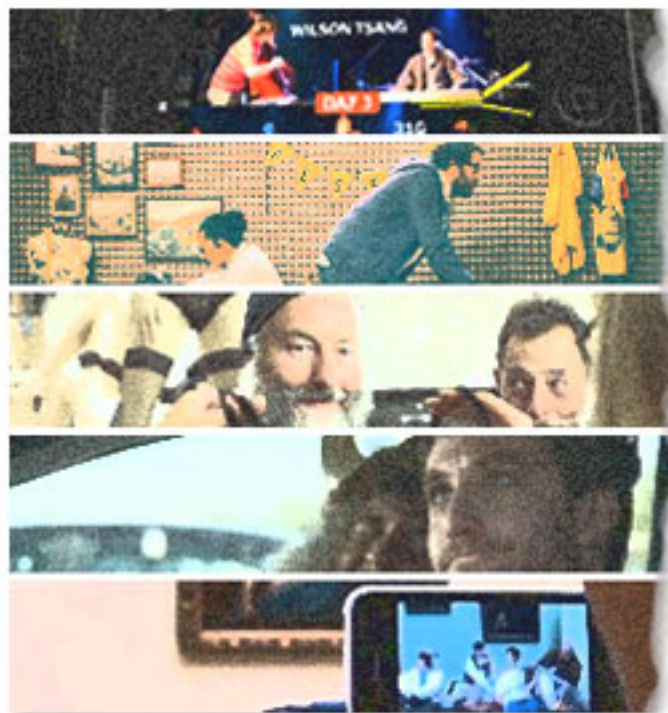


# HumanKind

## Project SparkBox

"The first ad unit that will let brands do effective word-of-mouth marketing at scale." Leo Burnett partners with Facebook for a groundbreaking effort to create an innovative new advertising unit.

Check out [the original piece](#) about our new relationship with Facebook from the New York Times, Chief Innovation Officer Mark Renshaw's [chat with Crain's Chicago Business](#) and our own [conversation](#) with digital strategist Jake Setlak.



## Breaking Work

We've got a huge collection of new creative to share this month. Here's a sampling of some of the best: LB/Hong Kong follows on the groundbreaking "Hidden Sound" effort for Zoo Records with "[Hidden Live](#)," an immersive experience that delivered free live mobile concerts to fans of indie music. Buenos Aires debuts a new [Car One campaign](#) that warns potential car buyers about suspect vehicle histories. A bicycle and sewing machine share a connection in a charming film from Iberia for the [New Museum Shop](#). An unlikely pair of rural tourists embark on [an eye-opening trip to the big city](#) in a new spot from Zurich, and the [Sukiennice Museum](#) places visitors in the middle of incredible visual narratives.



## Cannes Predictions

Three weeks and counting until the 54th annual Cannes Lions. Study up at [Cannes Predictions](#), where you'll learn everything you need to know in advance of the industry's most prestigious festival. Get inside tips on the hottest Lion contenders, and insight from the most awarded creative directors on the planet.

## Leo Lens

Shoppers are changing the rules of retail by using social media to learn about, interact with, and purchase brands. How to navigate this new world and activate this new breed? The answers lie in an understanding of social behaviors and channels, and how they interact to influence shoppers. [Read more](#)



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