

# 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**

# Sunday 16<sup>th</sup> June

**ADWEEK House Kickoff Soirée** *Presented by Digital Turbine* [Register here](#)

19:00 – 21:00 | ADWEEK House

Join us for our Kickoff Soirée at ADWEEK House where we'll mix and mingle, sip a rosé and toast to an incredible week ahead of insightful conversations, creative inspiration and valuable connections at Cannes Lions.

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

## **ADWEEK House // Open Doors** [Learn more](#)

9:00 – 10:30 | ADWEEK House

Stop by ADWEEK House to recharge, refresh and network at our rooftop just off the Croisette with coffee, sips and snacks. Check out who is on the mic at ADWEEK's Studio and get snapped in our photo nook. Enjoy our signature cocktail, the ADWEEK 45, honoring our birthday this year. Mix, mingle and connect with familiar and new faces—as well as some of the ADWEEK team.

## **RTL at Cannes: Panel: The AI journey of future media** [Register for the RTL Beach](#)

14:30 – 15:30 | RTL Beach (45 Boulevard de la Croisette)

## **RTL at Cannes: Fireside chat: Making media sexy for creative agencies** [Register for the RTL Beach](#)

16:00 – 16:30 | RTL Beach (45 Boulevard de la Croisette)

Moderated by Daniel Bischoff, Chief Marketing & Operations Officer, RTL AdAlliance

Speaker: Maximilian Florian Schöngen, Global Creative Lead, Mediaplus Group

## **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.

## **RTL at Cannes: Panel: A Video journey towards brand growth** [Register for the RTL Beach](#)

16:30 – 17:00 | RTL Beach (45 Boulevard de la Croisette)

Moderated by Daniel Bischoff, Chief Marketing & Operations Officer, RTL AdAlliance

Speaker: Patrick O'Keefe, Vice President, Integrated Marketing Communications, ELF Cosmetics

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

## **Kantar: Nordics kick-off reception** [Register here](#)

17:00 | Kantar Apartment

Join us to get going with the week in Cannes! In this session, co-hosted with Marketing Finland and Sveriges Annonsörer, we explore what makes award winning advertising so effective in the Nordic region. In addition to best-in-class creative effectiveness case studies, we will hear how leading Nordic brands are set to operate in this modern AI-powered era of marketing.

Osana tapahtumaa kuulet myös Marketing Finlandin nostot festivaaliviikon ohjelmasta ja pääset verkostoitumaan Cannesin kattojen yllä. Tervetuloa mukaan!

## **TikTok, RTL & IAB Sweden: Nordic Cannes Kick-off** [Register here](#)

18:00 – 21:00 | RTL Beach (45 Boulevard de la Croisette)

TikTok, RTL and IAB Sweden invite you to our Cannes Nordic kick off with music, rosé, snacks and of course, amazing industry peers from all over the Nordics.

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

### **ADWEEK House // Open Doors** [Learn more](#)

9:00 – 10:30 | ADWEEK House

Stop by ADWEEK House to recharge, refresh and network at our rooftop just off the Croisette with coffee, sips and snacks. Check out who is on the mic at ADWEEK's Studio and get snapped in our photo nook. Enjoy our signature cocktail, the ADWEEK 45, honoring our birthday this year. Mix, mingle and connect with familiar and new faces—as well as some of the ADWEEK team.

### **EACA Members & Partners Event: Breakfast Meet-Up on Sustainability & Advertising (GALA)** [Register here](#)

9:00 – 11:00 | Canopy by Hilton

Kick off your day with a breakfast meet-up hosted by GALA, featuring introductory remarks from Guy Parker, Stephane Martin, Michael Todd, Lucas Boudet, John Osborn, and Michael Kaliski. After the introductions, there will be ample time for coffee and informal discussions about the sustainability challenges we face today.

