

# BRAND MARKETERS ACADEMY



CANNES LIONS  
SCHOOL

Supported by



**Sunday 16 June**

## **LIONS ACADEMY KICK-OFF**

15:00  
CAMPUS STAGE

### **The Cannes Lions School welcomes you to Cannes Lions 2024!**

*Welcome from Simon Cook, CEO, LIONS*  
*Welcome from Larissa Meek, Co-Chief Creative Officer, PwC US*  
*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 belts, 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 2024, 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 Marketers Academy Welcome**

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

*Fernando Machado, Academy Dean*  
*Ellie Ball, Alumni Tutor*

**Monday 17  
June**

## **MODERN MARKETER**

09:00 - 09:30  
CLASSROOM

### **Brand Marketers Academy Opening**

*Fernando Machado, Academy Dean*  
*Ellie Ball, 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  
CLASSROOM

### **Does the crisis in creative effectiveness persist?**

In the eight years to 2023, only a fifth of award-winning creative campaigns also won an effectiveness award, and yet creativity is one of the key components in driving effectiveness. In this session, WARC looks at whether this conversion rate from creativity to effectiveness is strong enough, and shows how the more creative you are, the more likely you are to be effective.

Diving into the evidence for creativity's commercial power, WARC will also break down the most awarded work from the past year to show how the best brands translate creativity into effectiveness. Discover the trends behind the winning work and learn what's working in the race for attention.

*Amy Rodgers, Head of Content, WARC Creative*

12:15  
MEET AT CLASSROOM

## **Lunch and Palais Tour**

Meet Steve by the classroom for a Palais Tour and head back afterwards to grab lunch in the Campus.

14:00 - 14:30  
MICROSOFT BEACH

## **Young Lions: Curiosity & AI**

You are at the helm of creativity in a new era. AI is not creative. You are. How can AI help empower you as the next generation of emerging creators to tell your stories? Learn how brand leaders at Microsoft and creators worldwide are using AI today to amplify curiosity and bring clarity throughout the creative process. We'll share a few ways you can leverage AI as a tool to tell incredible stories and streamline the flow from ideas to execution.

**Sven Seger, GM of Brand Creative, Microsoft**  
**Sunita Richardson, Sr Director of Brand Strategy, Microsoft**

14:45 - 15:15  
MICROSOFT BEACH

## **Curiosity & AI in Marketing**

One year into the introduction of AI tools, get some of our inside tips on how we can all rethink the creative process. Join brand leaders from Microsoft and Instrument for an inspiring discussion on how to unleash your full creative potential. This panel will explore the innovative ways creators and brands are using AI to revolutionize storytelling across various platforms, from generating ideas and developing concepts to enhancing engagement and personalization. It's starts with endless curiosity and a spirit of experimentation, and the powerful clarity Microsoft Copilot and AI can infuse in the creation of brand platforms, campaigns, and content.

Questions this session will answer:

- How can marketers use AI to infuse the creative process?
- How can agencies and clients work together to deliver innovative solutions?
- How can creatives start using AI today to increase speed and efficiency?

**Kathleen Hall, Chief Brand Officer, Microsoft**

16:00 - 16:30  
ROTONDE STAGE

## **Entertain or Die: Day Trading Attention for the 21st Century**

Advertising is easy. Ask the average person if they could come up with a great idea for a commercial. Most will say yes. That's because the bar for 99% of advertising is so low. But if you ask them if they could write a hit comedy TV show or create an Instagram account with three million followers, almost none of them will say yes.

Entertaining is hard. But people actually care about entertainment. No one cares about marketing. We easily tune it out or skip it. In this session, Mike Cessario, the CEO and Founder of Liquid Death, will discuss the ability to generate outsized returns in the modern media landscape with an entertainment-first approach to brand-awareness and brand-loyalty.

Questions this session will answer:

- How did Liquid Death disrupt a staid category with distinctive creativity?
- How can brands navigate the modern media landscape to find cost-effective media that drives ROI?
- How can brands take smart risks and walk the line between 'too far' and funny, and avoid play-it-safe advertising?

**Mike Cessario, Founder and CEO, Liquid Death**

16:45 - 17:15  
EXHIBITION

## **Walking the Shortlist**

A fun group exercise where we will take a look at the work that has risen to the top in the categories with shortlists available and identify what we like the best (and why) and what we believe the brief for the campaign was. Some groups will be asked to talk a bit about their findings during the opening of the following day.

