



06/19/15

# PRESS RELEASE



## PUBLICIS GROUPE HIGHLIGHTS AT THE 62<sup>ND</sup> ANNUAL CANNES INTERNATIONAL FESTIVAL OF CREATIVITY

*Publicis Groupe's networks and agencies offer a full line up of seminars, speaker events, and show-stopping creative work that will be the highlight of the 2015 Cannes Festival.*

The Cannes Festival is a top-notch opportunity to celebrate the alchemy that drives Publicis Groupe- (IQ + EQ + TQ + BQ)<sup>CQ</sup>. Bringing together the perfect combination of intelligence, emotion, technology and creativity from our networks and agencies across the globe, all in one place. The Groupe has arranged a full week of seminars highlighting innovation, transformation, digital and technology, creativity and inspiration, bringing together the brightest minds in the industry. Publicis Groupe also has over 30 of its top creative and business leaders hailing from 20 different countries serving on juries across both the Health Lions and Cannes Lions festivals. From Pharma & Wellness to Mobile, Press, Creative Effectiveness, Media, Creative Data, Branded Content & Entertainment, Film, and many more.

There are also several milestones to note at this year's festival, including the 25<sup>th</sup> anniversary of the **Saatchi & Saatchi New Director's Showcase**, to be presented on June 25, and a celebration of the **80<sup>th</sup> Anniversary of Leo Burnett**.

### Publicis Groupe @ Cannes Lions:

---

On Thursday, June 25 at 4PM, **Publicis Groupe Chairman & CEO Maurice Lévy** will welcome the most followed DJ in the world, David Guetta, on the stage of the Grand Auditorium to discuss "Making the Brand: Authenticity and Influence Through Celebrity Endorsements."

For the Cannes Festival week, Publicis Groupe has partnered with The Drum to transform the magazine to "Le Drum," with Maurice Lévy as Guest Editor. The magazine includes interviews with and contributions from some of the biggest hitters in marketing and business today- from Jean-Paul Agon and Sidney Toledano to Harvey Weinstein, SY Lau and Marc Mathieu.

Also in collaboration with The Drum, Publicis Groupe will offer a first-ever 360° Virtual Reality tour of Maurice Lévy's office, as filmed by Unit9 Production. The experience will be set-up on the Publicis Groupe terrace of the Majestic Hotel from Wednesday June 24 to Friday June 26. Festivalgoers will be able to try on the new Samsung Gear VR headset and get unprecedented virtual access to the Publicis Groupe Chairman and CEO's office. The tour shows the space in 360° while Lévy talks the viewer through some of his favorite objects and mementos.

The Drum is the first media to have produced a virtual reality video of the kind. The video can also be seen on the Publicis Groupe and The Drum's YouTube channels as of June 21. "Le Drum" magazine guest edited by Maurice Lévy will be available for free around the festival. Promotion of the magazine all along the Croisette was done in partnership with JC Decaux, who also contributed an in-depth article on the future of connected cities in Le Drum.

Follow Publicis Groupe networks' social activity throughout the festival via our dedicated online platform powered by Spredfast and Relaxnews: [www.publicisgroupeatcannes.com](http://www.publicisgroupeatcannes.com)

Below is a full list of Publicis Groupe's networks' and agencies' sessions not to miss during the week of Cannes.

## Health Lions:

---

**“Cut to The Truth: Tell Stories, Change Lives” by Publicis Healthcare Communications Group** with Todd and Jedd Wider, Co-founders of Wider Film Projects

Friday 19 June 1030 - 1115 Debussy – Creative Inspiration

Todd and Jedd Wider, multi-award winning documentary producers, will present a session on the transformative power of film. A trained reconstructive surgeon focusing on cancer surgery and a law partner at a prominent international law firm who advocates for social justice, Todd and Jedd Wider are also the producers of Academy Award, Emmy Award and Peabody Award winning documentary films that use the power of cinematic storytelling to incite change. Their personal brand of artistry and investigative narration - including uncovering hidden stories affecting patients, providers, and the healthcare system - has altered U.S. law and compelled stakeholders to think differently on social and political issues.

Step into a dynamic and compelling visual journey with Wider Film Projects and Publicis Healthcare as Todd and Jedd share the origins of their social justice work. They will prove that truth, passion, and a precision to visual craftsmanship are the key to the evolution of the healthcare communications industry from being brand champions to champions of health and wellness for all.

## Cannes Lions:

---

**“Meet The Disruptors: How Tinder Coupled Technology With Human Experience” by SapientNitro** with Bill Kanarick, SVP, CMO of Sapient, Sean Rad, Founder & President of Tinder, and Caroline Daniel, Editor, FT Weekend  
Sunday 21 June 1100 - 1145 Grand Audi

Tinder has managed to attain the marketer's Holy Grail: nearly overnight, it has become an integral part of the everyday lives of 50 million people around the world.

While that may seem magical, its approach is informed by the same fundamentals we all use to craft our respective brand stories: it starts with understanding the audience.

