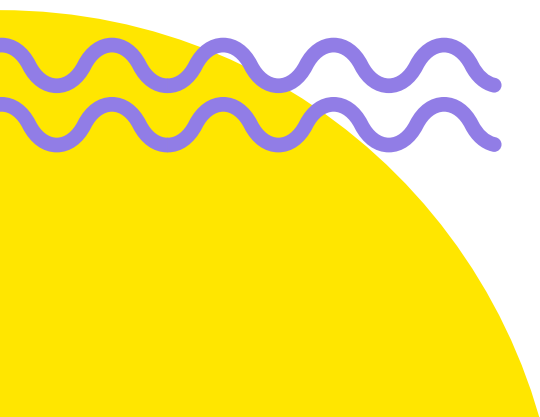




66TH INTERNATIONAL    
FESTIVAL OF CREATIVITY  
17 - 21 JUNE 2019     
    

DIGITAL PASS GUIDE



CANNES LIONS DIGITAL PASS GUIDE

Monday 17 June

09:30	Cannes Lions Breakfast Show	Ladbible's Trash Isles and JohnXHannes' Corazon one year on
09:40	Behind the Winning Ideas	Behind the Whopper Detour by Burger King
09:55	Keynote Presentations	Publicis' Nick Law presents Creatives in Control
10:25	Expert Views	Are Creatives the Business Pioneers?
10:35	Keynote Presentations	Rankin and Adelaide Damoah joins a panel to discuss the impact of our visual diet
11:20	Expert Views	Do advertisers need to do more for our visual diet?
11:35	Keynote Presentations	Twitter & Contagious discuss the conversations that shape culture
12:05	Expert Views	Fuelling today's cultural conversations
12:20	Around Cannes	Behind the scenes of the Festival
12:30	Keynote Presentations	The Inspiration of Real Storytelling: Kwame Alexander and Randy Preston join David Sable to discuss
13:00	Expert Views	How can we bridge commerce and community through storytelling?
13:15	Insights from the Jury	What to expect from the winning work this week
13:45	Keynote Presentations	Samsung: The next 50 years
14:30	Expert Views	Marketing to purpose-driven millennials
14:45	CMO Interviews	Lego CMO Julia Goldin
15:05	Keynote Presentations	Marie Kondo joins Bluecurrent Tokyo
15:50	Expert Views	Exploring Japanese culture and creativity
16:00	The State Of The State	Droga5's David Droga, what's next?
16:20	Keynote Presentations	The Wonder Of What The F*ck presented by adam&eveDDB
16:50	Expert Views	How awe and wonder captures human imagination
17:05	The Business of Creativity	Agencies insider Lena Petersen tells all
17:15	Futureproofing Creativity	New data and insights on Purpose
17:35	Keynote Presentations	Target, a brand putting joy, access and inclusivity at the center
18:05	Expert Views	Should brands "do good" or stick to selling products and services?
18:20	Creative Dream Teams	BBC and Superunion, a love story
18:40	Highlights Of The Day	Highlights from day one
19:00	Awards Ceremony	Print & Publishing, Outdoor, Design, Pharma and Health & Wellness Lions awards