PALAIS LEVEL -1

**Fernando Machado, Academy Dean**

17:30 - 18:30  
CAMPUS STAGE

### **Career Conversations: Gravitas – How to Fit In Whilst Standing Out**

Join us at the Cannes Lions School Stage for a transformative workshop experience where learning, networking and inspiration collide. Dive into a series of curated conversations centred around your career growth, facilitated by the top industry experts and coaches.

No slides or panels – just empowering discussions to equip you with the tools for success.

If you've had feedback that you 'need more gravitas' or feel for yourself that exploring this will help you find it, then come and join Helen Tiffany, Executive Coach to creatives finest, and leave feeling inspired.

***Helen Tiffany, CEO, The Coach House Ltd***

19:00 - 23:00  
VILLA EPHRUSSI DE  
ROTHSCHILD

### **Brand Innovators Gala Celebration – Exclusive Invitation**

Brand Innovators warmly invite the Brand Marketers Academy to their exclusive Gala Celebration at Villa Ephrussi de Rothschild in Saint-Jean-Cap-Ferrat (1 Av. Ephrussi de Rothschild). You'll enjoy dinner and drinks amongst the community of brand leaders at a stunning venue with views for miles across the Riviera.

PICKUP FROM  
HOTEL MARTINEZ

**We will meet at the Hotel Martinez to board shuttles to the venue, provided by Brand Innovators.**

**Please head to the Martinez straight after the 'Career Conversations' session above, as we will be collected at 7:00pm sharp.**

Shuttles will be available throughout the evening to take people back to the Martinez/Croisette.

**Tuesday 18  
June**

## ***UNLOCK THE POWER OF CREATIVITY***

09:15 - 10:15  
CLASSROOM

### **Championing Creativity and Diversity**

Patricia Corsi is an iconic marketer in our industry. She is the incoming Chief Growth Officer of Kimberly Clark. Before that, Patricia had several senior marketing roles at Bayer Consumer Health, Heineken and Unilever. She has always been a champion of creativity and diversity. In this fireside chat, Patricia will talk about how to unlock creativity in traditional companies (even when categories tend to be regulated) and why diversity is so important when it comes to marketing and business at large.

***Patricia Corsi, incoming Chief Growth Officer, Kimberly Clark***

10:30 - 11:15  
ROTONDE STAGE

### **CMOs in the Spotlight: Adobe, Lenovo, McLaren Racing**

What does it take to be a Chief Marketing Officer in 2024?

Join this popular series to learn from the top brand leaders as they dissect the most challenging issues of today and outline their vision for the future.

This series is created by Cannes Lions and sponsored by Deloitte Digital.

Questions this session will answer:

- What are the marketing investment priorities for the top brands in the next 18 months?
- How do Global Chief Marketing Officers measure and communicate the value of marketing within their businesses?
- How is the role of the Chief Marketing Officer changing and what new skills are growing in importance?

***Emily Ketchen, Global Vice-President and Chief Marketing Officer, Intelligent Devices Group and International Markets, Lenovo***

***Heather Freeland, Chief Brand Officer, Adobe***

***Louise McEwen, Chief Marketing Officer, McLaren Racing Ltd***

***Jim Stengel, Host of The CMO Podcast with Jim Stengel, President and CEO, The Jim Stengel Company (moderator)***

11:45 - 12:30  
CLASSROOM

## **WhyNot As A Brand Philosophy**

NotCo is a \$1.5bn dollar unicorn start-up born 7 years ago in Chile. The company uses its AI platform to create its own elevated plant based products and is also now becoming an innovation engine for the largest CPGs in the world. Louise McKerrow, Global Chief Marketing Officer at NotCo, will share the history of the company, the WhyNot philosophy and the case studies which demonstrate how NotCo is creating an impact on the world.

***Louise Mackinlay McKerrow, CMO, NotCo***

12:30  
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 are their top tips for Cannes first-timers? What do they look for when they're hiring? What do they think is the stand-out work at Cannes Lions 2024? How do they stay creative? These are just a few of the questions you have the chance to put to CMOs at four leading international brands.