### **EACA Members & Partners Event: The Gathering (Meta)** [Register here](#)

tbc | Meta Beach

Join Meta for a transformative session to discuss how the Accessibility Alliance —a collaborative effort involving brands, agencies, platforms, and trade organizations, is actively working to make all advertising accessible to individuals with hearing and visual impairmen

### **RTL at Cannes: Panel: Claiming the Living Room - The Future of Audiovisual Entertainment** [Register for the RTL Beach](#)

10:15 – 11:00 | RTL Beach (45 Boulevard de la Croisette)

Speakers: Franck Vogel, CEO, Ad Alliance Deutschland | Ton Rozestraten, CEO, Ad Alliance Nederland | Stéphane Coruble, CEO, RTL AdAlliance | Mark Rogers, VP, Global Partnerships Strategy, NBCUniversal

### **RTL at Cannes: Navigating the Era of AI: Reshaping Advertising and Media Agencies** [Register for the RTL Beach](#)

12:30 – 13:00 | RTL Beach (45 Boulevard de la Croisette)

Speaker: Toby Hack, CEO, PHD EMEA

### **EACA Members & Partners Event: Accessible by Design (ACT Responsible + Ad Accessibility Alliance)** [Register here](#)

14:30 – 15:20 | Théâtre Claude Debussy

Join Phil Smith, ISBA's Director General, and marketers from Google, Meta, P&G, Diageo, and Unilever for a pivotal discussion moderated by Hannah Mirza, Responsible Marketing Agency's founder and CEO, on how they are embracing accessible advertising.

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

### **The Unstereotype Alliance: The Business Case for Progressive Advertising** [Register your interest](#)

15:15 – 15:45 | The Palais Rotonde stage

### **RTL at Cannes: Getting Social Right! Using Social to Craft Long-Term Brand Growth** [Register for the RTL Beach](#)

15:15 – 15:45 | RTL Beach (45 Boulevard de la Croisette)

The panel aims to shift perceptions around social ads from being primarily conversion-focused to tools capable of driving sustained brand growth. The discussion will emphasize how social platforms, specifically TikTok, can be leveraged not just for immediate consumer engagement but for building long-term brand relationships. Moderated by Manny Flores, EVP & Digital Engagement Lead - USA, Ipsos | Adam Sheridan, Head of Global Products and Analytics, Creative Excellence, Ipsos. Speakers: Tim Natividad, US Head of Enterprise Sales, TikTok | Alexandra Bolton, L'Oreal

### **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

### **RTL at Cannes: Panel: Creativity** [Register for the RTL Beach](#)

17:00 – 17:30 | RTL Beach (45 Boulevard de la Croisette)

Moderated by Shaun Dix, Global Service Line Leader, Creative Excellence, Ipsos | Samira Brophy, Senior Creative Excellence Director UK, Ipsos  
Speakers: Tati Lindenberg, Vice President, Marketing, Unilever | Dirt Is Good | Ulrich Klenke, Brand & Marketing, Deutsche Telekom | Richard Schmidt, Group Head of Wellbeing and Stimulation Business Unit, British American Tobacco/Ryde

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

18:00–20:30 | [Riviera Beach Restaurant](#) (31 Bd Jean Hibert, 06400 Cannes)

Welcome to the get2gether by JCDecaux. We are happy to invite you to our dinner at Riviera Beach Restaurant. We have a nice beach set-up with food & drinks available and we will be sharing some thoughts around the marketing scene and the change that AI is currently enabling for it.

### **RTL AdAlliance Beach Party** [Register here](#)

22:00 | RTL Beach (45 Boulevard de la Croisette)

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

### **ADWEEK House // Open Doors** [Learn more](#)

9:00 – 10:30 | ADWEEK House

Stop by ADWEEK House to recharge, refresh and network at our rooftop just off the Croisette with coffee, sips and snacks. Check out who is on the mic at ADWEEK's Studio and get snapped in our photo nook. Enjoy our signature cocktail, the ADWEEK 45, honoring our birthday this year. Mix, mingle and connect with familiar and new faces—as well as some of the ADWEEK team.

### **RTL at Cannes: Panel: AdTech made in Europe – virtual minds & smartclip** [Register for the RTL Beach](#)

10:00 – 10:30 | RTL Beach (45 Boulevard de la Croisette)

Speakers: Thomas Servatius, Co-CEO, MD Platform & Technology, smartclip | Tom Peruzzi, Spokesperson of the management board, Virtual Minds

### **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 worldwide.

### **Open House For Good – The Meeting Point For a Sustainable Industry** [Learn more](#)

14:00 – 16:00 | Théâtre Claude Debussy (Address: 1 Boulevard de la Croisette) (NO PASS NEEDED)!

