



# Jodi Harris Entry Kit 2025



## What is The Jodi Harris Scholarship?



Global VP of Marketing Culture & 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 any client-side marketers whose own legacies are in the making.

We are accepting 10 emerging marketing leaders back into 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, and 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 the Cannes Lions Festival, including accommodation, travel and allowance. You'll also get a Brand Marketers Festival Pass, which will give you access to advantages of the Gold Pass, 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 means to achieve them. You must be born between 20 June 1988 and 16 June 1994 and work in a role for a client marketer in a Manager or Senior Manager level role. If you possess a natural curiosity, a love of marketing and creativity and aspire to become a Senior Marketing Leader, Vice President, or CMO, then 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 Senior Marketeers at AB InBev.

We then invite the shortlisted applicants to a telephone interview with the LIONS Jodi Harris team. Our final decision is based on the outcome of these interviews, as well as 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 six 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 & Adaptability** You overcome challenges both personal and professional. You can adjust to new trends, technologies, and market conditions.
- **Empowerment** You are able to take initiative, make decisions, and work towards your full potential.
- **Learning Agility** You want to acquire new skills and knowledge, and are open to applying learnings to improve performance.





## Application Form

Prepare to apply for the Jodi Harris Scholarship by taking a look at the questions that will be asked 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.
2. Who has inspired you most on your journey and why?
3. What is the biggest challenge you have overcome?
4. What is the biggest marketing challenge the industry faces today?
5. As you reflect on your career to date, what are you most proud of and why?
6. What is your big dream in life?
7. How are you making that dream a reality?

## When will I know if my application was successful?

All applicants will be notified of the outcome of their application by January 22nd 2025.

## What could my Jodi Harris Scholarship experience look like?

These are personalised sessions pulled from the Jodi Harris Scholarship 2024 programme schedule:

- Creative Trends Session w/ AB InBev
- Establish the critical foundations for creative effectiveness with Spencer Fox
- Be Afraid. But do it anyway. Masterclass by Fernando Machado
- The Secret behind McDonald's Playbook with Michelle Graham Clare, CMO, McDonald's UK
- Live Q&A with Creative Business Transformation Lions Jury President, Ariana Stolarz
- Plus time to explore the Festival, reserved seating at the Cannes Lions Awards and Happy Hour & networking hours!



Apply here.

[FAQs](#)

### **Accessibility**

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 queries please contact [talentprogrammes@canneslions.com](mailto:talentprogrammes@canneslions.com).