***Renata Ferraiolo, SVP & CEO at a Fortune 500 company***  
***Matthew Lieberman, Chief Marketing Officer, PwC***  
***Sydney Nhlanhla Mbhele, Group Chief Marketing & Corporate Affairs Officer, Absa Group***  
***Michelle Taite, Chief Marketing Officer, Intuit Mailchimp***

15:30 - 17:00  
CAMPUS STAGE

## **Take Your Idea on a Near-Death Experience**

***Joint session with the Creative Academy***

During the session, participants are put into small teams of around 4 and each team is tasked to come up with an ambitious idea for a brand that one of them works on.

We then ask each team to imagine that their ambitious idea dies and ultimately doesn't happen. At this point, we introduce a premortem: A technique where a project team imagines future failure to then protect themselves from that failure.

Questions this workshop will answer:

- How to shift mindset from 'Coming up with the Big Idea' to ' Making Big Ideas Happen'
- How to use Pre-Mortem tool to learn how to mitigate risks and protect your best ideas, making sure they happen in the way that is right for you
- How to feel more confident when pitching and delivering big and bold ideas and projects

***David Clayton, CEO and Founder, True & North***  
***Robin Bonn, Facilitator, True & North; CEO, Co:definery***

17:30 - 18:30  
CAMPUS STAGE

## **Career Conversations: Career Crossroads – Navigate Your Next Move**

Get practical tools to elevate your career and discover solutions to some of today's most pressing talent challenges. Discover hands-on skills to uplevel your career and take major next steps on your desired career path.

As the creative industry embraces the future of work and new careers in advertising, this interactive session will push you out of your seat and beyond your comfort zone.

Join this transformative workshop experience where learning, networking and inspiration collide. Dive into a series of curated conversations centred around your career growth, facilitated by the top industry experts and coaches.

No slides or panels – just empowering discussions to equip you with the tools for success.

**Tamon George, CEO and Co-Founder, Creative Theory Agency**  
**Gary Williams Jr, Co-Founder and Chief Creative Officer, Creative Theory Agency**  
**Helen Tiffany, CEO, The Coach House Ltd (moderator)**

19:00 - 21:00  
LUMIERE THEATRE

## **Tuesday Awards Show**

At the end of day two of the Festival, join us at the Awards Show to find out who has won Awards in the Industry Craft Lions, Digital Craft Lions, Film Craft Lions, Design Lions, Entertainment Lions, Entertainment Lions for Gaming, Entertainment Lions for Music and Entertainment Lions for Sport. Doors open at 6:15pm.

**Wednesday 19  
June**

## **CRE-AI-TIVITY**

09:00 - 09:30  
CLASSROOM

### **Nothing Changes If Nothing Changes**

To excel in today's competitive workplace, we need an advantage. It's a choice between coasting through life or seizing control of your company's image, and your role as a leader among the 8 billion connected individuals on Earth. Yet, the digital landscape seems to have undergone a rapid transformation, reminiscent of a game of musical chairs. Have Web 3.0, NFTs, Blockchain, and the Metaverse become timid, or has AI simply overshadowed them?

With 6 billion smartphones vying for our attention, is it time to shift towards a reality where purpose and intention are paramount? Amidst the convergence of augmented, virtual, and physical realities, how can brands establish authentic connections? This talk proposes a deeper exploration of technology and our digital lives, not merely as a visual attraction but as a tangible, wearable, and perhaps even enchanting part of our lives. As technology propels forward, we must ask ourselves: are we mastering its challenges, or are we merely trying to stay afloat? Moreover, how does marketing navigate through this evolving storm? Let's dive in and discover.

**David Shing, Digital Prophet, Shingy**

10:00 - 12:00  
SALLE DE REDACTION  
1 (REDAC 1)

### **Be Afraid But Do It: A Masterclass in Creativity with Fernando Machado**

Fernando Machado, Operating Partner, Garnett Station Partners, Senior Marketing Advisor, NotCo and Board Member, Braze, is a visionary global marketer known for pushing the creative boundaries to drive business and brand growth. In this masterclass, Fernando will give insights from his experience working on brands such as Dove, Burger King, Call of Duty and NotCo to help support your quest for creativity that drives results.

With more than 200 Lions under his belt, including two Titanium Grand Prix, he'll share his recipe for creating truly groundbreaking work – from how to create strong briefs to how to bring your entire organisation along for the ride. This is a unique opportunity to learn from, interact with, and be inspired by one of the industry's most admired CMOs.

