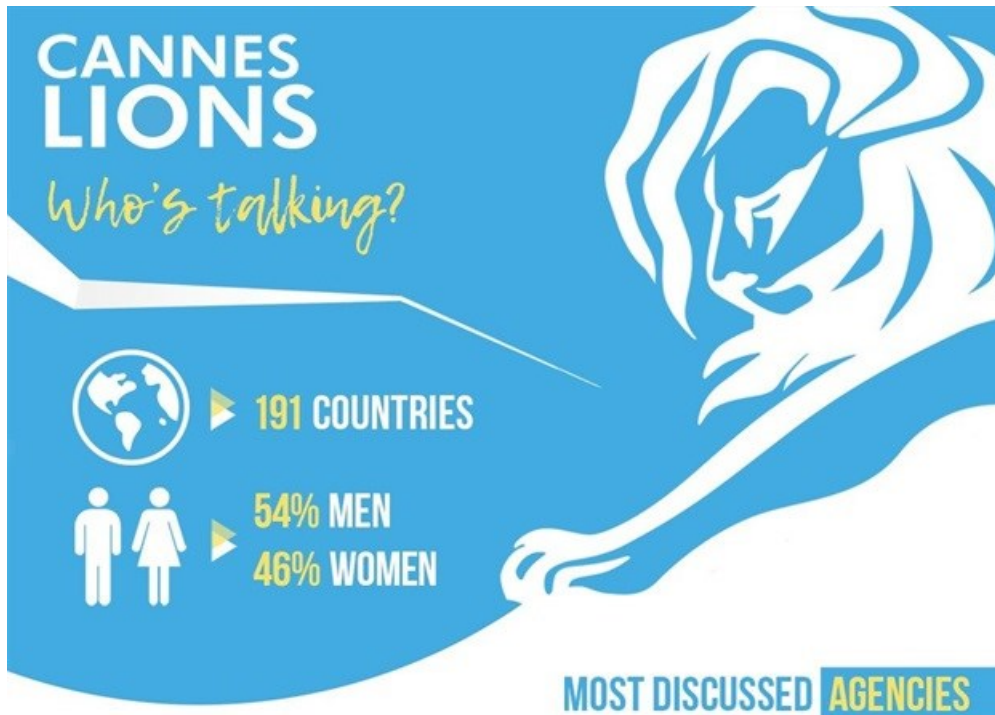
Overall Cannes Lions SRS: 61.06

Agencies ranked by SRS:

1. McCann - SRS = 67.09
2. Edelman - SRS = 64.77
3. Leo Burnett - SRS = 62.74
4. TBWA - SRS = 62.80
5. Ogilvy - SRS = 61.85

Top tweets from Cannes Lions:

1. <https://twitter.com/wyclef/status/875366494544252929> 400+ RT 1K Like
2. <https://twitter.com/baduajans/status/876125962039066625> 100+ RT 500 Like
3. https://twitter.com/s_assbague/status/875755821711462401 300+ RT 120 Like
4. <https://twitter.com/Ogilvy/status/876394581964845056> 1.2K RT 3.8K I like it
5. https://twitter.com/Cannes_Lions/status/875103064751046656 1.7K RT 5K Like
6. <https://twitter.com/ThamKhairMeng/status/877442111406297089> 1K RT 1.3K Like



Ogilvy McCANN Publicis

MOST DISCUSSED AWARD THEMES



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AGENCIES RANKED BY SOCIAL REPUTATION SCORE



TOP TWEET (400+ RT, 1K LIKES)

TOP INSTAGRAM POST (OUT OF 11K PUBLICATIONS)



TOP HASHTAGS

1. #canneslions
2. #ogilvycannes
3. #cannes
4. #canneslions2017
5. #marketing

OVERALL CANNES LIONS SOCIAL REPUTATION SCORE

61.06

*This social data was collected via Synthesio's leading global Social Listening platform. Listening period: June 12 - 22, 2017. Synthesio's Social Reputation Score calculation factors volume and sentiment of mentions to give a holistic picture of the overall feeling toward a brand as expressed online.



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