

Publicis takes to the Croisette to make the case for real business value in the age of artificial intelligence

June 16, 2026 – Paris – Publicis Groupe [Euronext Paris FR0000130577, CAC 40] continues its tradition of using the Cannes Lions Festival as a platform for industry transformation, this time to address AI pitch promises.

At a moment when the industry is facing fundamental disruption, widespread layoffs, and existential questions about its future in the age of AI, it is more important than ever to reaffirm the real value we create.

Artificial intelligence, with its seemingly limitless potential, has only widened the gap between what is promised in pitches and what can actually be achieved. This has contributed to the commoditization of our collective value, often encouraging commercial offers that prioritise false efficiencies and unrealistic delivery over real business outcomes. Some would already say it's gone too far. Watch the film [here](#).

The conversation needs to shift from AI demos to demonstrations of real business proof, from the cost of our services to the actual impact of our work.

Publicis will show exactly how it is making that happen at the Cannes Lions this year, during a flagship session for 350 clients and 70 investors under Chatham House rules. We will be joined on stage by Gülen Bengi (Global CMO, Mars Inc) and Shakir Moin (President, Marketing, North America, The Coca-Cola Company) to pull back the curtain on a 12-month transformation journey from AI pitch promises to business results. It will be a rare, transparent look at the ups, downs, and outcomes of two of the biggest reviews of 2025.

To further demonstrate the business reality of how human ingenuity, powered by intelligent technology, drives measurable growth, Publicis will also hold more than 60 closed-door sessions with clients, spanning five industry verticals and leveraging concrete case studies.

Arthur Sadoun, CEO of Publicis Groupe commented: " The compound effect of over promising on AI and unsustainable commercial offers in pitches to generate headlines is leading to massive jobs cuts in our industry. Collectively, we have to stop this race to the bottom and reaffirm our unique ability to deliver what clients really want: love for their brands, growth they can see, success they can measure. That's why Publicis' sessions in Cannes will demonstrate that the only pitch promise that counts is business results."



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 114,000 professionals.

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