

Publicis Groupe Unleashes Cannes' Most Famous Lion

June 12, 2025 – Paris – Publicis Groupe [Euronext Paris FR0000130577, CAC 40] This year, the most famous lion in Cannes won't be metal – and it won't be in the Palais. With a global campaign harnessing the largest connected influencer platform in the world, Publicis will give a live demonstration of the power of creators, technology, and AI, to make an unknown lion the most talked-about figure on the Croisette.

This lion delivers more than industry accolades. Thanks to Influential powered by Captiv8, a network of more than 19 million creators, and boosted by Epsilon's data, it will show how clients can generate Super Bowl reach (over 127 million impressions) for a fraction of the price and as part of their media mix.

The operation launches on June 16th, with a joint Instagram post from top wildlife influencers @shandorlarenty (9.3M TikTok, 596K Instagram) and @Pubity (40M Instagram, 17M TikTok), to introduce the lion. From there, the activation will expand across Influential and Captiv8's network of creators, covering 90% of influencers with more than 1 million followers, and 95% with more than 5000. The **Lion Tracker** at **Influential Beach** will monitor the lion's growing audience in real time. By the end of the Cannes Lions Festival, he will have reached big game reach – through the power of Publicis' unique influencer platform.

To drive the point home, the program is backed by a playful digital OOH play, comparing the cost of a Super Bowl-worthy influencer buy to a Cannes week tab: a handful of business class tickets, a quarter of that beach party budget, or just a sliver of the awards entries that some flood the system with to rack up metal.

Arthur Sadoun, CEO of Publicis Groupe commented: "With every acquisition — from Captiv8 to Influential — and every innovation, like CoreAI, we're building a future-ready platform to help clients navigate an increasingly complex and challenging marketing landscape. At Cannes this year, we're focused on turning AI hype into business upside — with practical, Monday-ready solutions our clients can put to work immediately".



About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients' transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 103,000 professionals.

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