The Open House for Good (OHFG!) event invites everyone to gather at the ACT Responsible Hall during Cannes Lions to engage in discussions about the crucial issue of sustainability. This initiative aims to make the Festival more inclusive and is organized by ACT Responsible and IAA Global in partnership with Cannes Lions.

### **EACA Co-hosted Session: Creative Equality Panel** [Learn more](#)

14:00 | Théâtre Debussy Foyer (it's open to all, pass or no pass!)

Organisers: EACADEI TASK FORCE & ACT RESPONSIBLE with the collaboration of NordDDB and TBWA

Speakers: Ilkay Gurpinar, Campaign's Global Creative of 2023 (TBWA Istanbul) | Chaka Sobhani, DDB's Global CCO | Ali Hanan, Creative Equal's CEO | Kate Cronin, Moderna's Global CMO | Christian de la Villehuchet, EACA's President

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

### **Omnicom & Channel Factory: Expertise on AI: How generative AI can improve marketing effectiveness** [Register here](#)

15:00–18:00 | Art Gallery Espace Michelangelo, 3 rue Michel Angelo, 500 m from Palais

Get together with Finnish marketing professionals for a light-hearted talk on how generative AI can improve marketing effectiveness in the here and now whilst enjoying refreshing drinks & snacks.

Speakers & program: 15.00 – 15.45 | Omnicom Media Group Finland, Teemu Neiglick & Päivi Arffman-Koskinen | Launch of OMNI Kompassi. First GAI that is trained to understand Finnish consumers, media and marketing landscape.” | Teemu is CEO of OMG Finland & Päivi is a marketing strategist that is leading OMG’s AI development in Finland.

16.00 – 17.00 | Channel Factory, Phil Cowdell | "Social Media - From Harmful to Helpful: How being Conscious can help accelerate media performance PLUS inclusion, representation and sustainability across your media investments" | Phil is Channel Factory’s global Chief Strategy Officer and former CEO of Mindshare and Mediacom, as well as global Client President at GroupM and WPP.

17.30 – 18.00 | Omnicom/Annalect, Slavi Samardzija | “AI development @ Omnicom & OMNI Assist” | Slavi is a global CEO of Annalect, Omnicom’s center of data, technology and analytic professionals. Annalect has over 5000 experts globally, making it a leading provider of data driven marketing capabilities in the world. Slavi leads AI-development globally at Omnicom.

### **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



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

### **RTL at Cannes: Panel: Brands and DEI** [Register for the RTL Beach](#)

17:00 – 18:00 | RTL Beach (45 Boulevard de la Croisette)

Moderated by Lindsay Franke, Group President & US ExCo | Aurélie Jaquemin, Chief Growth Officer - Global Creative Excellence, Ipsos

Speakers: Quentin Delobelle, Directeur Communication et Création, Orange | Julie Regis, Creative Excellence, Content & Partnership Lead, Sanofi | Olya Dyachuk, Global Media & Data Director, Heineken | Christine Guilfoyle, President, SeeHer

### **The Unstereotype Alliance: 7<sup>th</sup> Anniversary Member's Event, hosted by MediaBrands** [Register your interest](#)

17:00 – 19:00 | Mediabrands villa

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

### **Adform mid-morning brunch: The hot topics of advertising in 2024** [Register here](#)

10:00 – 12:30 | [Maëma plage du midi](#) (26 boulevard Jean Hibert Azur Plage)

Brunch together with Adform and learn what are the hot topics in advertising today. Adform will also share insights into such issues as AI, cookieless, retail media, CTV, attribution and ESG.

