

BRAND MARKETING ACADEMY

Sponsored by

NETFLIX



CANNES LIONS SCHOOL

Sunday 15 June

15:00
CAMPUS STAGE

LIONS ACADEMY KICK-OFF

The Cannes Lions School welcomes you to Cannes Lions 2025!

Welcome from Simon Cook, CEO, LIONS
Meet the Cannes Lions School Team
Maksimising Your Week with Maks Kallhed, Founder, Amongst Friends
Introduction to the Academy Deans & Tutors

Buckle up, strap on your seat belt, pack your parachutes, and inflate those airbags because you're about to embark on the ride of a lifetime. After you've heard from the Cannes Lions School Team, Maksimilian Kallhed will welcome you, the Academy class of 2025, to the Cannes Lions Campus by sharing some vital tips and tricks on how to "Maksimize" festival week, and run an activity for the full School cohort. It's gonna be a wild ride!

16:00
CLASSROOM

Brand Marketing Academy Welcome

Meet the leaders of the Academy and get to know your classmates.

Douwe Bergsma, Academy Dean
Juliana Oliveira, Alumni Tutor

Monday 16 June

09:00 - 09:30
CLASSROOM

Brand Marketers Academy Opening

Douwe Bergsma, Academy Dean
Juliana Oliveira, Alumni Tutor

09:30 - 11:00
CLASSROOM

The things I believe in – A fireside chat with Marc Pritchard

As Chief Brand Officer of P&G, I believe in the power of brands to serve people with the best performing household and personal care products, while also being a force for good through ethics and responsibility, community impact, diversity and inclusion, gender equality and environmental sustainability.

Join me for a Q&A, anything goes.

Marc Pritchard, Chief Brand Officer, Procter & Gamble

11:30 - 12:15
CAMPUS STAGE

Creativity: The Brand Marketer's Most Powerful Weapon

James Hurman has studied creativity and effectiveness for two decades and will discuss the evidence that shows creativity to be the number one driver of ROI in marketing and brand building.

James Hurman, Founding Partner, Previously Unavailable

13:00
CAMPUS

Lunch

14:00 - 15:00
CLASSROOM

Inspiration and Insights from CMOs

A Q&A with leading CMOs who share their professional and personal insights.

What three things do you sense check before you make a key marketing decision?

What future trends do you think this class needs to know about?

What could this class teach you as a marketer?

What advice would you give to your 30/31 year old self?

Anthony Kennedy, Chief Marketing Officer, ION

Najoh Tita Reid, Chief Brand and Experience Officer, Mars

Sunder Balasubramanian, Chief Marketing Officer, Myntra

15:15 - 15:45
ROTONDE STAGE

How to Give Your Brand the X Factor

We know why you should invest in brand building – the data is clear. But turning that theory into real-life marketing is where the industry struggles. And with the latest round of economic uncertainty, brand budgets are once again under threat.

Building on the smash-hit report, The Multiplier Effect, WARC teams up with some special guests to create a field guide to brand investment, including tips and tricks from chief marketing officers who have made it work.

Questions this session will answer:

- How do you make sure brand and performance teams work together?
- How do you build brand ideas that drive performance, and turn promotions into brand moments?
- When budgets are under pressure, how do you ensure you don't lose brand investment?

James Hurman, Founding Partner, Previously Unavailable

David Tiltman, Chief Content Officer, WARC | SVP Content, LIONS Intelligence, LIONS

Laura Jones, Chief Marketing Officer, Instacart

16:15 - 17:15
EXHIBITION, LEVEL -1

Exhibition of the Work

Get to know this year's winning work by exploring the Exhibition.

17:30 - 19:00
TERRACE

Happy Hour on the Terrace

Come together with your fellow delegates for sunset drinks on The Terrace

Tuesday 17 June

09:00 - 10:00
NETFLIX

Netflix Exclusive: Breakfast & Fireside Chat with Marian Lee

Join us for an exclusive fireside chat with Marian Lee, Global CMO at Netflix.

