

Dentsu Aegis doubles share of voice with LinkedIn Live from Cannes



For Dentsu Aegis Network, the Cannes Lions International Festival of Creativity is a vital touchpoint for reinforcing brand profile and reputation. However, with every major digital marketing network leveraging the occasion for thought leadership on social media, standing out amid the noise is a challenge. Adopting LinkedIn Live as a platform for streaming interviews and panel discussions transformed reach and engagement. It drove a 48% share of voice for Dentsu Aegis, establishing it as the most talked-about digital marketing network at the Festival.

The Challenge

- Increase the reach and impact of Dentsu Aegis Network's thought leadership content at Cannes
- Grow the Network's share of voice during the Festival
- Generate meaningful engagement at scale

The Solution

- Live video of two thought-leadership events each day, streamed through LinkedIn Live
- Organic promotion to Dentsu Aegis Network's follower base on LinkedIn.

Why LinkedIn?

- Organic reach among a relevant B2B audience
- Quality of engagement in a professional environment
- Launch of LinkedIn Live enabling live video streaming

Results

- LinkedIn Live significantly outperformed all other live video platforms for reach and engagement
- Live streaming helped to drive a 48% share of voice for Dentsu Aegis during the Festival, more than doubling the target of 20%
- The engagement rate on LinkedIn reached 31%, trebling the target rate of 10%
- Dentsu Aegis was the most talked-about digital advertising network on social media during the festival (and featured in the Top 10 most talked-about brands)

48% share of voice for Dentsu Aegis during the Festival

31% engagement rate on LinkedIn reached

Live streaming thought leadership discussions from the digital marketing network's beach house drove a 48% share of voice during the Cannes Lions International Festival of Creativity.

Winning the Share of Voice battle with LinkedIn Live

The Cannes International Festival of Creativity is the year's highest-profile thought-leadership opportunity for digital marketing services, and maintaining a strong share of voice within an inherently noisy environment is a vital part of Dentsu Aegis Network's strategy. "Maintaining and enhancing our brand and reputation is one of our biggest strategic priorities at Cannes," says Dentsu Aegis Network's Global Head of Digital Marketing, Sabrina Rodriguez. "How do we make sure we're driving share of voice in a way that's meaningful and positive? Live video has an instrumental role to play in that."

For the last five years, Dentsu Aegis Network has used a pop-up beach house on the Cannes Croisette as the focal point for its thought leadership at the Festival, and Sabrina and her team had been quick to recognise live video as the key to amplifying this content and helping it to stand out. However, winning the Share of Voice battle around Cannes would require more than streaming live. Dentsu Aegis Network needed a platform that could deliver reach, momentum and quality engagement.

"With other platforms, we'd had 50 to 100 people watching live at any one point," says Sabrina. "As soon as we went live with LinkedIn we could see a huge difference. We had thousands of viewers even without paid promotion. It helps that a more relevant audience are already following us on the platform. LinkedIn Live leveraged that really effectively."

A high-quality audience delivers high-quality engagement

One of the highlights of Dentsu Aegis Network's week at Cannes was the beach house interview of EVP, Member of the Board, Dentsu Inc., and Executive Chairman & CEO of Dentsu Aegis Network, Tim Andree, by CNN's Julia Chatterley. It demonstrated one of the other key advantages of live streaming on LinkedIn: the quality of engagement and conversation.

"We had hundreds of people posting comments during the LinkedIn Live sessions – and those comments were engaged, intelligent and meaningful," says Sabrina. "It was clear that we were reaching the right audience – and we're looking forward to building on this as LinkedIn Live develops, with more active moderation features and the ability to integrate audience questions into a discussion."

That relevant reach and engagement helped to transform the impact of live video in amplifying thought leadership content. It gave Dentsu Aegis Network a 48% Share of Voice among its competitive set, more than double the pre-Festival target of 20%. The engagement rate of 31% similarly smashed the initial target of 10% engagement – and helped to establish Dentsu Aegis as the most talked-about marketing services network on social media during the Festival.



"The difference was obvious the minute we went live with LinkedIn. It dwarfed other channels in terms of meaningful reach and engagement. We were getting thousands of views and hundreds of comments representing relevant, high-quality discussions and debate."

Sabrina Rodriguez
Global Head of Digital Marketing
Dentsu Aegis Network

