

# Marketing Finland goes Cannes

**Cannes Lions International Festival of Creativity** June 17-21, 2024 in Cannes, France

Dreaming of meeting the leading experts in marketing and communications industry, getting to know the awarded work and insights behind them while enjoying the sunshine and the bustling beach parties along the Boulevard de la Croisette?

This dream will come true at the Cannes Lions International Festival of Creativity. The Festival is where the world's greatest creativity gets its moment in the spotlight. It's where groundbreaking work from across the globe is awarded at the ceremonies, and where today's most influential thought leaders and industry titans come together on stage at the Palais de festivals. The Festival brings together creative minds from around the world with unrivalled networking opportunities, ensuring every delegate can collaborate, share ideas, and progress through creativity.

During the week Marketing Finland together with its partners and members will once again be there offering its members and network a top-class programme, free of charge. On the following pages you can browse through the program and register for events. The program will be updated with more events frequently, so keep an eye on updates.



**Marketing Finland**

# Monday 17<sup>th</sup> June

## **Kantar: Nordic kick-off: How to get creative effectiveness right** [Register here](#)

17:00 | Kantar Apartment

It's nice to have great ads, but at the end of the day it's all about profit. This Nordic get-together is setting the tone for the week ahead: what separates the best from the rest, when it comes to creative quality but also business results. Join us to discuss and network with leading Nordic advertisers.

## **PwC at Cannes: Driving creativity: The reinvention of media and entertainment** [Register here](#)

16:30 – 18:30 | Tenacity yacht | Jetée Albert Edouard dock (behind Palais building)

Innovative thinking is shaping the future of the entertainment and media industry. Explore the rising stakes and new possibilities, including new revenue models, evolving consumer behavior, shifting regulations and the continued impact of emerging technologies. Hosts: CJ Bangah, Principal | US Technology, Entertainment & Media, Daniel Bunyan, Partner | UK Strategy& TMT Leader.

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

**Finnish delegation Get2Gether by JCDecaux** [Register here](#)

17:00 | (location tbc)

**PwC at Cannes: Driving creativity: The reinvention of advertising** [Register here](#)

16:30 – 18:30 | Tenacity yacht | Jetée Albert Edouard dock (behind Palais building)

The deprecation of 3rd party cookies is one factor driving the interest in 1st party data and retail media. Explore the opportunities and challenges in the fastest-growing advertising area. Host: Sam Tomlinson, Partner | UK Media Leader, Bobi Carley, ISBA Head of Media

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

### **ICCO IN CANNES: PR in Cannes Content Sessions with Worldcom and UNDP** [Register here](#)

13:30 – 16:00 | Little Black Book Beach (LBB Beach)

Bringing audiences creative panels, exciting interviews, and fun interactive sessions, highlighting world class PR work that will inform and inspire.

Case studies of new, different, unusual and innovative campaigns from Worldcom, the agency network overing 49 countries world wide.

### **Omnicom & Channel Factory: Expertise on AI and practical examples in Finnish**

15:00 | (location tbc)

[Register here](#)

### **ICCO IN CANNES: PR in Cannes Drinks with Worldcom** [Register here](#)

16:00 – 18:00 | Little Black Book Beach (LBB Beach)

The annual “PR Networking Drinks” will take place on LBB Beach with the PR Lion jury, Young PR Lions finalists, Creative Directors and ICCO’s global PR membership.

On the night of the ‘PR Lion’, join the global PR community in a celebration of PR in Cannes.

### **PwC at Cannes: Driving creativity: The reinvention of marketing and the customer experience** [Register here](#)

16:30 – 18:30 | Tenacity yacht | Jetée Albert Edouard dock (behind Palais building)

Forward-thinking marketers are strategizing across teams to deliver exceptional customer experiences. Get insights on the next era of tech-enabled hyper-personalization and differentiation that can help drive success. Hosts: George Korizis, Principal | US Customer Transformation Practice Leader, Samrat Sharma, Partner

| US & Global Marketing Transformation Leader

# Find your pass for Cannes Lions 2024

## Brand Marketer

Designed especially for brand marketers, this pass gives you all the benefits of a Gold pass and access to a bespoke learning experience during the Festival, greater access to speakers, and the chance to be part of a like-minded group of marketing industry peers – so you'll leave with an unmissable new network.

**5 995 €**

[Learn more & get the pass](#)

## Gold

All the access of the Classic Pass, all week, plus VIP benefits including ClubHouse access (with complimentary food + drink), fast-track badge collection, line-skip at the Lumiere + Debussy talks and the daily Awards Shows and access to the VIP area at the Closing Party.

**5 995€**

[Learn more & get the pass](#)

## Classic

Everything you'll need for a deepdive into the world's leading creativity. Formerly our Complete pass.

**4 095€**

[Learn more & get the pass](#)

## Platinum

The complete VIP experience at Cannes Lions. Get all the benefits of a Gold pass, plus access to select 5 star hotel rooms at preferential rates in the heart of Cannes (hotel cost not included) + much more

Please contact [platinum@canneslions.com](mailto:platinum@canneslions.com) if you would like to book a Platinum Pass - limited availability.

**10 495€**

[Learn more](#)

## Young Lions

If you're 30 or under, enjoy discounted Festival access to jump start your creative journey.

**2 095€**

[Learn more & get the pass](#)

## Digital Pass

If you can't make the festival this year, the Digital Pass has you covered. Get a digital view into the Festival with a curated selection of live streamed Talks, live streamed daily Awards Shows, plus Talks from all official Festival stages that are available on-demand until 12 July. Access to the live stream begins on day 1 of the Festival (17 June).

**329€**

[Learn more & get the pass](#)

By purchasing a Cannes Lions pass you'll be able to access the official Cannes Week programme held inside the Festival area. Learn more about [The Cannes Lions International Festival of Creativity](#).

# Programs & Academies

## CMO Accelerator Programme

Two days of executive, hands-on learning with fellow CMOs from around the world. Sharpen your skills, grow a network of like-minded thinkers and learn strategies for delivering sustainable, enduring brand value. Plus full access to the Festival with all the benefits of a Gold pass.

**5 995 €**

[Learn more](#)

## Creative Academy

Be one of 30 creatives under 30; learning first-hand from a selection of the world's greatest creative minds in this LIONS-accredited learning programme. Intimate sessions will help you discover and deliver ground-breaking ideas – whilst building a world-class network with full access to the Festival. Limited places available, application necessary.

**2 745 €**

[Learn more](#)