# Jun 17 | 1200-1700
# Oasis Theatre

## 1200-1230PM GST

### Creatives in Control

Publicis Groupe

**Speaker**

**Nick Law**
Chief Creative Officer
Publicis Groupe,
President Publicis Communications

**When**

Monday 17, 10:00 - 10:30 (30min)

Lumiere Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

Conventional wisdom dictates that creative people are dreamers and makers, while other more 'responsible' people make the big decisions about how things are structured and what should get made in the first place. But the reality is that in a world where the product of creativity needs to change dramatically—keep up with changing media, evolve at the speed of culture, and have any impact whatsoever—it's the creatives who need to take the lead in designing the companies we work for. We're the product people after all, and therefore the ones who best understand what needs to get done. This talk imagines a world where creatives are in the driver's seat and where everything gets better as a result.

## 1245-1330PM GST

### Visual Diet : We are what we see. Exploring the Relationship between Imagery & Mental Health

M&C SAATCHI

**Speakers**

**Adelaide Damoah**
Artist
MTArt Agency

**Mimi Gray**
Head of Visual Content
M&C SAATCHI

**Jude Kelly**
WOW Founder
WOW, Women of the World

**John Rankin**
Photographer
Rankin Group

**Moderator**

**Matt Cooper**
Little Black Book,
Founder
Little Black Book

**When**

Monday 17, 10:45 - 11:30 (45min)

Lumiere Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

We are force-fed tens of thousands of images every day. Many of these hyper-retouched, sexually gratuitous and highly addictive. We want to make people aware that, just like you are what you eat, what you see affects your mental health. Visual Diet seeks to promote body and mind positive imagery, encourage people to it seek out, create and publish it. Public art, social media, branded content, personal or professional, it all counts.

Join world renowned photographer Rankin, Jude Kelly CBE and Head of Visual Content at M&C Saatchi Mimi Gray to discuss the impact of our visual diet and the responsibility we have as an industry to make it better.

## 1345-1415PM GST

### Inspiration is Undefeated

VMLY&R & Versify

**Speakers**

**Kwame Alexander**
Author and Founding Editor
Versify/HMH

**Randy Preston**
Musician
KA Productions

**Moderator**

**David Sable**
Non-Executive Chairman
VMLY&R

**When**

Monday 17, 11:45 - 12:15 (30min)

Debussy Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

Solving the puzzle of marketing to younger audiences is often a perplexing exercise. School-aged children are the first generation to grow up with technology at their fingertips 24/7. Thus, we tend to generalise their habits and interests accordingly. The truth is, kids are engaged by the same things we all are - transformative experience that electrifies their imaginations.

Through storytelling and performance, New York Times Bestselling Author, and Founder of Versify, Kwame Alexander shares his innovative experiences in the publishing industry that have turned millions of reluctant K-12 readers into die-hard fans of his hardcover books. Digital still sells, but hardcover is up 6.2%, to 1.9 billion dollars, outperforming e-books for the first time in six years. Here's why inspiration is undefeated.

**Questions this session will answer:**

* Why are hardcover book sales in general, and children's hardcover books, in particular, increasing in our tech-driven world?
* How do we bridge the gap between commerce and community?

## 1430-1515PM GST

### Dreamers with Purpose: The Next 50 Years

Samsung Electronics

**Speakers**

**YoungHee Lee**
Chief Marketing Officer
Samsung Electronics

**Susan Buckner Rose**
Product Marketing Director
Instagram

**Moderator**

**Benjamin Braun**
Chief Marketing Officer
Samsung Europe

**When**

Monday 17, 12:30 - 13:15 (45min)

Lumiere Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

Once, we dreamt of landing on the moon. In 1969, we made that dream a reality - defying every barrier in our way. That same year, Samsung was born – and it too, earned a global reputation in the years since for defying barriers through relentless innovation.

Now, it's time for new dreamers, who dream differently... Gen Z, mankind's first true digital natives. Many of whom have grown up in a time of deep economic crisis and disillusion.
The result is a remarkable generation: resilient, curious, focused on social values, innately using technology for self-improvement and life-hacking their way to what success means for them.

In this session, we'll explore how brands can connect with, and support, these young people.

## 1530-1615PM GST

### Less Stuff. More Joy: Life-Changing Japanese Creativity

BlueCurrent

**Speakers**

**Takumi Kawahara**
Co-founder and CEO
KonMari Media Inc.

**Marie Kondo**
Founder
KonMari Media, Inc.

**Moderator**

**Lynne Anne Davis**
Asia Pacific President & Senior Partner
FleishmanHillard

**When**

Monday 17, 13:30 - 14:15 (45min)

Lumiere Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

The Japanese art of minimalism is unfolding on a mass scale, thanks to Mare Kondo, star of the hit Netflix series based on her best-selling book, "The Life-Changing Magic of Tidying Up."