Due to the nature of live broadcasting please note that times may vary

CANNES LIONS DIGITAL PASS GUIDE

Tuesday 18 June

09:30	Cannes Lions Breakfast Show	Meet Monday night's winners
09:50	Behind the Winning Ideas	Saregama Carvaan, the world's most effective campaign?
10:15	Keynote Presentations	The Next Frontier of Sound and Sense Branding
10:15	Keynote Presentations	Creating a new world of Tiffany
11:15	Keynote Presentations	Alfonso Cuarón talks art and activism
12:00	Expert Views	Advertising with purpose
12:15	Insights from the Jury	The Outdoor Lions jury discuss the winning work
12:45	Keynote Presentations	Droga5 and Accenture, an unlikely pairing or the future of agencies?
13:15	Expert Views	The future of agencies
13:20	Around Cannes	What happens in Cannes
13:30	Keynote Presentations	Five ideas for branded communications that weren't possible three years ago
14:15	Expert Views	The next gen of creatives and creativity
14:20	Keynote Presentations	Harvard professor Steven Pinker discusses the art of asking questions with Taboola
14:50	Expert Views	AI v Humans, who will win?
15:00	CMO Interviews	Dunkin' CMO Tony Weisman
15:15	Keynote Presentations	Multisensory brand experience
16:00	Expert Views	Design intellect v design emotion
16:10	The State Of The State	DDB's Wendy Clark, what's next?
16:25	Keynote Presentations	Bob Greenblatt and Laura Dern on disrupting entertainment
17:10	Expert Views	What's the future of entertainment consumption?
17:20	The Business of Creativity	Brands insider Kate Black tells all
17:25	Futureproofing Creativity	Do influencers actually influence?
17:45	Keynote Presentations	AB InBev and Dwayne Wade on building brands for the future
18:15	Expert Views	Putting people at the heart of what you do
18:25	Creative Dream Teams	Uber and 72&Sunny, a love story
18:45	Highlights from Day	Highlights from Day two
19:00	Awards Ceremony	Industry Craft, Digital Craft, Film Craft, Entertainment, Music, and Sport Lions awards

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CANNES LIONS DIGITAL PASS GUIDE

Wednesday 19 June

09:30	Cannes Lions Breakfast Show	Meet Tuesday night's winners
09:45	Behind the Winning Ideas	Behind Pedigree's SelfieStix by ColensoBBDO
10:00	Keynote Presentations: CMOs on the Beach	CMOs from Pinterest, Marriott International and EY
11:00	Keynote Presentations	Jeffrey Katzenberg and Meg Whitman join Medialink's Michael Kassan
11:45	Expert Views	Is the small screen the future?
11:55	Insights from the Jury	The Music Lions jury discuss the winning work
12:25	Keynote Presentations	Scott Galloway presents the algebra of happiness
12:55	Expert Views	How can we all be happier?
13:05	Around Cannes	Young talent, the future of advertising
13:10	Keynote Presentations	Burger King's guide to adpocolypse
13:55	Expert Views	Is traditional advertising dead?
14:05	Keynote Presentations	BBDO presents: Do you have a second? Oops, too late
14:35	Expert Views	Overcoming attention deficit
14:45	CMO Interviews	Mastercard CMO, Raja Rajamannar
15:05	Keynote Presentations	Facebook's Sheryl Sandberg in conversation with Bloomberg
15:50	Expert Views	Is big tech in big trouble?
16:00	The State Of The State	Facebook's Mark D'arcy, what's next?
16:20	Keynote Presentations	Wendy's and VMLY&R discuss the reinvention of the Wendy's brand
17:05	Expert Views	Reinventing a legacy brand
17:15	The Business of Creativity	Tech insider Mark Wagman tells all
17:25	Futureproofing Creativity	Dove on how Brands can connect with Culture
17:45	Keynote Presentations	Redbull Racing on changing the face of F1
18:15	Expert Views	Keeping brands relevant
18:25	Creative Dream Teams	NASA and HUGE, a love story
18:45	Highlights Of The Day	Highlights from Day 3
19:00	Awards Cermeony	PR, Social & Influencer, Direct, Creative Data, Creative Strategy, Media, Young Lions Marketers and Young Lions Print Lions awards

Times are listed in Central European Summer Time (CEST)

All shows will be available on catch-up 2 hours after airing

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CANNES LIONS DIGITAL PASS GUIDE

