

Introduction

Grip is the first artificial intelligence powered matchmaking solution. Used by Reed Exhibitions, UBM, ITE Exhibitions, Clarion Events, Ascential and many more of the largest and most prestigious organizers in the world.

Hereby, we would like to enter the UFI Digital Innovation Award for 2017 with the Grip Matchmaking Solution that has established more than 60,000 connections for thousands of professionals but was particularly successful at Cannes Lions 2016. The Cannes Lions Networking App established 8.4 connections per user and over 20.000 connections in total having a huge positive impact on the event experience.

What drove you to develop a new programme/tool?

Traditional event apps offer nothing more than an attendee list to facilitate networking for attendees. They leave attendees unhappy with the connections they established and with a feeling of having missed out on some of the best contacts that they thought they would be able to make at an event.

Cannes Lions came to Grip with the challenge to provide a smoother and more engaging way for attendees to network with each other. We designed a standalone branded app for Cannes Lions that used our artificial intelligence powered Matchmaking API integrated into the app to deliver the best possible connections fast and easily.

What were the main objectives?

- Improve the event experience for delegates through better networking before and during the event.
- Get deeper insight into which people connect with each other during Cannes Lions.

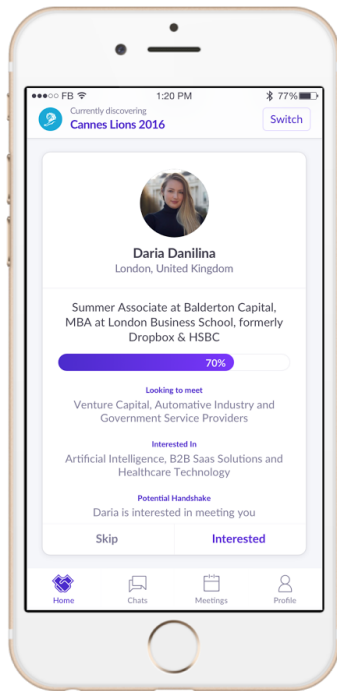
Which value added services did you seek to provide?

- A dedicated mobile app that connects attendees in a seamless way.
- Rather than a long list of attendees present users with a personalized feed of recommended people to meet.
- Instant messaging as the primary functionality of an instead of in hidden side menu.
- Get extra insight into which groups of people connect with each other at Cannes Lions.
- Give extra visibility to Phd Media, who was Cannes Lions partner for the app.

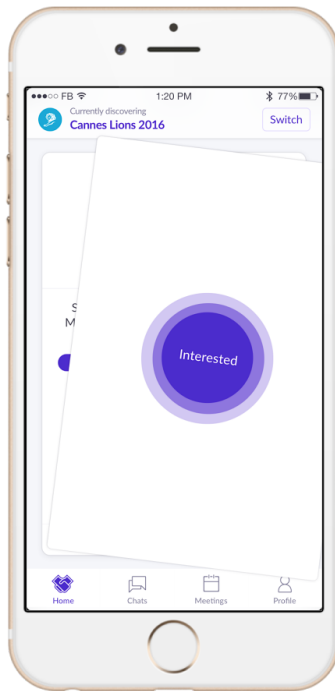
What measures did you take to reach those objectives?

To achieve the objectives, the Grip Matchmaking Solution and its underlying Matchmaking Engine were used to make sure that the most relevant people are recommended first and it was easy and engaging for attendees to connect and meet using the Instant Messaging functionality of the app.

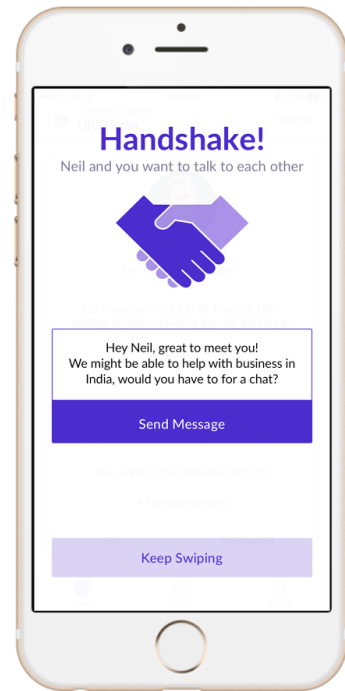
Personalized recommendations presented in a "card" style



Intuitive and engaging "tinder-style" swiping



Handshakes are established when both people choose "interested"



Above the screenshots of how the Cannes Lions Networking App worked. A simple and intuitive interface to present relevant people to meet, show interest, message and meet fellow delegates at Cannes Lions.

