



## Sunday 16th June

15:00-15:30

CAMPUS STAGE

### Academy Kick-off

The Cannes Lions School team welcomes you to Cannes Lions 2019!

The Cannes Lions School Team  
Rocio Ramirez, Young Lions Academy Ambassador  
Nick Law, Cannes Lions School Chairperson and Chief Creative Officer Publicis Groupe  
& President of Publicis Communications at Publicis Groupe  
Jen Veenstra, National Managing Director, CMO Experiences, Deloitte  
Nicolle Katz, Young Lions Academies Manager, Cannes Lions

15:30-17:00

CITY OF CANNES

### Cannes City Challenge

An interactive scavenger hunt where creative challenges must be solved and documented for teams to be victorious.

Organized by the City of Cannes and Université Côte d'Azur

17:00

MARKETERS  
CLASSROOM

### Meet the Deans

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

Jim Stengel, Academy Dean and Suzanne Tosolini, Academy Tutor

## Monday 17th June

09:00-12:00

MARKETERS  
CLASSROOM

### Academy Welcome

Jim Stengel, Academy Dean and Suzanne Tosolini, Academy Tutor  
Will Swayne, Global President, Client Solutions, Dentsu Aegis Network  
Dr Mihály Kertész, Co-Founder, Doklist.com

12:00-13:00

MARKETERS  
CLASSROOM

### Meet, Hunch, Pitch - Deloitte

While there are some universal tips and tricks to getting your idea accepted, the art of selling your ideas is in establishing a connection with the person you are trying to influence and adjusting your communication style accordingly.

Christine Cutten, Principal, Marketing Practice Leader / Managing Director, CMO Program Leader, Deloitte

13:00-13:45

CAMPUS  
CANTEEN

### Lunch



**14:00-14:45**  
**LE STUDIO**  
**CANNES**

### **Ready to Talk Creative Innovation? - Google Zoo**

Ready to talk creative innovation? Google awaits you for a custom session at the Creative Harbour 2019. Get in touch with unique new products, platforms and technologies. Interact with creative thinkers at Google and get truly hands-on with Google tech and prototypes via demos and applied use cases.

Achim Rietze, Strategy Lead, Google & Christian Behrendt, Creative Lead, Google  
**Address:** Le Studio Cannes 5 Rue des Belges, Cannes 06400 (2 min walk)

**15:15-16:00**  
**MARKETERS**  
**CLASSROOM**

**PRESENTATION**  
**& Q+A**

### **Be Afraid, Be Very Afraid, But Do It – Burger King**

In the world of today, standing out is not just a nice to have but the only way to survive. Through a series of award-winning case studies, Burger King's CMO will share some of the principles on how to develop work that truly stands out and how that creates value for the brand and the business.

Fernando Machado, Global Chief Executive Marketing Officer, Burger King

**16:15-16:45**  
**DEBUSSY**  
**THEATRE**

**PALAIS I**

### **A Circle Big Enough for Us All – Target**

One of the most essential aspects of building an enduring brand is maintaining your company's core beliefs while continuing to deliver growth – managing the tension of Soul at Scale. Because ultimately who you are, and what you stand for, is the direct result of the relationship between belief and behavior. Todd Waterbury and Caroline Wanga will discuss Target's journey to take a U.S. retail brand millions of people love and turn it into one that reciprocates that by putting the principles of joy, access and inclusivity at the center of transforming its business.

Caroline Wanga, Chief Diversity Officer, Target  
Todd Waterbury, Chief Creative Officer, Target

**17:00-17:30**  
**DEBUSSY**  
**THEATRE**

**PALAIS I**

### **The Next Frontier of Sound and Sense Branding – Visa**

While people are searching for more seamless experiences in every facet of life, sound is re-emerging as a unique way for brands to engage with consumers. One year ago, Visa implemented a multi-sensory experience—complete with sound, animation, and vibration—at the point-of-sale, enabling consumers to pay with expediency and confidence in a memorable way. In this session, Visa's Lynne Biggar and Steve Milton of Listen Agency will discuss the power of sonic branding while exploring how multi-sensory experiences can transform everyday interactions.