Marie's mystical mantra "Does it spark joy?" has inspired millions to confront their possessions and let go of anything that no longer serves them. People around the world are now obsessed with Marie – and her KonMari Method – for simplifying their lives and unlocking happiness.

The result is a remarkable generation: resilient, curious, focused on social values, innately using technology for self-improvement and life-hacking their way to what success means for them.

In this session, we'll explore how brands can connect with, and support, these young people.

## 1630-1700PM GST

### The Wonder Of What The F*ck

adam&eveDDB

**Speaker**

**Richard Brim**
Chief Creative Officer
adam&eveDDB

**When**

Monday 17, 14:30 - 15:00 (30min)

Lumiere Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

Richard Brim will discuss how 'the wonder of what the fuck' can be a powerful element in creative strategy.

He will reveal how it has played a pivotal role – from insights, to ideas, to production - in creating award-winning work that has led to adam&eveDDB being named Cannes Lions 'Agency Of The Year'.

**Jun 18 | 1300-1645**
**B17 S9A (Law/Politics)**

## 1300-1345PM GST

### Defining Art + Activism

Participant Media

**Speakers**

**Alfonso Cuarón**
Academy Award-Winning Film Director

**Colleen DeCourcy**
Co-President and Chief Creative Officer
Wieden+Kennedy

**David Linde**
CEO
Participant Media

**Ai-jen Poo**
Executive Director
Domestic Workers Alliance

**When**

Tuesday 18, 11:00 - 11:45 (45min)

Lumiere Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

It's no secret that people want purpose, and brands without it are being left behind. For 15 years, Participant Media has been at the forefront of art and activism, driving change through its slate of award-winning films and television, including An Inconvenient Truth, Food, Inc., Spotlight, Green Book, RBG, Roma, America to Me and Wonder. In this session, Participant, with the help of Oscar-caliber creatives and real-world change-makers, will unveil how they use storytelling to create lasting impact around today's most important issues.

## 1400-1430PM GST

### The Art of Asking Questions

Taboola

**Speakers**

**Steven Pinker**
Professor
Harvard University

**Adam Singolda**
Founder and CEO
Taboola

**When**

Tuesday 18, 12:00 - 12:30 (30min)

Debussy Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

"Computers are useless. They can only give you answers."

Picasso inherently understood a computer's utility is directly linked to the questions it's programmed to answer.

Asking questions is an art. A well-crafted, timed and delivered question can greatly improve the quality of the answer - be it from humans or machines.

Technology may have enhanced the quality of the answers we receive, but the way most of us ask questions hasn't changed. Given we are all looking for answers, it benefits us to better understand the art of asking.

This session will examine the semantics of a well-worded question, and debate whether advancements in AI will enable machines to ask more sophisticated questions, or whether humans will remain greater command.

## 1500-1545PM GST

### More Is More: The Future of Prestige Content in the Streaming Age

Conde Nast

**Speakers**

**Laura Dern**
Actress

**Robert Greenblatt**
Chairman
WarnerMedia Entertainment

**Radhika Jones**
Editor in Chief
Vanity Fair

**When**

Tuesday 18, 13:00 - 13:45 (45min)

Lumiere Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

As technology continues to disrupt entertainment, multi-platform experiences have created the potential for vast audience growth and deeper engagement. Vanity Fair editor-in-chief Radhika Jones hosts a discussion with Bob Greenblatt, chairman of WarnerMedia Entertainment and Direct-to-Consumer, and actor and producer Laura Dern (Big Little Lies), on how to make the influential and prestigious content on a dramatically larger and more dynamic scale.

## 1600-1645PM GST

### From Design Thinking to Design Feeling

Google

**Speakers**

**Spencer Bailey**
Co-Founder
The Slowdown

**Ivy Ross**
Vice President of Design; Google Devices and Services
Google

**When**

Tuesday 18, 14:00 - 14:45 (45min)

Lumiere Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

What does it look like and feel like to hold Google in your hands? In 2016, that was the assignment given to Ivy and the design team she leads at Google.

Join Ivy as she explains the mission that her award-winning team embarked on to shift the company's understanding of design through their approach to the creative process - from the creation of a new design language to a way of working that continues to be critical to their success.