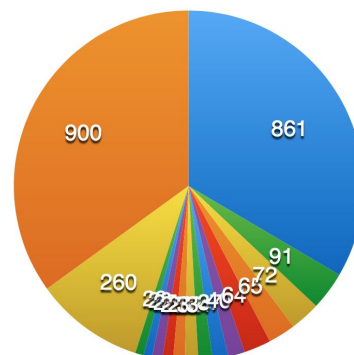
The second objective, was to make sure that the Cannes Lions team afterwards received deeper insight into the connections in the Grip Dashboard.

Marketing and Advertising
Public Relations
Design
IT and Services
Consumer Goods
Computer Software
Publishing
Other

Internet
Online Publishing
Media Production
Broadcast Media
Management Consulting
Entertainment
Graphic Design
Unknown

On the right, a pie chart of one of the many graphs presented back to Cannes Lions after the event. Colours for industries have been covered as to comply with Cannes Lions data protection.

Pie chart of industry occurrences

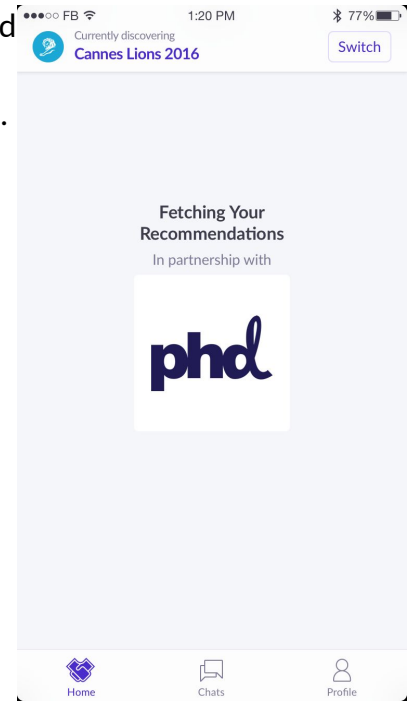


The third objective was to give extra visibility to the PHD Media brand which was done in the form of sponsored spinners. The spinner was shown every time a user opened the app for approximately 2 seconds.

The best thing about the sponsored spinners was that they were not damaging the user experience but highlighted Phd Media in a simple but effective way.

What were the specific challenges faced? How were these overcome?

Having a smooth onboarding experience for the app was one of the challenges. We used smart marketing links that automatically send people to the App Store when they were opened on mobile and to a custom landing page when opened on desktop. In addition to that Cannes Lions did an amazing job at creating captivating tweets and marketing materials to get people to download the app.



TRY THE NEW CANNES LIONS NETWORKING APP

New for 2016, the dedicated Cannes Lions Networking App holds the details of your fellow Festival goers from across the world.

Available to download for iOS and Android, Swipe through other delegates and swipe right for those you want to connect with.

Easy, addictive and extremely useful, download it now and start networking.

[Download for iOS](#)

[Download for Android](#)

Were your objectives reached?

Yes, the objectives were more than reached as the quotes below demonstrate from PHD Media and Cannes Lions:

Avril Canavan, Worldwide Marketing and Communications Director for PHD said: "PHD has been the official partner since the main Festival app launched six years ago, so we were excited to also be part of this new standalone app for networking. It's great to see how well it's been received by delegates in its first year."

Richard Boswell, Digital Project Manager for Cannes Lions, said: "We're delighted with the response to the new app, which transformed the way people met. With over 15,000 attendees this year, it was vital the right connections were made with the right people."

What relevant results can you share?

Some of the results of the app below:

- **3,500** people downloaded the Cannes Lions Networking app. Way above expectations.
- **296 swipes** per user were made on the app resulting in **20,000** connections and over **23,000** messages were exchanged.
- **68,000** impressions for the Phd Media brand.

Several publications wrote about the success of the Cannes Lions Networking App:

Incentive Travel:

<http://www.incentivetravel.co.uk/news/technology/33977-new-cannes-lions-app-powered-by-grip-transformed-networking-at-this-year-s-festival-of-creativity>

Meetpie:

<http://www.meetpie.com/Modules/NewsModule/newsdetails.aspx?newsid=23208>