Lynne Biggar, Chief Marketing and Communications Officer, Visa  
Steve Milton, Founding Partner, Listen



18:00-19:30

WHALAR  
CABANA

### Academy Social

Come and enjoy some drinks on the Whalar terrace and get to know your fellow academy classes.

## Tuesday 18<sup>th</sup> June

09:00-10:15

DENTSU BEACH  
HOUSE

### Young Marketeers Workshop - Dentsu Aegis Network

Today's consumers are in search of a new version of the Good Life – one that does not require trade-offs between their own happiness and the health of the planet and society at large. Brands have no choice but to respond. But how do you build an authentic purpose-led brand that aligns itself with changing consumption patterns? And what is the role of marketing in driving innovative product development and engaging consumers effectively in a new version of the Good Life? Join us in the DAN beach house to learn more.

Will Swayne, Global President, Client Solutions, Dentsu Aegis Network (Host)  
Anna Easton, Global Head of Social Impact, Dentsu Aegis Network (Host)  
Tim Andree, Executive Chairman and Global CEO, Dentsu Aegis Network (Welcome)  
Tamay Kumar, Associate Director, Sustainable Brands  
Mano Madeddu, CMO, National Geographic

**Address:** Dentsu Aegis Network Beach House, Plage 45, La Croisette, Cannes (opposite the Grand Hotel and 7 min walk from the school)

10:30-11:00

DEBUSSY THEATRE

PALAIS I

### The Value of Agency Creativity – Forrester Research

The CMO's focus on improving customer experience and building direct to consumer relationships has delivered their firms growth, but at the expense of differentiating their brands and the solvency of agencies, their go-to partners for creative brand thinking. The Value of Agency Creativity will explore the rise of technology investments in contrast with the deterioration of execution quality, agency and production investments. We will use exclusive Forrester data and ROI models to demonstrate the value of creativity to business goals and financial growth. Most importantly, we will draw the conclusions for what it means for marketers, their firms and agencies.

Jay Pattisall, Principal Analyst, Forrester Research

11:15-12:00

MARKETERS  
CLASSROOM

PRESENTATION  
WITH Q&A

### Building Brand Love with Purpose - Lego Group

For more than six decades, the LEGO brick has been on a mission to 'inspire and develop the builders of tomorrow'; to get children thinking creatively and reasoning systematically so they can unleash their potential and shape their own future. This strong, simple purpose has built a brand that is loved by millions around the world.

Julia Goldin, Global Chief Marketing Officer, Lego Group



12:00-13:00  
MARKETERS  
CLASSROOM

WORKSHOP

## If You Do What You Did, You'll Get What You Got - Dentsu X

Data, technology and content have given us amazing opportunities to create even more engaging work. But we have not yet succeeded in leveraging the opportunities. Why not? Partly because we're still writing briefs for old style segmentation, old-style marketing. We will talk about how to revolutionise briefs to capture today's opportunities better.

Sanjay Nazerali, Global Chief Strategy Officer, Dentsu X  
Mitsuyuki Nakamura, Global President, Dentsu X

13:00-14:30  
FACEBOOK  
BEACH

## Lunch

14:45-15:15  
DEBUSSY  
THEATRE

PALAIS I

## Giving Them Something They Can Feel: Multisensory Brand Experience – Mastercard

Multisensory commerce – touch ID, voice shopping, etc. – is becoming a natural extension across the billions of connected-devices transforming our world. There are more touchpoints and channels in the customer journey than ever before and at the same time people are more frustrated than ever with the bombardment of ad messages. Brands need to reinvent themselves for the digital age to deepen connections on a multi-sensory level and build lasting and differentiated relationships. We can no longer rely on traditional advertising and storytelling to cut through the clutter. Hear from Raja Rajamannar, Chief Marketing and Communications Officer on the transformation of marketing in a digitally immersive world.

