

Jodi Harris Scholarship Entry Kit 2026

In partnership with





What is The Jodi Harris Scholarship?



Global VP of Marketing Culture & Capabilities,
Jodi Harris led by example at AB InBev.

Jodi Harris was a visionary and empathetic leader whose influence shaped not only the organizations she served, but the broader marketing industry. At AB InBev, she played a defining role in creating the Marketing Culture & Capabilities function, a pioneering initiative that elevated the value of creative effectiveness, professional growth, and community across the global organization. Jodi championed creativity –not just within AB InBev, but across the wider marketing community. She was deeply committed to opening doors for talent from all backgrounds, ensuring that personal growth and opportunity were at the heart of her leadership. The Jodi Harris Scholarship keeps this legacy alive for high potential client-side marketers whose own legacies are in the making.

We are welcoming 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 Cannes Lions, including accommodation, travel and allowance. You'll also get a Brand Marketers Festival Pass, which will give you benefits 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 26 June 1989 and 22 June 1995 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 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 & 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 faced and how did you overcome it?
4. What is the biggest challenge the marketing 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 22nd January 2026.

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 Cannes Lions Awards and Happy Hour & networking.





Advice from our alumni

We asked our 2025 cohort, if you could give one piece of advice to this year's applicants, what would it be?

Credentials don't win you Cannes. Stories do.

"As an alumnus of the Cannes Lions Jodi Harris Scholarship, the biggest advice I can share is this: your credentials alone won't make you stand out. Your story is the differentiator. Tell it boldly, tell it personally, tell it creatively. Everyone applying is talented, qualified, and remarkable on paper. What cuts through with the judges isn't a list of achievements, but how you bring them to life. The jury isn't just looking for a résumé—they're looking for something unique that makes them stop and remember you. That's the narrative power this industry is built on."

Anna Rallos, Commonwealth Bank, Australia

Treat it as more than an application.

"It's a rare opportunity to pause and reflect - almost like writing a business plan for yourself - where are you now, where do you want to go and how will you get there.

Putting those thoughts on paper brings valuable clarity and once you're in the process - meeting peers in your cohort, experiencing Cannes, and seeing the incredible work celebrated there - you'll find yourself one step closer to making your goals a reality."

Anupama Sharma, Mondelēz, India

Be authentic and clear about your 'why.'

"The Scholarship gives you access not just to the International Festival of Creativity, but also new creative connections. This scholarship is a reminder that genuine passion will stand out on a global stage."

Jelil Adedoyin, Reckitt, Nigeria

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 queries please contact

talentprogrammes@canneslions.com.