### **RTL at Cannes: Panel: Vote for Brands** [Register for the RTL Beach](#)

10:00 – 10:30 | RTL Beach (45 Boulevard de la Croisette)

Moderated by Emmanuel Probst, Global Lead Brand Thought Leadership, Ipsos | Clifford Young, President Ipsos Public Affairs, Ipsos USA

Speakers: Rob Gaige, Head of Global Insights, Reddit | Samantha Moore Director, Market Research, Microsoft

### **The Unstereotype Alliance: Unstereotyping eSports and online gaming** [Register your interest](#)

10:30 – 11:30 | Canopy by Hilton (World Women Foundation)

# RSVP LINKS at Cannes for MF Partners & Platforms

## Meta Beach

<https://www.facebook.com/business/events/cannes>

## Pinterest Manifestival

<https://pinterestcannes.com/>

## TikTok at Cannes

<https://www.tiktokatcannes.com/>

## Kurio & Samy Alliance at LBB Beach

<https://event.samy.com/cannes-lbb>

## Sport Beach

<https://www.sportbeach.com/>

## RTL Beach

<https://rtl-adalliance.com/rtlbeach>

## The Kantar Apartment

<https://www3.kantar.com/cannes-lions-2024/>

## Channel Factory at Cannes Lions

Events targeted mainly for marketing executives & brands: <https://channelfactory.com/event-cannes-lions/>

## World Woman Cannes

<https://www.eventbrite.com/e/world-woman-cannes-agenda-tickets-868864355677?aff=ebdssbdestsearch>

## Cognitiv Pink & Pride Party

<https://events.cognitiv.ai/cannespinkparty>

## Double Verify | Affinity Solutions: 80's Retro Rendezvous

<https://events.doubleverify.com/dvpartyatcannes>

## Seedtag AdTech Apéro: Sparkling Connections

<https://6c05jscjq8k.typeform.com/to/TvSgKJj8?typeform-source=events.seedtag.com>

## Equative Send-off Silent Disco

<https://equativatcannes2024.com/>

# Cannes 2024 with Marketing Finland

Sunday	Monday	Tuesday	Wednesday	Thursday
19:00 – 21:00 ADWEEK House Kickoff Soirée	11:00 – 11:45 Adweek: Pivot Live with Kara Swisher and Scott Galloway	11:00 – 11:45 Adweek: Pivot Live with Kara Swisher and Scott Galloway	13:30 – 16:00 ICCO: PR in Cannes Content Sessions with Worldcom and UNDP	10:00 – 12:30 Adform mid-morning brunch: The hot topics of advertising in 2024
	12:00 – 12:45 Adweek: Chief Creative Officer Roundtable	12:00 – 12:45 Adweek: Chief Creative Officer Roundtable	15:00 – 18:00 Omnicom & Channel Factory: Expertise on AI: How generative AI can improve marketing effectiveness (in Finnish)	10:30-11:30 Unstereotyping eSports and online gaming
	15:15 – 15:45 Unstereotype Alliance: The Business Case for Progressive Advertising	15:15 – 15:45 Adweek: The Business Case for Progressive Advertising – The Palais Rotonde stage	16:00 – 18:00 ICCO: PR in Cannes Drinks with Worldcom.	10:30 – 11:30 The Unstereotype Alliance: Unstereotyping eSports and online gaming
	16:30 – 18:30 PwC: Driving creativity: The reinvention of advertising	16:30 – 18:30 PwC: Driving creativity: The reinvention of advertising	16:30 – 18:30 PwC: Driving creativity: The reinvention of marketing and the customer experience	
	17.00 – 18:30 Kantar: Nordics kick-off reception	18:00 – 20:30 Marketing Finland & JCDecaux Finnish delegation Get2Gether	17:00 – 19:00 The Unstereotype Alliance: 7 <sup>th</sup> Anniversary Member's Event, hosted by MediaBrands	
	18:00 – 21:00   RTL Beach TikTok, RTL & IAB Sweden: Nordic Cannes Kick-off	22:00   RTL AdAlliance Beach Party	17:00 – 19:30 Creative 100 Reception at ADWEEK House	

# 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 & Additional Opportunities

## 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](#)

## Creator in partnership with viral nation

Designed especially for the creator economy, this four-day pass (Tuesday-Friday) gives you access to a bespoke learning experience during the Festival, including dedicated content, roundtable discussions and exclusive networking opportunities.

Get in front of the biggest brands and agencies, and find out how to navigate this growing space.

1 145 €

[Learn more & apply now](#)

### Who is this pass for?

For creators and those working in the creator economy, including independent creator marketing agencies, creator talent agencies and creator consultants.

**Applications are now open. Spaces are limited.**