Raja Rajamannar, Chief Marketing and Communications Officer, Mastercard

15:30-16:30  
MARKETERS  
CLASSROOM

WORKSHOP

## Unleash AI for Creativity - A Totally New Campaign Planning Method - Kurio

AI is for all, and this workshop will help you make the most of it, whether you're a brand manager, a creative director, a planner or a junior account executive. In this 60-minute ideation session we'll help you create the basis for your own AI-infused campaign, a tech brief to take home.

Jari Lähdevuori, Creative Director/ Partner, Kurio  
Tommi Opas, CEO/Partner, Kurio  
Elli Tuominen, Strategy Director and Partner, Kurio

17:00-18:00  
OPTIONAL  
CAMPUS STAGE

## Young Lions Hour

Join us for pizza, beer, networking and content at the Cannes Lions School!



## Wednesday 19<sup>th</sup> June

11:15-12:00  
**MARKETERS  
CLASSROOM**

**PRESENTATION  
/Q&A**

### **5 Commandments of challenger thinking - Eatbigfish & PHD Worldwide**

Challenger thinking has become increasingly important to brands, whether they are legacy brands or scrappy start-ups. Join Overthrow II co-authors Adam Morgan, world expert on challenger thinking, and Malcolm Devoy, Chief Strategy Officer for PHD EMEA, as they share insights from those disrupting the status quo and the five commonalities in marketing and media behaviors they use to do so.

Adam Morgan, Founder and Partner, EatBigFish  
Malcolm Devoy, Chief Strategy Officer, PHD Worldwide

12:00-13:00  
**CAMPUS  
CANTEEN**

### **Lunch**

12:45-13:30  
**DEBUSSY  
THEATRE**

**PALAIS I**

### **The Economist Big Debate – The Economist**

Is the 'business of business' to create value for shareholders, or value for the world? This session will see Zanny Minton Beddoes, editor-in-chief of The Economist, host a debate on whether marketers have become so distracted by having a 'purpose', they have forgotten their commercial reality - to sell products/services and drive profit. The debate will focus on the value of brand purpose, the impact on sales and whether consumers continue to perceive for-purpose campaigns as a benefit to the world and community, or as a ruthless sales tactic?

Rory Sutherland, Vice Chairman, Oglivy  
Livia Firth, Co-Founder and Creative Director, Eco-Age  
Zanny Minton Beddoes, Editor-in-Chief, The Economist

**OR**

13:00-13:45  
**LUMIERE  
THEATRE**

### **Sheryl Sandberg in Conversation - Facebook**

Bloomberg's Caroline Hyde hosts Facebook's Sheryl Sandberg for a conversation around consumers and their changing behavior on mobile, digital's role in society, and Facebook's focus in 2019.

Sheryl Sandberg, Chief Operating Officer, Facebook  
Moderated by - Caroline Hyde, Journalist, Bloomberg

14:00-15:00  
**MARKETERS  
CLASSROOM**

### **The Power of Having a Strong Client Agency Relationship – Lola Mullenlowe and Unilever**

Ben and Tom have worked together in a client/agency relationship since 2011. In that time they have experienced good times and also, not so good times. This talk is all about how having a strong relationship



in place has enabled them to learn from failures and to always push each other to raise the bar.

Tom Elliston, Managing Director, LOLA Mullenlowe  
Benjamin Curtis, Global Brand Director, Unilever

**15:00-15:45**  
**LUMIERE THEATRE**

**PALAIS I**

### **The Reimagined Consumer Experience – P&G**

Digital and Tech dominating. Direct with Consumer. No ad advertising. Power of humanity. Change is happening faster than ever before and how brands engage with consumers is being disrupted. Join P&G's Chief Brand Officer, Marc Pritchard, to learn how P&G is leading disruption and creatively transforming every aspect of the consumer experience.