Thursday 20 June

09:30	Cannes Lions Breakfast Show	Meet Wednesday night's winners
09:45	Behind the Winning Ideas	Behind Tourism Australia's Dundee by Droga5
10:00	Keynote Presentations: CMOs on the Beach	CMOs from AB Inbev, Adobe and Asics
11:00	Insights from the Jury	The Creative Strategy Lions jury discuss the winning work
11:20	Keynote Presentations	Cheers to people! Make brands more human, change the game
11:50	Expert Views	Digital transformation, why are we still talking about this?
12:00	Keynote Presentations	Shonda Rimes and Amanda de Cadenet join Dove and Getty to discuss beauty stereotypes
12:45	Expert Views	Changing the image of beauty
12:55	Around Cannes	The story behind the Lions
13:05	Keynote Presentations	Taking a stand on divisive issues
13:50	Expert Views	Can brands be activists?
14:05	Keynote Presentations	A \$15 trillion business opportunity, a discussion with Bozoma St John, Maye Musk and Leo Savage
14:50	Expert Views	Why do older consumers matter?
15:00	CMO Interviews	SAP CMO Alicia Tillman
15:20	Keynote Presentations	Jeff Goldblum joins Havas to discuss the future of entertainment
16:05	Expert Views	Navigating the crazy world of content consumption
16:15	The State Of The State	WPP's Karen Blackett, what's next?
16:35	Keynote Presentations	Storytelling, an African perspective
17:05	Expert Views	African creativity
17:15	The Business of Creativity	Investor Insider JC Uva tells all
17:20	Futureproofing Creativity	AI meets Creativity with Adobe and Wunderman
17:40	Keynote Presentations	Daimler - discussing the game of brand transformation
18:10	Expert Views	The ethics of data
18:20	Creative Dream Teams	Pereira O'Dell and Intel, a love story
18:40	Highlights Of The Day	Highlights from day four
19:00	Awards Ceremony	Innovation, Creative Effectiveness, Creative eCommerce, Brand Experience & Activation, Radio & Audio, Mobile, Entertainment Person of the Year, Young Lions Media, Young Lions Design and Young Lions PR Lions awards

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CANNES LIONS DIGITAL PASS GUIDE

Friday 21 June

09:30	Cannes Lions Breakfast Show	Thursday night's winners
09:45	Behind the Winning Ideas	Behind Bodyform's #bloodnormal
10:00	Keynote Presentations: CMOs on the Beach	CMOs from Marriot International, EY and Pinterest
11:00	Keynote Presentations	President of Colombia Ivan Duque on the power of ideas
11:45	Expert Views	Can ideas shape the world?
11:55	Insights from the Jury	The Creative eCommerce Lions jury discusses the winning work
12:25	Keynote Presentations	TikTok present a new generation of creators
12:55	Expert Views	Entertainment 2.0
13:05	Around Cannes	Meet the diversity changemakers
13:10	Keynote Presentations	Sir Martin Sorrell and Burning Man's Marian Goodell in conversation
13:55	Expert Views	Creating cultural movements
14:05	Keynote Presentations	Saturday Night Live creator Lorne Michaels in conversation
14:50	Expert Views	Nothing beats a good story
15:00	CMO Interviews	AB InBev's CMO Pedro Earp
15:15	Keynote Presentations	Hakuhodo and Serviceplan discuss unlocking human potential
15:45	Expert Views	Understanding humans
15:55	The State Of The State	Grey's Per Pedersen, what's next?
16:15	Keynote Presentations	Nicolas Winding Refn and Nils Leonard in conversation, presented by Stink
17:00	Expert Views	Ideas make the world go round
17:10	The Business of Creativity	Media insider Chris Vollmer tells all
17:20	Futureproofing Creativity	Amanda de Cadenet talks gender, diversity and inclusion
17:35	Keynote Presentations	Away, a startup success story
18:05	Expert Views	Building a cult brand
18:20	Creative Dream Teams	L'Oreal and McCann, a love story
18:40	Highlights Of The Day	Highlights from day five
19:00	Awards Ceremony	Film, Titanium, Glass, Sustainable Development Goal, Holding Company of the Year, Agency of the Year, Independent Agency of the Year, Network of the Year, Lion of St. Mark, Creative Brand of the Year, Grand Prix for Good, LionHeart, Palme D'Or, Creative Marketer of the Year, Young Lions Film and Young Lions Digital

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