# Jun 19 | 1200-1800
# B17 S9A (Law/Politics)

## 1200-1245PM GST

### Raising the Bar on the Small Screen

MediaLink

**Speakers**

**Michael Kassan**
Chairman and CEO
MediaLink

**Jeffrey Katzenberg**
Co-Founder and Managing Partner
WndrCo

**Meg Whitman**
CEO
Quibi

**When**

Wednesday 19, 10:00 - 10:45 (45min)

Lumiere Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

In this session, industry icons Jeffrey Katzenberg and Meg Whitman sit down with MediaLink's Michael Kassan to discuss the market trends that have opened the gates to a new form of storytelling delivered through a technology platform optimized for easy, on-the-go mobile viewing. Drawing on their combined leadership experience at Dreamworks, Disney, eBay, and HP, Katzenberg and Whitman will discuss how they are bringing together the best of Hollywood and Silicon Valley to create the future of entertainment.

## 1315-1345PM GST

### The Algebra of Happiness

Gartner L2

**Speaker**

**Scott Galloway**
Founder, Professor of Marketing
Gartner L2, NYU Stern

**When**

Wednesday 19, 11:15 - 11:45 (30min)

Debussy Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

In this session, outspoken NYU professor of Marketing, Scott Galloway, takes a hard left turn from criticising big tech and offers up lessons from the most popular class in his Brand Strategy course each year. The Algebra of Happiness is a series of equations that attempt to distill observations regarding failures and successes in business, relationships, parenting, and health. Taking life advice from an angry, depressed professor may not make sense but he's your angry depressed professor and has done his homework. Melding research and data with personal experiences Professor Galloway provides observations on a life well lived.

## 1400-1445PM GST

### Survivor's Guide to the Adpocalypse

Burger King

**Speakers**

**Fernando Machado**
Global Chief Marketing Officer
Burger King

**Marcelo Pascoa**
Head of Global Marketing
Burger King

**When**

Wednesday 19, 12:00 - 12:45 (45min)

Lumiere Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

I try not to look at advertising [anymore] because I think by and large it's quite boring" - Sir John Hegarty

For years now, critics of all kinds have been propheticizing the death of advertising. Whether brought by the VHS, TiVo, Social Media, Ad Blockers, Netflix, AR, AI, the Russians or the demonetization of YouTube videos, the Adpocalypse is coming - and yes, just like the night, it is dark and full of terrors.

That's why Cannes is a festival of creativity, not just of advertising. And this year Fernando Machado (Global CMO @ Burger King) and Marcelo Pascoa (Head of Global Marketing @ Burger King) will go beyond Burger King's advertising to talk about how the brand continues to reinvent itself through design, technology, and product innovation. All wrapped up on what really matters: Creativity.

## 1445-1530PM GST

### The Economist BIG Debate

The Economist

**Speakers**

**Livia Firth**
Co-founder & creative director
Eco-Age

**Kathleen Hall**
Corporate Vice President of Brand, Advertising and Research
Microsoft

**Todd Kaplan**
VP of Marketing
PepsiCo

**Rory Sutherland**
Vice Chairman, Ogilvy
Ogilvy

**Moderator**

**Zanny Minton Beddoes**
Editor-in-Chief
The Economist

**When**

Wednesday 19, 12:45 - 13:30 (45min)

Debussy Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

Is the 'business of business' to create value for shareholders, or value for the world?

Following on from the success of The Economist BIG Debate at Cannes Lions 2018, this session will see Zanny Minton Beddoes, editor-in-chief of The Economist, host a debate on whether marketers have become so distracted by having a 'purpose', they have forgotten their commercial reality - to sell products/services and drive profit. The debate will focus on the value of brand purpose, the impact on sales and whether consumers continue to perceive for-purpose campaigns as a benefit to the world and community, or as a ruthless sales tactic?

## 1600-1645PM GST

### Beefin' Up Brands: The Power of Creative Transformation

WPP

**Speakers**

**Kurt Kane**
US President and Chief Commercial Officer
Wendy's

**Mark Read**
CEO
WPP

**Debbi Vandeven**
Global Chief Creative Officer
VMLY&R

**When**

Wednesday 19, 14:00 - 14:45 (45min)

Lumiere Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

Wendy's was the original challenger brand in the fast-food market. But in recent years it has undergone a transformation – from old-fashioned "legacy" brand to sassy, outspoken cultural sensation and darling of the internet.

Known today for its product innovations, quick-witted social content and even a hip hop mixtape, Wendy's was named the world's most innovative company in social media for 2019 by Fast Company.

Outstanding creativity and results for clients are at the heart of WPP's own radical evolution. Join us as Mark Read leads a discussion with Kurt Kane, US President and Chief Commercial Officer at Wendy's, and Debbi Vandeven, Global Chief Creative Officer of VMLY&R, to explore the award-winning work behind the reinvention of the Wendy's brand.