Marc Pritchard, Chief Brand Officer, P&G

**16:15-17:00**  
**MARKETERS  
CLASSROOM**

**FIRESIDE CHAT**

### **In Conversation with - Adobe**

In conversation with Ann Lewnes, CEO, Adobe - Moderated by Jim Stengel, Academy Dean

Ann Lewnes, CEO, Adobe  
Jim Stengel, Academy Dean

**17:15-18:00**  
**VERIZON  
MEDIA  
MAJESTIC  
ROOFTOP**

### **Are We There Yet? - Verizon Media**

In a world where over 2 billion smartphones occupy our visual attention and it feels like we are stuck thumbing through life, we have quickly evolved to include other senses that aren't limited to AR, VR, MR, or RR. How are creatives going to adapt and reinvent in a world of transparent interfaces? Welcome to hearable, feelable and wearable technology—powered by data, intelligence, sensors and more. How does this impact our behavior and ensure technology is making us more human?

David Shing, Digital Prophet, Verizon Media  
**Address:** Hôtel Barrière Le Majestic Cannes, 10 Boulevard de la Croisette

## **Thursday 20<sup>th</sup> June**

**09:00-10:15**  
**DENTSU BEACH  
HOUSE**

### **Building for Inspiration - Pinterest**

Inspiration is nearly impossible to define, but you know it when you see it. What does inspiration really mean, and why does it matter for brands and more importantly, for people and culture all over the world? The mark of an inspired campaign is no longer measured by clicks and impressions. In today's world, brands must inspire consumers and create personalized experiences in order to create meaningful, emotional connections. Less interruption and disruption, and more inspiration and action. In this session, Vikram Bhaskaran will share findings from Pinterest's new inspiration research, highlighting the anatomy of an



inspired campaign and why brands should embrace inspiration as the new currency for success.

Vikram Bhaskaran, Global Head of Vertical Strategy and Marketing, Pinterest

**Address:** Dentsu Aegis Network Beach House, Boulevard de la Croisette, Cannes, France (7 min walk from the school, opposite C Beach Plage Restaurant Cannes)

10:30-11:00

**Free Time**

11:15-11:45

DEBUSSY  
THEATRE

PALAIS I

### **What CEOs Really Think About Marketing, Creativity and Growth – McKinsey & Cannes Lions**

In this seminar, McKinsey and Cannes Lions will unveil the findings of a new study highlighting the evolving expectations of the modern marketing organisation in the eyes of the CEO – and by extension the CFO, and board of directors. CEOs need growth. That should be good news for marketers. With the creativity to drive innovation and advanced data and tech enabled capabilities to execute, marketing is developing the tools and skillsets to lead the corporate growth agenda. But is marketing making the grade? Come learn about what the senior most executives expect when it comes to driving predictable growth, the role of marketing and creativity -- and how to the c-suite is getting involved.

Julien Boudet, Partner, McKinsey & Company  
Jason Heller, Partner and Global Lead in Digital Marketing, McKinsey & Company

12:00-12:45  
MARKETERS  
CLASSROOM

### **Lessons From The World's Best Campaigns - WARC Asia Pacific**

Each year WARC's Effective 100 Study examines more than 2,000 effectiveness and strategy competition winners globally to identify the top 100. Join WARC's APAC MD Ed Pank as he lifts the lid of the 100 best case studies from around the world to reveal how smart strategy is driving business and brand growth with best practice from across the globe.

Edward Pank, Managing Director, WARC Asia Pacific

13:00-14:00

CAMPUS  
CANTEEN

**Lunch**

14:00-15:00  
MARKETERS  
CLASSROOM

### **Conversations that Shape Culture: The Participation Playbook - Twitter & Contagious**

From #LetsGetThisBread to the 'Don't Say It' meme and Elon Musk's tweets, nobody knows what fuels today's cultural conversation better than Twitter. Whatever you heard, you heard it first in a tweet – and then

# YOUNG LIONS MARKETERS ACADEMY

16-21 JUNE 2019



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added your two cents. But what does it take for brands to break through the noise? How do you become a global talking point – for the right reasons? And what are the audience behaviors that drive culture-defining moments? Twitter has partnered with Contagious, analysing the past five years of Cannes Lions winners to answer these questions and more.