ROOFTOP, JW
MARRIOTT,,
50 BD DE LA CROISSETTE

In this intimate, invite-only session, Marian Lee will share a few key lessons she's learned as a marketer over the years. Immediately following this session, marketers will be given an opportunity to connect with key executives from Netflix's Brand Partnerships, Integrated Marketing, and Ads Marketing teams to gain valuable insights from the teams behind some of entertainment's most impactful marketing moments.

Marian Lee, Global Chief Marketing Officer, Netflix

Arrival from 8:30am for breakfast, fireside chat from 9:00am

10:15 - 10:30
RED CARPET STEPS

Red Carpet Photos

11:00 - 12:00
CLASSROOM

Are You Equipped to Drive Growth?

Marketing is misunderstood in most organizations. The role has evolved so much over time due to macro environmental changes and consumer expectations. However, most organizations don't fully appreciate or understand how Marketing fits into the overall organizational priorities and business drivers. Oftentimes the various disciplines of Marketing compete and overlap with other roles if not clearly defined and aligned.

Suzy Deering, Founder, The Grit Advisory

12:00 - 12:45
CAMPUS

Lunch

12:45 - 13:45
CLASSROOM

You're On The Jury - Outdoor Lions

In this session, we will pull back the curtain on the Cannes Lions judging process and reveal how the prestigious Lions are awarded. You'll hear from Outdoor Lions 2025 Jury President Keka Morelle, Ogilvy's CCO LATAM, about how the jury decided which work to award, as well as trying out the role of juror for yourself to see what the Academy class of 2025 would have awarded it.

Key takeaways from this session:

- Gain insight into what it's like inside a Lions judging room
- Engage deeply with the best contemporary creative work
- Understand the importance of discussion in the process of deciding what winning work looks like.

Keka Morelle, Chief Creative Officer LATAM, Ogilvy
Jenni Middleton, Editor-in-chief, LIONS (moderator)

14:45 - 15:15
LUMIERE

Timeless Creativity: Lessons on Building Lasting Brands (optional)

P&G and Marc Pritchard don't believe in brand lifecycles. They believe in building brands that stand the test of time. In this keynote, you'll hear the tried-and-true lessons of timeless creativity that are as relevant today as they've ever been to guide building brands that last. Even in today's complex world, it's just not that complicated.

Marc Pritchard, Chief Brand Officer, Procter & Gamble

15:30 - 16:30
CLASSROOM

Building a Culture of "Yes" for Brand + Agency

McDonald's Jennifer "JJ" Healan and W+K's Brandon Pracht will talk about their 5-year journey together in creating great work and all of the impossible things they faced along the way that built a great brand/agency relationship.

Key takeaways:

- How to spot a great idea
- Knowing when to pivot on an idea
- How to approach hard conversations about the work

Jennifer Healan, Vice President, US Marketing, Brand, Content and Culture, McDonald's USA
Brandon Pracht, Global Managing Director of McDonald's, Wieden+Kennedy

16:30 - 17:15

Unleash Your Creative Power: A Workshop for Dreamers and Innovators

The workshop has the goal of igniting participants' creative potential and inspiring them to dream bigger, create fearlessly, and innovate boldly. It will demystify the creative process, celebrate the creative spark within each individual, and explore how creativity can transform the world.

Juliana Oliveira, Alumni Tutor

17:30 - 18:30
CAMPUS STAGE

Less Design, More Designing, Please

This hands-on session invites participants to explore design as a process rooted in observation, experimentation, and personal narratives. Created by São Paulo-based designer and educator Giulia Fagundes, the workshop proposes a shift from polished templates to more intuitive, collaborative, and imperfect forms of creativity. After editions in São Paulo, Salvador, Lima, and New York, the experience arrives at Cannes Lions, focusing on how everyday details—like textures, street signs, and found materials—can inspire bold visual compositions. For this special session, Giulia is joined by guest designer Diego Limberti, who brings visual direction and conceptual sharpness to the experience. Together, they guide participants in crafting unique narratives from the ordinary, blending observation with intentional creation.