## 1730-1800PM GST

### Disrupting the Norm - Changing the Face of Formula 1

Aston Martin Red Bull Racing

**Speaker**

**Christian Horner OBE**
Aston Martin Red Bull Racing Team Principal
Aston Martin Red Bull Racing

**Moderator**

**David Coulthard MBE**

**When**

Wednesday 19, 15:30 - 16:00 (30min)

Debussy Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

Formula 1 has been running for 70 years and has historically been the proving ground for OEM teams. In 2004, Red Bull bought Jaguar Racing and turned around a failing team into an eight-time World Championship winning team.

This is the kind of transformation many brands dream of.

At the age of 36, Christian Horner became the youngest ever Formula 1 Team Principal, leading a team that was initially seen as a 'party' team to become a highly regarded Championship Winning team in just six years.

**Jun 20 | 1330-1715**
**B17 S9A (Law/Politics)**

## 1330-1415PM GST

### Time to Step Up: Smashing Beauty Stereotypes

Getty Images

**Speakers**

**Amanda de Cadenet**
Founder and CEO
#Girlgaze

**Sophie Galvani**
Global Vice President, Dove
Dove

**Shonda Rhimes**
Writer, Producer and Author
Shondaland

**June Sarpong**
Broadcaster
N/A

**Dr Rebecca Swift**
Creative Insights Director
Getty Images

**When**

Thursday 20, 11:30 - 12:15 (45min)

Lumiere Theatre, Palais I

Watch online with Digital Pass learn more

## 1430-1515PM GST

### Stop Holding Your Breath: Brand Activism in a Hyper-Charged Society

Omnicom Group

**Speakers**

**Kenya Barris**
Writer and Producer
Netflix

**Colleen DeCourcy**
Co-President and Chief Creative Officer
Wieden+Kennedy

**Troy Ruhanen**
President and Chief Executive Officer
TBWA

**Moderator**

**Tiffany R. Warren**
SVP and Chief Diversity Officer at Omnicom, Founder and President of ADCOLOR

**When**

Thursday 20, 12:30 - 13:15 (45min)

Lumiere Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

With 75% of millennials expecting companies to speak out on today's most important issues, it's only a matter of time before a brand marketer will be required to do exactly that. And we've all observed how a company's response – or lack thereof – can affect its reputation, sales, employee satisfaction, shareholder value, etc.

Instead of being frightened by the inevitable, this session will dive into the successful and unsuccessful attempts by brands to take a stand on a divisive issue. The panel of advertisers, producers and D&I leaders will review recent campaign examples (Nike: Kaepernick campaign, Nissan: #SheDrives campaign, etc.) and engage the audience in a discussion on execution, outcomes and how to successfully embrace brand activism moving forward.

## 1530-1615PM GST

### The 50+ Goldmine: Sparking Creativity's Coming of Age

AARP

**Speakers**

**Martha Boudreau**
Chief Communications and Marketing Officer
AARP

**Maye Musk**
Model, Dietitian

**Leo Savage**
Executive Creative Director
Grey London

**Bozoma St John**
Chief Marketing Officer
Endeavor

**Moderator**

**Tina Brown**
Founder and CEO
Tina Brown Live Media/Women in the World

**When**

Thursday 20, 13:30 - 14:15 (45min)

Lumiere Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

Creativity means seeing the world differently – and now, seeing the $15 trillion global business opportunity presented by the world's aging population. Consumers 50+ control 70% of U.S. disposable income and 79% in the UK. Fueled by data, insights and the courage to disrupt our profession, some marketers are getting the aging story right – and as a result, are poised for booming growth. Those who've created new value for older generations are few and far between, but amid the first era ever to boast a 100-year lifespan and a five-generation workforce, this is the opportunity of our creative lives. Innovators and enthusiasts gather here to reimagine the creative, financial and societal possibilities that can connect us.

## 1630-1715PM GST

### The Future of Entertainment

Havas / Vivendi / UMG

**Speakers**

**Jeff Goldblum**
Entertainer
UMG

**Stéphane Xiberras**
President and CCO / Head of Global Creative Council
BETC Paris / Havas

**Moderator**

**Louise Benson**
Executive Festival Director
Cannes Lions

**When**

Thursday 20, 14:30 - 15:15 (45min)

Lumiere Theatre, Palais I

Watch online with Digital Pass learn more

**Session description**

Every minute of every day, some 300 hours of video are uploaded to YouTube. It would take eight months to watch all the programming currently available on Netflix and around 230 years to listen to all the songs on Spotify. We are utterly overloaded with entertainment content—and yet we continue to crave more, like junkies seeking our next fix.