Alex Josephson, Head of Global Brand Strategy, Twitter  
Katrina Dodd, Head of Trends, Contagious

**15:00-15:30**  
**MARKETERS**  
**CLASSROOM**

## **What's Next, Is Now - VentureFuel, Inc**

Top global innovations, emerging technologies that are on the cutting edge and curated specifically for marketers. These are the tools and technologies that will be commonplace in 5 years, but if applied today can give marketers a competitive advantage and inspire them to think differently. Part magic show, part applicable wow. We will look at predictive analytics, machine learning, AI, dynamic creative delivering personalization at scale, Internet of Things, Big Data, Holograms, future of packaging, frictionless retail, future of eating, VR/AR/MR, future of the fan experiences, creative toolbox of tomorrow, etc.

Fred Schonenberg, CEO & Founder, VentureFuel, Inc.

**15:45-16:45**  
**MARKETERS**  
**CLASSROOM**

## **Purpose is the New Punk**

Some of the world's biggest companies are finding their purpose, and channeling it into products, innovations and marketing initiatives that are ripping through the advertising industry and leading to kick-a\$\$ business results. This isn't to win awards, it's to win in culture. Hear Rob's thoughts on some of the brands and agencies that are punching through the walls and putting purpose on center stage.

Rob Reilly, Global Creative Chairman, McCann World group

**17:00-18:00**  
**LE GREY**  
**D'ALBION**  
**FLOOR 1**

## **Young Marketers Hot Shots**

What do young marketers want from their CMO? Five of our marketing talent selected from this year's Young Marketers Academy, will tell 50 CMOs what they expect from their leaders.

## **Friday 21<sup>st</sup> June**

**10:00-10:45**  
**MARKETERS**  
**CLASSROOM**

## **Cannes Lions Winners Review**

A review of the Cannes Lions 2019 Winners.

Bruno Bertelli, Global Chief Creative Officer, Publicis Worldwide  
Jamie Mandelbaum, Regional Chief Creative Officer, VMLY&R  
Debbi Vandeven, Chief Creative Officer, VMLY&R





11:00-11:30  
MARKETERS  
CLASSROOM

PRESENTATION  
WITH Q&A

## Contagious Cannes Wrap-Up

Contagious believes that award-winning creativity kicks the living crap out of the ordinary work. So, here's our round-up of the extraordinary ideas, trends and curiosities that have made our radar beep this week.

Paul Kemp-Robertson, Co-Founder, Contagious

12:00-12:30  
MARKETERS  
CLASSROOM

## Marketers Wrap Up

A review of the key themes and learnings of the week.

Suzanne Tosolini, Academy Tutor

12:45-13:15  
PALAIS II  
STAGE

PALAIS II

## How Adidas Is Maximizing Digital While Articulating Culture – Adidas with Code and Theory

With the advent of digitally-native and DTC retail models, legacy brands must learn how to compete. Traditional advertising can only take these heritage retail brands so far, which makes the much buzzed-about, yet less-understood, endeavor of digital transformation a must. Adidas collaborated with its digital AOR Code and Theory to embrace digital transformation and push back against the "death of retail" doomsday prophecy, uniting the brand's digital and retail experiences. Adidas' Swave Szymczyk and Code and Theory's Michael Treff will discuss what it takes to build and feed a truly connected digital-first ecosystem.

Swave Szymczyk, Global Director of Digital and Retail Marketing, Adidas  
Michael Treff, President, Code and Theory

13:15-14:00  
CAMPUS  
CANTEEN

## Lunch

14:00-14:45  
LUMIERE  
THEATRE

## Simple Is Hard - Apple

For decades Apple's marketing, like its products, has been an exercise in reduction. Tor will discuss the importance of removing all artifice and stripping both message and execution down to only what matters.

Tor Myhren, Vice President of Marketing Communications, Apple

15:00-15:45  
MARKETING  
CLASSROOM

## Action Planning & Surveys

Create a plan for the weeks ahead and fill in the academy surveys.

Suzanne Tosolini, Academy Tutor

16:00-17:00  
CAMPUS STAGE

## Graduation

Celebrating the Cannes Lions Class of 2019!