Hear from Tinder co-founder and president Sean Rad how the company is disrupting the category, culture, and crucially, the way we connect to one another by marrying timeless human needs with timely technologies to evolve the human experience.

**“Toolkit for Transformation” by Razorfish Global** with Ray Velez, CTO, Razorfish Global and Will Sansom, Director, Content & Strategy, Contagious Communications

Monday 22 June 16:00 – 16:45 Debussy

This seminar will combine Razorfish Global's expertise in creative business transformation with Contagious' unique perspective on the intersection of marketing, consumer culture and technology to share everything you can't afford not to know about the future of our industry. The seminar will be live-streamed on the Cannes Lions website and YouTube channel after Razorfish Global received nearly 20,000 votes, more than have ever been cast for the Lions Live contest.

Watch it live here: <http://rfish.us/1KWIQfS> and follow the it on social media here: [#FutureToolkit](https://twitter.com/FutureToolkit) [#RazorfishGlobal](https://twitter.com/RazorfishGlobal)

**Razorfish Global Insights with the Jury session for Promo & Activation Lions** with Natalie Lam, Executive Creative Director, Razorfish on Tuesday June 23 at 5:00-5:45 PM in the Debussey theatre. Cannes Lions' Insights with the Jury seminars provide an opportunity to delve deeper and get a unique understanding of how the Jury came to their final decisions on this year's Lion-worthy work. Find out which entries stood out and why. What key themes came out of the judging sessions and what are the trends that will affect and influence the direction of our industry.

**“Building a House of Disruptive Innovation” by MSLGROUP** with PRWEEK

Tuesday 23 June 10:00 – 12:00 Cannes Lions Extra, Radisson Blu Hotel

PR Week and MSLGROUP invite you to join thought leaders and CMOs from some of today's biggest brands, including Gareth Mead, Uber and Christina Smedley, PayPal, as they share insights into how disruption is driving a new era in integrated marketing and communications – and what exactly this means for smart brands.

**“Truth or Dare” by Starcom MediaVest Group** with Starcom USA CEO, Lisa Donohue, on stage with TED Curator Pat Mitchell, the poet Rives and Women’s rights activist and actress, Maria Bello

Tuesday 23 June 14:00 – 14:45 Grand Audi

Once again, a special SMG +TED Cannes session will bring to the stage a series of provocative ideas and speakers offering insights with universal applications. In 2015, TED is on a quest to magnify both of these compelling elements. In truth, we will seek to challenge and reshape our core beliefs about today’s reality. And at the same time, we will celebrate those who dare to offer bold new alternatives. The session will feature three speakers whose ideas and experiences tap into this vital conversation and the program will conclude with a conversation with Starcom USA CEO, Lisa Donohue and host Pat Mitchell who will explore the topics of reinvention and relevance.

**“The Creative Universe” seminar by ZenithOptimedia** with Professor Brian Cox, scientist and broadcaster, with Sean Healy, Global Communications Planning Director of ZenithOptimedia

Tuesday 23 June 15:00 – 15:45 Debussy

We live in a complex natural world. However, this complexity often masks an underlying simplicity of scientific principles that makes sense of this world. By applying these rules, renowned scientist and broadcaster Professor Brian Cox has developed a highly engaging narrative that helps explain our life on earth. This has become the subject of acclaimed BBC series, The Human Universe.

In this seminar, Professor Cox will talk through some of the key scientific principles that help us unlock some of the mysteries around us. ZenithOptimedia will then develop this theme to explain that while many still view advertising as a world of mysterious inspiration, it is actually underpinned by laws that are akin to scientific principles. Built on a complexity of behavioural data, the new digital world is revealing clear patterns that enable us to develop new forms of creative engagement.

Just as the human world can be explained and advanced through science, so to can advertising with ‘The new science of creativity’.

**“Design is The Future: How Unmistakable Branding Can Unleash Creativity” by Leo Burnett** with Mark Tutssel, Global CCO of Leo Burnett Worldwide with Bruce Duckworth and David Turner, CEO’s & CoFounders of Turner Duckworth

Wednesday 24 June 17:00 – 17:45 Debussy

The New York Times has proclaimed that we are entering a "Golden Age of Design." Designers are being invited to sit at the top table of many major corporations and advise investors. Some of the world's fastest growing companies were created by designers. This has led to a revolution in product design and a focus on consumer experience. But what does this cultural shift mean for the communication industry? What role is design playing in re-shaping the way brands engage with people and tell their stories? How will design challenge and inform the role of advertising? Mark Tutssel, Chief Creative Officer, and Tom Bernardin, CEO of Leo Burnett Worldwide present "Design Is the Future: How Unmistakable Branding Can Unleash Creativity," a unique presentation from David Turner and Bruce Duckworth of Turner Duckworth, the highly acclaimed design company that recently became part of the Leo Burnett Group. They will be joined on stage by Stephen Bayley, an author, critic, debater and curator whose best-selling books, provocative exhibitions and influential Design Museum have changed the way people think about design for over thirty years.