**Fernando Machado, Operating Partner, Garnett Station Partners; Board Member, Braze**

12:00  
CAMPUS

## Lunch

13:30 - 14:15  
CLASSROOM

### The Future of Brands and Gaming

Every brand is trying to figure out how to access and engage the largest, most sought-after, and hardest-to-reach consumers on the planet: people who play video games. Pelle Sjoenell, Droga5 Worldwide Chief Creative Officer, will share a unique perspective from the inside on how brands can win with gamers.

***Pelle Sjoenell, Worldwide Chief Creative Officer, Droga5, part of Accenture Song***

14:45 - 15:15  
LUMIERE THEATRE

### The AI Era: Supercharging Marketing and Creativity

From the dawn of the web to the great shift to mobile, we've seen how technology can ignite creativity and revolutionise marketing. AI is poised to do the same, unlocking powerful new ways to learn, ideate and create.

Join Vidhya Srinivasan, Google's Ads Product Vice President, and Alex Chen, Director at the Creative Lab, to hear how AI can enhance creativity, productivity, and performance, empowering people, businesses, and marketers. Discover how the future of AI, including Google's bold and responsible vision for the Gemini era, will be shaped by engineers and creatives alike, ultimately making AI more helpful for everyone.

Questions this session will answer:

- How will AI tools enhance the creative process, and what new tools should creatives adopt to stay ahead of the curve?
- What changes in advertising is AI bringing for people and businesses?
- What AI innovations can we expect from Google in the coming months?

***Vidhya Srinivasan, Vice-President and General Manager, Advertising, Google***  
***Alexander Chen, Director, Creative Lab, Google***

15:30 - 16:15  
CLASSROOM

### Tim and Glenn from COD to NFL: How Creative Partners Can Drive Great Creative Work

Tim Ellis and Glenn Cole have been working together for more than 10 years. And their partnership has brought tremendous success to brands like Call of Duty and now the NFL. Tim and Glenn will join the Cannes Lions Brand Marketers Academy for a fireside chat around the importance of real partnerships between a client and their creative partner. Great creative work is built on mutual trust and by sharing some of their experiences, Tim and Glenn aim to inspire the class to invest in their creative relationships.

***Tim Ellis, Chief Marketing Officer and EVP, National Football League***  
***Glenn Cole, Founder & Chairman, 72andSunny***

17:30 - 18:30  
CAMPUS STAGE

### Career Conversations: To Lead or Not to Lead – Finding Your Path

Join us at the Cannes Lions School Stage for a transformative workshop experience where learning, networking and inspiration collide. Dive into a series of curated conversations centred around your career growth, facilitated by the top industry experts and coaches.

No slides or panels – just empowering discussions to equip you with the tools for success.

Explore the pros and cons of leadership in the creative industry and discover alternative paths for career development beyond traditional management roles. Gain practical insights to help you navigate your professional journey effectively.

***Charles Day, Host of the Fearless Creative Leadership podcast, Fearless Creative Leadership***  
***Lori Bradley, Chief Operating Officer, bluSPARC***  
***Helen Tiffany, CEO, The Coach House Ltd (moderator)***

**Thursday 20  
June**

## **EXPAND YOUR CREATIVE TOOLKIT**

09:30 - 11:00  
CLASSROOM

### **You're on the Jury**

In this session, we will pull back the curtain on the Cannes Lions judging process and reveal how the prestigious Lions are awarded. With two jurors as your joint Presidents, the class will take on the role of jury, casting your votes on a selection of shortlisted work from the 2024 awards and then diving into discussion.

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

**Anupama Ramuswamy, Chief Creative Officer, Havas Worldwide India**  
**Marco Venturelli, Chief Creative Officer, Publicis Groupe France**

11:30 - 12:15  
CLASSROOM

### **I Put Ketchup On My Ketchup**

Kraft Heinz is the home of several consolidated heritage brands. Whether we are talking about Heinz Ketchup, Kraft Mac & Cheese, Philadelphia Cream Cheese or even Kool Aid, Kraft Heinz has brands which are synonymous with the product categories they represent. Diana Frost, Global Chief Growth Officer at Kraft Heinz, will share some of her vision around how Kraft Heinz is leveraging creativity to keep its brands fresh and modern in the dynamic market of today.

