



GLOBAL CINEMA ADVERTISING ASSOCIATION

SAWA SEMINAR 'THE POWER OF CINEMA TO DRIVE CULTURAL CHANGE' AT CANNES LIONS 2016

SAWA hosted their annual seminar at Cannes Lions International Festival of Creativity 2016 within the premier venue, the Lumiere Theatre.

Compered by Jason Solomons, a leading UK film critic, four world class speakers discussed the unique power of Cinema to drive cultural, societal and behavioral change. Sir John Hegarty (advertising legend and BBH founder) discussed the crucial role Cinema has played in his industry-leading advertising campaigns, showing the packed theatre clips of these campaigns. Steve Golin (producer of Spotlight) and Lawrence Bender (producer of Al Gore's 'An Inconvenient Truth') spoke about the role of film in delivering important societal messages, with Steve Golin stressing that Cinema was the perfect medium to bring to light the Boston Globe's crucial work and Lawrence Bender discussing the impact of the environmental film, 'An Inconvenient Truth', on getting the international community to wake up to the realities of climate change. Claudia Gonzalez (Chief of Public Advocacy at UNICEF) also discussed how Cinema has helped the UN spread its most important messages.

Alongside the discussion, the seminar previewed Project Everyone's latest cinema campaign, which aims to encourage mass public support for the rights of girls and women under the Global Goals UN initiative. The advert, called #WhatIReallyReallyWant, was released online following the seminar and is now in cinema due to SAWA and its Global members committing to a global cinema campaign between July and September 2016 to ensure the advert reaches cinema's huge audiences.

The release follows the hugely successful 'We Have a Plan' cinema campaign that ran on cinema screens with the launch of the UN's Global Goals in September 2015. Thanks to SAWA and its Global Cinema Advertising company members, the advert was aired in cinemas across the world to huge success. Nielsen, the media measurement company, reported that the advert was seen over 52 million times in U.S. cinemas, awareness of the Global Goals was 178% higher among adults who saw the cinema commercial and 1 in 3 cinema-goers recalled the advert a week after seeing it.

Hegarty said the humourous #WeHaveAPlan ad was a hit when it aired across cinemas worldwide, "I always think if you want to convert people, make them smile," he said. "For me, cinema is the modern-day campfire. The room darkens, the screen fires up. It's the ultimate communal, shared experience of storytelling without distraction."

Cheryl Wannell, general manager of SAWA, added: "The power of cinema has long been apparent, from the time of silent film right through the implementation of 3D. Technology is one thing, but cinema's storytelling capability and power to drive change is when it is at its most powerful."

The seminar has been very well received by media, with Campaign Live stating 'It is obvious that cinema has a power no other medium can quite replicate'. Highlights of the seminar can be watched here: <https://youtu.be/iGFKwMQ2-s>

About SAWA

SAWA is the global trade body to the Cinema advertising industry. They continually build and develop international standards and best practice for the Cinema medium; raising the profile of Cinema advertising through research, setting of standards and marketing initiatives. SAWA improve the communication between Cinema advertising companies around the world, in turn facilitating the easier buying of the Cinema medium for advertisers and agencies.

SAWA are worldwide founding partners to Project Everyone.

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About Project Everyone & the Global Goals Campaign

At the United Nations Sustainable Development Summit on 25 September 2015, 193 world leaders adopted a set of 17 Sustainable Development Goals. These 'Global Goals' are a plan of action to end poverty, combat climate change and fight injustice and inequality.

Project Everyone was devised by filmmaker and campaigner, Richard Curtis and founded by two women, Gail Gallie and Kate Garvey to make the Global Goals famous, so that they stand the greatest chance of being achieved - if people know about the Goals they can hold their governments, businesses and other institutions to account.



THE GLOBAL GOALS
For Sustainable Development

PROJECT
EVERYONE