**“The Way Forward #ADWOMEN2015” by BBH** with Sarah Watson, Chief Strategy Office, BBH New York, Colleen Decourcy, Global ECD, Wieden + Kennedy, Erica Hoholick, President, TBWA/Media Arts Lab, Suzanne Powers, Global CSO, McCann Worldgroup.

Thursday 25 June 14:45 – 15:15 Audi A

The role of women in advertising has become a hot topic in recent years. In this panel, four leading women from each of the ad agency disciplines will explore if and how gender has been decisive in their own trajectory. The panel will then go on to ask what practical lessons we can take forward to help agencies win.

**Saatchi & Saatchi New Director’s Showcase**

Thursday 25 June 10:00 – 11:15 Grand Audi

For 25 years Saatchi & Saatchi have championed the best new directing talent by showcasing their work at Cannes Lions International Festival of Creativity. To celebrate our ongoing commitment to emerging directors and mark our anniversary, we’ve invited back some of the previously featured directors. As well as our reel of this year’s most exciting new directors, a selection of our alumni will be taking part in something very special to be premiered at the Showcase. Featured directors will be announced closer to the date.

## LIONS INNOVATION:

---

**“Scientists Vs. Poets” – The Art of Connecting Data to Storytelling by DigitasLBI** with Chris Clarke, CCO of DigitasLBI and Dan Hughes, International Head of Data Science

Thursday 25 June 14:40 – 15:10 Inspiration Stage

Traditionally the artistic left-brain indulgences have been diametrically opposed to the analytical right-brain disciplines. However, in today's hyper-connected world, the best marketing comes when you embrace the creative tension between left-brain and right-brain. Powerful storytelling will always be the best way to motivate people's behaviour, but data and analytics can help brands get under the skin of that behaviour. DigitasLBI Chief Creative Officer, Chris Clarke, and Dan Hughes, International Head of Data Science, will battle it out on-stage before using real data gleaned from the audience to create compelling “stories” in real-time. Using these practical examples they will demonstrate that the best, most compelling narratives come from a combination of data and storytelling. They will prove once and for all that the scientists and the poets should join forces.

**“Virtual Reality Beyond Gaming and Entertainment” by SapientNitro** with Gary Coepke, CCO, SapientNitro North America, and Amir Rubin, CoFounder & CEO of Sixense and on Friday, June 26

Friday 26 June 14:25 – 14:55 Discovery Stage – Virtual Reality

While Virtual Reality (VR) captures headlines and attention in entertainment, gaming, and campaign-centric activations, there is a transformation building that will extend far beyond these early adopters. Practical applications will shift industries like travel, real estate, and complex training very soon. And retailers and brands will finally have the tools to bring inspiring journeys of discovery from the physical world into the digital realm. By bringing consumers into virtual “ShowWorlds”, retailers and brands can recreate and even exceed what can be accomplished in the physical retail world. This technological innovation will invite further innovations in experience and storytelling, and ultimately, eCommerce and shopping will be significantly disrupted by this technology.

This presentation will share our overall perspective on how VR will be leveraged outside of the gaming and entertainment fields, including examples illustrating the types of applications we are discussing.

---

### About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and business transformation. In a world marked by increased convergence and consumer empowerment, Publicis Groupe offers a full range of services and skills: digital, technology & consulting with Publicis.Sapient (SapientNitro, Sapient Global Markets, Sapient Government Services, Razorfish Global, DigitasLBI, Rosetta) - the world's largest most forward-thinking digitally centered platform focused exclusively on digital transformation in an always-on world - as well as creative networks such as BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi, public affairs, corporate communications and events with MSLGROUP, ad tech solutions with VivaKi, media strategy, planning and buying through Starcom MediaVest Group and ZenithOptimedia, healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs more than 76,000 professionals.

[www.publicisgroupe.com](http://www.publicisgroupe.com) | Twitter: [@PublicisGroupe](https://twitter.com/PublicisGroupe) | Facebook: [www.facebook.com/publicisgroupe](https://www.facebook.com/publicisgroupe) | LinkedIn: [Publicis Groupe](https://www.linkedin.com/company/publicis-groupe) | <http://www.youtube.com/user/PublicisGroupe> | *Viva la Difference !*

---

### Contacts

#### Publicis Groupe

Peggy Nahmany	Corporate Communications	+ 33 (0)1 44 43 72 83	<a href="mailto:peggy.nahmany@publicisgroupe.com">peggy.nahmany@publicisgroupe.com</a>
Sabrina Pittea	Corporate Communications	+33 (0)1 44 43 76 91	<a href="mailto:sabrina.pittea@publicisgroupe.com">sabrina.pittea@publicisgroupe.com</a>
Lindsay McCallum	Corporate Communications	+33 (0)1 44 43 69 51	<a href="mailto:lindsay.mccallum@publicisgroupe.com">lindsay.mccallum@publicisgroupe.com</a>