**Diana Frost, Chief Growth Officer, Kraft Heinz**

12:15  
CAMPUS

### **Lunch**

13:30 - 14:30  
CLASSROOM

### **What is Dead May Never Die**

Ideas are the most powerful force in the world. Yet, they can be extremely fragile in the early stages. Which is why a lot of great ideas die on a sheet of paper or a PowerPoint presentation.

It takes relentless determination and unwavering protection to nurture an idea and bring it to life in the real world. In this presentation we'll study the journey of powerful ideas and how they almost died at different stages, and dissect the learnings and the practices to help protect them.

**Juan Javier Peña Plaza, North America Chief Creative Officer & Partner, GUT**  
**Ricardo Casal, North America Chief Creative Officer & Partner, GUT**

15:00 - 16:00  
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 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.

Key takeaways from this session:

- Build up your confidence by defining your brand
- Find your own style of managing
- Strengthen your relationships with co-workers at any level.

**Luis Camano, Co-Founder & Chief Creative Officer, Imperactive**

16:15 - 17:00  
CLASSROOM

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

Culture is a word we often use but seldom fully understand. So, why does that matter? Because there's no force more influential on human behaviour than culture. What we wear, what we watch, who we marry, how we vote, what we support, and just about every aspect of daily living is informed by—and in many ways governed by—our cultural subscription. Therefore, if we can concretely understand what culture is and fully grasp the underlying physics of how it works, then we can leverage its sway to get people to take action. Of course, this is powerful for marketers, politicians, leaders, managers, and anyone with a vested interest in getting people to move.

In this session, Dr. Marcus Collins, author of the best-selling book FOR THE CULTURE, former Chief Strategy Officer at Wieden+Kennedy New York, and marketing professor at the Ross School of Business, University of Michigan, pulls from both theory and practice—using learnings from his work spearheading digital strategy for Beyoncé to working with Fortune 500 companies like Apple, McDonald's, and Google—to break down the ways in which culture influences behaviour and unpacks how to leverage its power to get people to move.

**Marcus Collins, Professor and Author, University of Michigan**

17:30 - 18:30  
CAMPUS STAGE

## Career Conversations: From Stress to Success – Strategies for Mental Wellness

Join us at the Cannes Lions School Stage for a transformative workshop experience where learning, networking and inspiration collide. Dive into a series of curated conversations centred around your career growth, facilitated by the top industry experts and coaches.

No slides or panels – just empowering discussions to equip you with the tools for success.

Delve into strategies for maintaining mental wellbeing amidst the dynamic and often high-pressure environment of creative work.

Discover how to prioritise self-care, set boundaries and cultivate a healthy mindset while thriving in your creative endeavours. Don't miss this opportunity to invest in your mental wellness and unlock your full creative potential.

**Jean Batthany, Chief Creative Officer, Jean Batthany Creative**  
**Helen Tiffany, CEO, The Coach House Ltd (moderator)**

**Friday 21 June**

## BE PREPARED

09:30 - 10:15  
CLASSROOM

## What next? What it means to be a Cannes Lions Academy alumni and how to be intentional about taking your learnings back to the workplace

Three of our Brand Marketers 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.

**Ellie Ball, Communications Manager, Virgin Group**  
**Sara Smoler, Senior Consultant, Consumer Practice**  
**Mark Rottensteiner, Director, The Agency at UF**

10:30  
RED CARPET STEPS

## Class Photo on the Red Carpet Steps

The photographer will be waiting for you at 10:30 sharp!

10:50 - 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 Marketers Academy will tell the CMO Accelerator class of 2024 what you expect from them as leaders.



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.

***Fernando Machado, Academy Dean***  
***Ellie Ball, Alumni Tutor***

14:30  
CAMPUS STAGE

### **The Cannes Lions School Team & Speakers**

15:00  
CAMPUS STAGE

### **GRADUATION!**

19:00 - 21:30  
LUMIERE THEATRE

### **Friday Awards Show (Reserved Seating)**

Join the class of 2024 CMO Accelerator programme with reserved seating at the Awards Show.

To close out the 2024 Cannes Lions Festival, join the final Awards Show to find out the Award winners in the Film Lions, Titanium Lions, Sustainable Development Goals Lions and Glass: The Lion for Change, along with this year's Special Award winners. Doors open 6.15pm.

21:00 - 01:00  
CARLTON BEACH

### **Closing Party – A Celebration for All!**

After the last Lion of 2024 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.