

AI at Cannes Lions A Big Shift



This year, AI wasn't the headline at Cannes Lions.

Instead, the conversation focused on something much bigger: how AI is reshaping the way marketing organizations operate.

One message stood out:

The future advantage won't come from using AI. It will come from using it better.



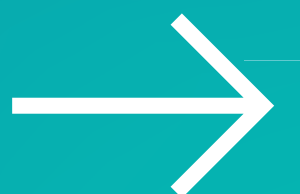
**AI has become infrastructure,
not innovation.**

The question is no longer “Can AI create ads?”

Instead, marketers are asking how AI can improve workflows, accelerate decisions and eliminate repetitive work.

Leading organizations are integrating AI, not treating it as a standalone tool.

AI is becoming part of the operating system, not the headline.

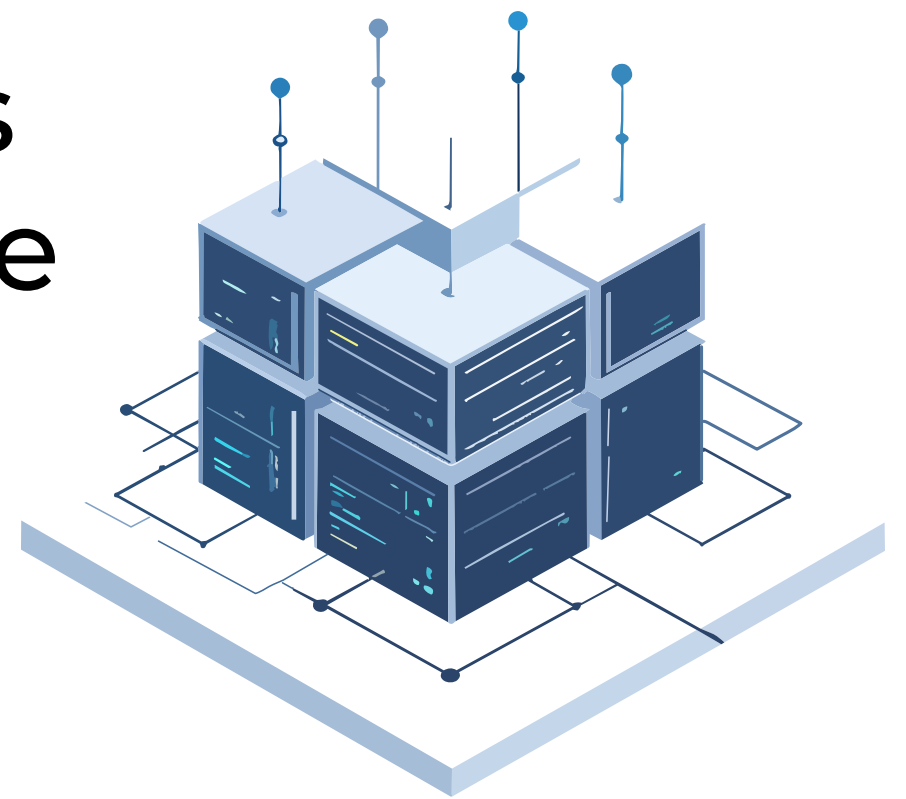


Access to AI is no longer the differentiator

Most companies now have access to the same AI models.

The advantage comes from how they implement them.

Winning with AI depends less on the tools you buy and more on the systems you build.



Human creativity becomes even more valuable

AI is making research, content creation and production dramatically faster. But also, it becomes easier to replicate.

That shifts differentiation toward what AI can't easily replace:

- Strategic thinking
- Emotional intelligence
- Creative judgment
- Cultural understanding

AI increases efficiency. Humans create differentiation.

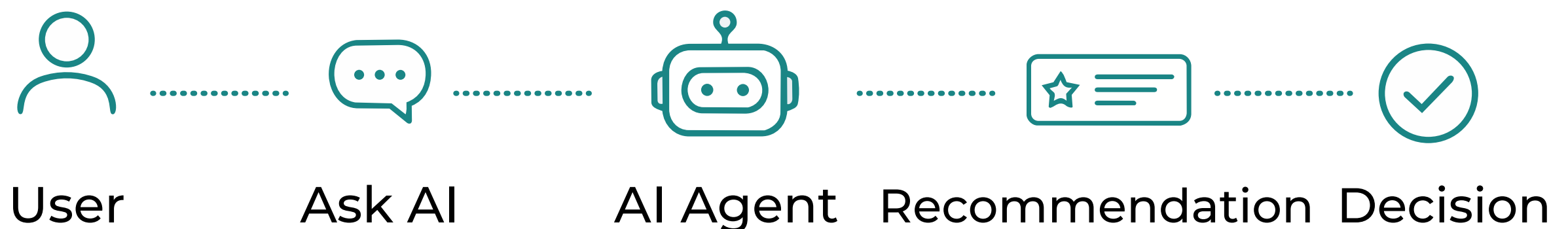


Discovery is changing

Old discovery journey



New discovery journey

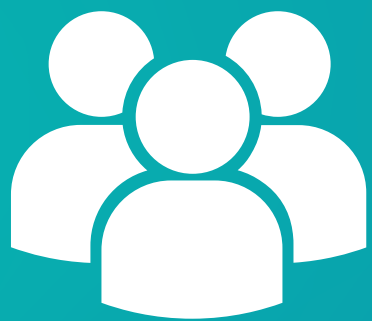


Brands need to become not only discoverable but recommendable.



Brands now communicate with two audiences

Consumers increasingly use AI assistants to research, compare and evaluate brands. Companies now communicate with both:



People
look for trust
and emotion



AI systems
look for structured,
consistent and
credible information.



Cannes Lions 2026 wasn't about AI replacing marketers.

It was about redesigning marketing around AI.

The organizations that win won't simply use more AI, they'll combine AI with stronger systems, better strategy and uniquely human creativity.

Technology may become universal. Good judgment won't.