Giulia Fagundes, Creative Director and Designer, Droga5 São Paulo
Diego Limberti, Chief Design Officer, Droga5 São Paulo

21:00 - LATE
RADO BEACH

Brand Innovators Soirée

Join us at Brand Innovators for a cocktail reception and VIP dinner at Rado Beach - featuring a special performance by Wyclef Jean.

**Wednesday 18
June**

10:00 - 10:30
LUMIERE THEATRE

What 20 Years of YouTube Reveals About Creativity's Future **YouTube**

For two decades, YouTube has been more than a platform – it's been a cultural revolution. From grainy bedroom videos to content rivalling traditional media, YouTube has empowered creators, ignited fandoms and redefined TV.

Join YouTube CEO Neal Mohan for an immersive keynote experience celebrating this vibrant ecosystem that fuels cultural conversation and fandoms across screens, formats and genres.

Discover how YouTube continues to redefine the future of video and creation – and get a glimpse into Neal's vision for the platform's next 20 years.

Neal Mohan, CEO, YouTube

11:15 - 12:15
CLASSROOM

Coca-Cola: Building a Brand Worth Roaring About

In 2024, Coca-Cola was named Brand of the Year at the Cannes Lions International Festival of Creativity, a moment that marked the pinnacle of a bold, creatively courageous journey. Under the leadership of Islam ElDessouky, Global Vice President of Creative Strategy & Content for Coca-Cola TM, the brand redefined what modern marketing can be: emotionally resonant, culturally attuned, and creatively fearless.

From breakthrough storytelling to category-defying partnerships, this recognition celebrates not only the winning work, but also the philosophy and leadership that made it possible. In this session, Islam shares the inside story – the vision, the challenges, and the moments that led to that walk on stage.

Islam ElDessouky, Global VP Creative Strategy & Content, The Coca-Cola Company

12:45 - 13:15
DEBUSSY THEATRE

Joy Is Rebellion: Hello Sunshine and Gen Z Rewrite the Narrative

Hello Sunshine is on a mission to change the narrative for women. For the first time, media visionary and founder Reese Witherspoon speaks about a new initiative and brand being launched by Hello Sunshine, that's for and by the next generation of storytellers and creators. Gen Z is under pressure — navigating constant stress and impossible standards. And they don't feel seen: 75% of women 13-18 don't feel represented in media. Still, they're finding agency to live boldly. Reese is joined by Kory Marchisotto, Chief Marketing Officer of e.l.f. Beauty, to unpack Gen Z's dual reality: the pressure they face and the power they hold to write new stories, and what these trailblazers are doing to change the narrative for the next generation.

Questions this session will answer:

- What are the most critical gaps in today's Gen Z media landscape?
- Where are these young women finding joy and inspiration today - in a world where they don't feel represented by brands?
- How can marketers win in culture-first and community-centered strategies?

Reese Witherspoon, Founder, Hello Sunshine
Kory Marchisotto, Chief Marketing Officer, e.l.f. Beauty

13:15
CAMPUS

Lunch

14:30 - 15:30
CAMPUS STAGE

AI Workshop

Everyone's talking about AI. Some use it for gimmicks. Few are unlocking real creative breakthroughs. This hands-on workshop takes AI out of the abstract and into the real world, where creatives and brand marketers can turn it into a competitive advantage for storytelling, strategy, and scale. Through live demos, practical exercises, and insider techniques, you'll see firsthand how AI is already driving bigger ideas, faster execution, and smarter marketing decisions - all while amplifying the human element that makes the magic happen and the career-defining skills that set you apart.

Andreas Mielenhausen, Creative Lead MENA, Google

16:15 - 17:00
CLASSROOM

A Chat with Fernando Machado

Fernando Machado, former CMO for Burger King and Activision Blizzard and one of the most awarded marketers of our time, will share a bit some of his learnings throughout his career. Working as Operating Partner of the private equity firm Garnett Station Partners and leading the LIONS Growth MBA, Fernando has plenty to share when it comes to skills and, perhaps most importantly, career advice for the next generation of marketers.

