



Press Release

SIZE MATTERS! Attention + Emotion + Storytelling = Cinema

The Global Cinema Advertising Association, SAWA, hosts 2023 Cannes Lions seminar highlighting innovations on the latest scientific research on cinema attention metrics and emotional engagement combined with unbridled creativity to engage highly captivated, hard-to-reach audiences.

London, United Kingdom, 14 June 2023 – SAWA, the Global Cinema Advertising Association is pleased to announce its Cannes Lions International Festival of Creativity Seminar being held on Monday, 19th June 2023 at 10:45am–11:15am in the Debussy Theatre at the Palais des Festivals, Cannes, France.

The SAWA Seminar, “**Size Matters: Attention + Emotion + Storytelling = Cinema**” will feature a panel of global leaders in the areas of Attention Metrics, the science of emotions, and the use of Cinema as a brand and performance platform to answer these questions for Cannes Lions delegates:

1. What are the most important reasons to align my creative campaign with the big screen?
2. What new research can I draw on when considering cinema as a creative medium and an effective part of my media mix?
3. How has cinema evolved with the industry and what will the future of cinema be?

SAWA President, Kathryn Jacob OBE (CEO, Pearl and Dean UK) will moderate a lively discussion highlighting the resiliency of cinema, its audience and its advertisers and showcase the evolution of the Medium as leveraged by vital investments into new data capabilities and technologies.

Speakers include:

Ukonwa Kuzi-Orizu Ojo, former Global CMO, Prime Video/Amazon Studios
Mike Follett, Managing Director, Lumen Research,
Dr. Jelle Demanet, Founder, Apollo8

About the seminar, Kathryn Jacob said, “Celebrating 70 years of our close association with Cannes Lions, we are thrilled to bring to the forefront cinema’s resilience and the transformative power it delivers to advertisers via more effective ad impressions with measurable results.”

Julian Pinn, SAWA CEO added, “Since its inception, cinema has leveraged its storytelling capabilities to influence culture. Advertisers have long been able to harness that power and now, leading researchers and technology leaders are helping to prove that cinema is the medium offering unparalleled levels of consumer attention and emotional engagement.”

About Kathryn Jacob OBE

Kathryn is the CEO of the iconic cinema advertising company, Pearl & Dean, and serves as the Chair of Trustees at one of the UK's leading arts venues, HOME in Manchester. She also sits on the Council and Board of the Advertising Association, the Development Board of RADA and is the President of SAWA, the global trade body for cinema advertising.

One of Kathryn's key interests is in Diversity and Inclusion and she leads the Advertising Association's All-In initiative that works across the advertising sector to drive a representative workforce.

Kathryn has co-authored two books. "The Glass Wall" published in 2016 focused on the career development of women and was co-written with Sue Unerman. In 2020 they published their second book together, "Belonging: The Key to Transforming and Maintaining Diversity, Inclusion and Equality at Work" alongside Mark Edwards. Esquire described it as The Most Important Book of The Year.

About Ukonwa Kuzi-Orizu Ojo

Cannes Lions 2023 Titanium Jury member, Ukonwa Kuzi-Orizu Ojo is the former Global Chief Marketing Officer and US General Manager for Amazon Prime Video & Studios. During her tenure at Amazon she helped Prime Video replace Netflix as the #1 US streamer for the first time ever, and launched 8 of the top 10 shows in Prime Video history. In addition, she helped the streamer garner 5 Golden Globes, 4 Oscar nominations and 2 wins, 50 Emmy nominations and 8 wins, and 111 Entertainment Clio's. Ukonwa is now the Founder and CEO of Zaia Ventures, a company committed to building and scaling businesses that serve underrepresented and marginalised communities.

About Mike Follett

Mike spent his whole career trying to make communications more effective. He started out at BMP DDB, the agency that invented Account Planning. In 2007, he moved to New York, to start a strategic planning department for Tribal DDB in North America, applying planning practices to digital communications. Two years later, he went out to Mumbai, to head up the planning department for the DDB group in India. He returned to the UK to work for Tesco's advertising agency, before doing an MBA at Imperial College, London.

About Dr. Jelle Demanet

Jelle is a cognitive psychologist and former visiting professor at the University of Ghent, with a special interest in Extended Reality, measuring technology and data science.

At Howest University of Applied Sciences he founded the Human Interface Technology lab (HITlab) in 2019. Here he coordinates a multi-disciplinary team of educational specialists, psychologists, occupational therapists, game developers and AI engineers to build and investigate proofs of concept of Extended Reality applications in different fields, from the fields of design and manufacturing to healthcare and education.

In 2021 Jelle co-founded the XRvalley.be, which tries to bring together the different stakeholders in Extended Reality in Belgium. As founder of Apollo8 he develops commercial software in which AI algorithms are applied in various contexts including cinema.

Contact Information

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About SAWA Global Cinema Advertising Association

SAWA is the global trade body of Cinema Advertising Companies who sell the medium and Associated Companies that supply services and products to the cinema advertising industry. SAWA develops international standards and best practices for the Cinema medium and works to improve communication among Cinema Advertising companies around the world in order to facilitate streamlined buying of the Cinema medium for brands and agencies.

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