

Cannes Lions, Accenture Interactive unveil 6 key trend reports

In partnership with Accenture Interactive, Cannes Lions has released six reports that frame festival talking points and winners' trends with wider industry intelligence.

Each report is available for download in made-to-edit PowerPoint format, which may be used to share insights, take relevant content directly from the reports and build presentations.

The six reports are:

- Diversity, Inclusivity and Accessibility Report - A review of key cultural moments and industry work, with a focus on intersectionality, the importance of ingrained inclusion and hiring diverse talent, as well as feminism and #TimesUp.
- Consumer Experience Report - The shift from consumer experience to the human experience: co-creation and consumers as collaborators, how to create messaging that reflects lived lives and sound like the new screen.
- Future-proofing the Business Report - Why creativity has never been more important: a look at the brand-agency relationship, staying relevant and attracting the right talent and how tech and creativity can work together.
- Trust and Ethics Report - How to restore consumer trust, why honesty and transparency are smart investments, how to use artificial intelligence and what it means to respect people's privacy.
- Transformational Storytelling Report - A look at multi-sensory storytelling, the power of social conscience and the importance of truth in storytelling, and why experience always wins.
- Brand Impact Report - A look at the role of brands in culture and brand purpose, the value of listening and empathy and how brands are fuelling industry-wide disruption.

You may download any of the reports [here](#).

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- Official site: <http://www.canneslions.com>, [Facebook](#), [Twitter](#), [Instagram](#)

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