Fernando Machado, Operating Partner, Garnett Station Partners

17:30 - 18:30
CAMPUS STAGE

Year of Creativity Live Workshop: Nurturing Ideas for Marketing Brilliance

This 20-minute talk from the authors of the best selling book A Year of Creativity (shortlisted for the Best Business Book Awards) explores how creative thinking in marketing and advertising thrives when diverse teams collaborate effectively. We'll demonstrate how involving everyone-regardless of department-leads to resonant ideas that can win hearts and minds. Data takes you so far but glorious, messy emotional humanity is crucial for success.

The workshop introduces practical techniques for creative problem-solving before challenging teams to tackle real marketing scenarios. This isn't just theory, it is creative ideation in action.

Questions this session will answer:

- What practical techniques are there that are guaranteed to generate great ideas?

Kathryn Jacob OBE, Author, SAWA President, and Pearl & Dean CEO, SAWA
Sue Unerman, Global Chief Strategy Officer, Brainlabs

20:45 - LATE

Netflix Exclusive: Hart after Dark & Late Night Wednesday

Netflix are delighted to invite you to the Hart after Dark private comedy set with Kevin Hart and Late Night Wednesday themed party on Wednesday night.

Theater doors open at 8:45pm, the show will start at 9:45pm and the after party on the rooftop will start at 11pm.

Thursday 19 June

09:15 - 10:00
CLASSROOM

What Next? The Real Work Starts Now

A group of Brand Marketing Academy Alumni will talk you through how they took their learnings from the Academy back to the workplace, and what they've achieved since. We'll then spend some time in small groups discussing your key takeaways and how you're going to take them back home with you to progress your career.

***Sara Smoler, Business Development and Consultant, Prophet Brand Strategy
Mark Rottensteiner, Managing Director, The Agency at UF and CMO, Rapt AI***

10:30 - 11:30
CLASSROOM

Talent. Don't live life without it!

Elizabeth Rutledge is an award winning and a "most influential" CMO at American Express, one of the most iconic brands on the planet. Importantly, she is among the most passionate advocates for the marketing industry and it's current and future talent. Her words and her actions, as CMO, industry leader and as a leader of the Talent pillar of the Global CMO Growth Council aim to recruit, retain, and develop marketing talent across the industry. Don't live life without Elizabeth's perspective on talent development.

Elizabeth Rutledge, Chief Marketing Officer, American Express

11:45 - 12:45
CLASSROOM

Hello, My Name Is...Manager?

You do your job well. Because of this, your company has recently promoted you. Now what? Well, after a brief feeling of happiness, the "what do I know about managing" question takes over. These and many other questions start to pop in our heads, and we already feel we're not up to the task.

Insecurities, second guessing and fear, could be lethal to our careers. The truth is: You are not alone. Through a series of individual and group exercises, this workshop will help you get over those fears, and teach you to become the manager and leader you've always aspired to be.

Luis Camano, Chief Creative Officer, Imperactive

12:45 - 13:45
CAMPUS

Lunch

13:45 - 14:15
DEBUSSY THEATRE

Transforming Creativity and Unlocking Brand Agility with AI-Powered Video

Delve into the AI-powered video generation technologies that transform the creative process and unlock unprecedented agility in idea development, empowering brands to innovate and adapt at speed. Find out how these new tools offer efficiencies and cost savings that challenge traditional brand-agency models.

Join S4 Capital Executive Chairman Sir Martin Sorrell with Linda Sheng, General Manager Global Business, MiniMax and Tanzeen Syed, Managing Director, Head of Consumer Internet and Technology at General Atlantic, for an insightful exploration of AI's transformative role in marketing.

With an eye on future trends and technological developments, don't miss this sneak peek into how leveraging AI can give brands a strategic edge globally.

Sir Martin Sorrell, Executive Chairman, S4 Capital
Linda Sheng, General Manager Global Business, MiniMax
Tanzeen Syed, Managing Director, Head of Consumer Internet and Technology, General Atlantic

14:30 - 15:30
CLASSROOM

Confidence Tricks for Creative People

We are naturally wired for some personality traits, but confidence isn't always something you're born with. However, it is a skill you can develop so that you can show up with confidence when it matters most.

