ABInBev + CANNES LIONS

Jodi Harris Scholarship Entry Kit 2027

What is the Jodi Harris Scholarship?



As Global VP of Marketing Culture and Capabilities, Jodi Harris led by example at AB InBev. After her passing in May 2022, she left behind a legacy of championing creativity in the marketing industry – with a particular focus on diversity and opportunities for marketers from underrepresented backgrounds. The Jodi Harris Scholarship keeps this legacy alive for client-side marketers whose own legacies are in the making.

We are accepting 10 emerging marketing leaders back to the Scholarship this year alongside the team at AB InBev. Offering a fully funded, curated programme, including exclusive sessions with industry thought leaders and the AB InBev executive marketing team, plus VIP access to Festival content and the Awards Shows.

What does the Scholarship include?

If you're selected for the Jodi Harris Scholarship, you'll get a fully funded trip to Cannes Lions, including accommodation, travel and allowance. You'll also get a pass for the Festival which gives you all the advantages of a Gold pass – plus a customised Festival learning programme, possibilities for collaboration and private sessions designed specifically for senior marketers.

Who can apply?

We welcome applications from big dreamers who see creativity as a way to achieve their ambitions. You must be born on or before 25 June 1995 and on or after 25 June 1987. Applicants should also work in a client-side marketing role at manager or senior manager level. If you're naturally curious, passionate about marketing and inspired by creativity with aspirations to become a senior marketing leader, vice president or CMO, we'd love to hear from you.

How do you select who gets accepted?

Every application is judged on its own merits through a rigorous three-stage process. First, applications are reviewed and shortlisted by a Jury of marketing leaders at AB InBev.

We then invite the shortlisted applicants to a telephone interview with the Jodi Harris Scholarship team at LIONS. Final decisions will be based on both the interview and the original application.

We've outlined the capabilities that are essential for getting the most out of this scholarship. During the application process, we'll judge your initial application answers and telephone interview on these five capabilities:

- CREATIVITY | You produce innovative work that stands out, and you bring fresh ideas and perspectives to your projects.
- STRATEGIC THINKING | You think about the wider goals of the business and your career when working.
- RESILIENCE AND ADAPTABILITY | You overcome personal and professional challenges while adapting to new trends, technologies and market conditions.
- EMPOWERMENT | You can take initiative, make decisions and work towards your full potential.
- LEARNING AGILITY | You seek out new skills and knowledge and are open to applying what you learn to improve performance.



How to apply

Prepare to apply for the Jodi Harris Scholarship by looking at the questions we'll ask you on the application form below.

Mandatory questions

1. To help us really get to know you, describe your journey to get to this point in your career.
   (max. 250 words)
2. Who has inspired you most on your journey and why?
   (max. 250 words)
3. What's the biggest challenge you have overcome?
   (max. 250 words)
4. What's the biggest challenge the marketing industry faces today?
   (max. 250 words)
5. As you reflect on your career to date, what are you most proud of and why?
   (max. 250 words)
6. What's your big dream in life and how are you making it a reality?
   (max. 250 words)

When will I know if my application was successful?

All applicants will be notified of the outcome of their application by 1 February 2027.

What could my Jodi Harris Scholarship experience look like?

These are personalised sessions pulled from the Jodi Harris Scholarship 2026 programme schedule:

- 'Festival Forecasting session' with AB InBev
- 'Profit vs Purpose' with Kirsten Rutherford
- 'Building Smarter Partnerships in the Agentic AI Era' with Microsoft, PepsiCo, Adobe and LIONS Advisory
- 'Inside the Jury Room: Creative Brand Lions'

Plus, time to explore the Festival, reserved seating at the Cannes Lions Awards Shows and daily Happy Hours and networking events.



Advice from previous scholars

We asked our 2026 cohort:
'If you could give one piece of advice to this year's applicants, what would it be?'

FIRST THINGS FIRST – APPLY.

"Don't count yourself out of an opportunity that could change your life. Attending the Jodi Harris Scholarship sharpened my vision for the impact I want to make and connected me with leaders who share that ambition.

Share the experiences and people who shaped you, and let the readers see the person behind the achievements. You've worked hard to get here. Be bold about where you want to go next."

Nicole Godreau,
Senior Brand Strategist,
SuperAwesome, United States

"Don't write what you think the Jury wants to hear, write what only you can say.

Go beyond achievements and talk about the thinking, tough decisions and lessons behind them. Have a point of view on marketing and back it with real examples.
The goal isn't to write the most impressive application. It's to write one that couldn't have been written by anyone else."

Arth Dodeja
Sr. Brand Manager
Dettol, Reckitt, India

BE YOURSELF. TELL YOUR STORY.

"I did not try to sound like a perfect candidate. I wrote about staying in Venezuela, doubting myself in my first senior roles and pausing initiatives to protect trust. None of it was polished. All of it was real.

When you tell your story with humility and honesty, the rest follows. Your passion shows and your voice sounds like yours."

Mariana Paez-Pumar Branger
Head of Marketing, Cashea,
Venezuela

Apply here | FAQs

The LIONS team can support you with filling out your application form if:

- you have a mental health condition, like depression, stress or anxiety
- you have a visual impairment, dyslexia, autism or cognitive difficulties
- you have another condition which makes filling in forms difficult.

If you have any further questions, please contact talentprogrammes@canneslions.com