In this inspiring session, Helen shares how she's helped creatives tap into their strengths, quieten self-doubt, and build lasting confidence.

Helen Tiffany, CEO, The Coach House

15:45 - 16:30
CLASSROOM

Unlocking the Influence of Culture: A Marketer's Greatest Cheat Code

There is no external force more influential on human behavior than culture—full stop. This truth makes culture an unbelievable vehicle for marketers, considering the core function of our job is to influence human behavior. This session ventures to explore the mechanism of culture and why it has such a disproportionate impact on social living.

Marcus Collins, Clinical Assistant Professor of Marketing, Stephen M Ross School of Business, University of Michigan

17:00 - 17:30
ROTONDE STAGE

The Creative Dividend: Advertising That Pays Back (optional)

Sixty-eight per cent of marketers still undervalue creativity, seeing it as a risk. So the sharpest marketing professor has landed to share new global research demonstrating how creative advertising can transform brands of all sizes.

This is a world-first preview of an upcoming publication by Effie Worldwide and System1, which combines the Effie Case Library with System1's emotion-first creative measurement database.

More than 1250 campaign outcomes across the US and Europe. Over US\$140bn of market share studied. Ad data from 200,000 people. From challenger brands to giants.

Ritson introduces the Creativity Stack: five evidence-based creative principles that allow any brand to create lasting effects with brilliant advertising.

We'll show why brilliant creativity is an investment that pays back and reveal the 'Creativity Stack'.

No more myths. Creativity that pays back will get the credit it deserves.

Mark Ritson, Founder, Mini MBA

17:30 - 18:30
CLASSROOM

Genie Gurnani - Beyond the Backlash: How To Stand Behind the Work that Moves the World Forward

This empowering session is for anyone looking to strengthen their creative courage and resilience—especially in the face of adversity.

For the first time ever, Genie takes the stage to share his personal story of being the target of a coordinated media campaign. With candor and insight, he reveals what it truly means to stand up for yourself and your ideas—and the unexpected ways those two are deeply connected.

By night, Genie is a celebrated star of RuPaul's Drag Race. By day, he leads creative efforts for the world's most iconic media brands. Come prepared for a powerful, deeply personal talk about identity, integrity, and the boldness it takes to lead with both.

Genie Gurnani, Speaker and Host, Dream Sequence

Friday 20 June

09:15 - 10:00
CLASSROOM

In conversation with Renata Ferraiolo

Renata will share her leadership and career experiences, leveraging her Brazil, USA and Global experience. She will also discuss Brand Love and Love for Brands. When passion meets work and work becomes fun!

Expect an engaging conversation and come prepared for Q&A with a top CMO.

Renata Ferraiolo, SVP & CEO of at a Fortune 500 CPG company

10:45 - 12:00
MAJESTIC HOTEL

Brand Marketer Hot Shots – What do they want from their CMO?

Five of the hottest marketing talents selected from this year's Brand Marketing Academy will tell the CMO Accelerator class of 2025 what you expect from them as leaders.

Douwe Bergsma, Academy Dean

Suzanne Tosolini, Growth Consultant, The Jim Stengel Company

12:30 - 14:00
CLASSROOM

Wrap up (over lunch)

This session will wrap up our week together and address how best to share this week with your teams and senior management when you return home.

Douwe Bergsma, Academy Dean

Juliana Oliveira, Alumni Tutor

14:30 - 17:00
CAMPUS STAGE

GRADUATION!

19:00 - 21:30
LUMIERE THEATRE

Friday Awards Show (Reserved Seating)

End the week on a high. The final Awards Show celebrates the best in Film Lions, Titanium Lions, Sustainable Development Goals Lions and Glass: The Lion for Change, along with this year's Special Award winners. Doors open at 6:00pm.

21:00 - 01:00
CARLTON BEACH

Closing Party – A Celebration for All!

After the last Lion of 2025 is given out in the Lumiere Theatre, more than 4000 people will head to Carlton Beach for the Closing Party. As the creative year comes to an end, this is your chance to celebrate in style in the world's only New Year party that happens on a beach in June! Features headline music acts and top DJs to keep the party going into the small hours.