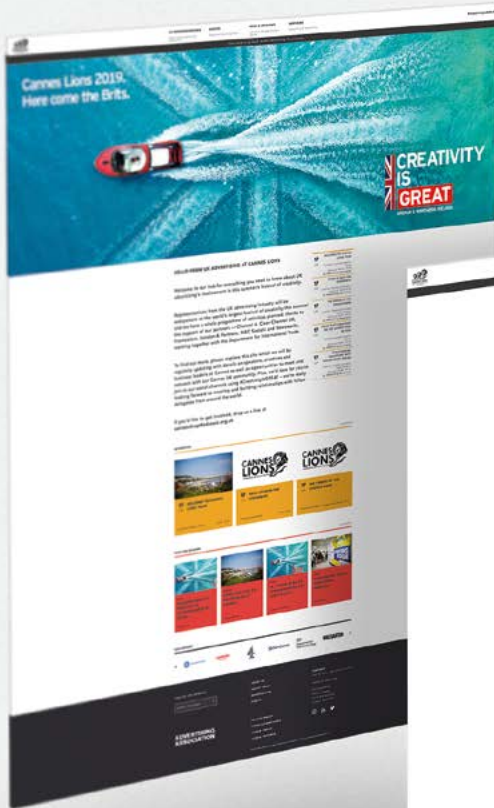


Cannes Lions 2019.
Hello from the Brits.

 **CREATIVITY
IS
GREAT**
BRITAIN & NORTHERN IRELAND



**FIND OUT
MORE ON OUR
DEDICATED
CREATIVITY
IS GREAT HUB**

ADASSOC.ORG.UK/CANNES-LIONS



HELLO FROM UK ADVERTISING

Welcome to our guide to everything you need to know about UK advertising's involvement in Cannes Lions. Colleagues from our industry are everywhere this week to take part in the world's largest festival of creativity. We have a whole programme of activities planned, thanks to the support of our partners — Channel 4, Clear Channel UK, Framestore, London & Partners, M&C Saatchi and Newsworks, working together with the Department for International Trade.

We have over 80 speakers on stage in the Palais, 25 jurors reviewing the world's best creative work, seven teams competing in the Young Lions competition and participants in the Roger Hatchuel Academy and See It Be It programme. Our working group members include nearly 40 companies on trade missions all open to meeting up, sharing insights on tips on how UK advertising can help peers around the world.

Whether you're looking to come and work in the UK advertising sector, would like to know more about buying some of the world's most effective (and Lions-award-winning) advertising work or are considering investing or acquiring fast-

growth advertising and marketing service companies, we can help. Cannes Lions is a big place. If you'd like to meet with representatives from UK advertising, we're here to help you get in contact with the most relevant people.

To find out more, please take a look through this guide or visit our special hub which is full of details on speakers, creatives and business representatives at Cannes as well as opportunities to meet and network with our Cannes Lions UK community.

Enjoy this summer's Cannes Lions - we hope we get the chance to help you make useful, valuable connections with the many different talented people here representing UK advertising.

STEPHEN WOODFORD
Chief Executive, Advertising
Association and Cannes Lions
UK Representative

WHY THE UK IS YOUR GO-TO MARKET FOR THE WORLD'S MOST EFFECTIVE ADVERTISING

It's great to be back in Cannes, this time as the UK Advertising Exports Champion, as well as founder of Cannes Lions Agency of The Year in 2018, adam&eveDDB - I'll be watching with interest who takes this year's crown!

I'm hugely proud of our position as one of the world's leading hubs for advertising and marketing services. It's reflected in our performance year-after-year here in Cannes. Over the past 15 years, we've won more Lions than any other European country and more per capita than any other country in the world.

We do business with countries all over the world, from USA to China, from Australia to the UAE as well as across our fellow nations in Europe, leading with Germany, France, Netherlands, Italy and Spain. We relish working on international briefs and producing creative work that travels worldwide to help businesses of all kinds grow.

At the same time, we are delighted to be a destination point for global talent. We welcome ambitious creative people to come and work in the UK during their career, just like we encourage our homegrown talent to go and work around the world to build their creative and strategic capabilities.

If you're interested in finding out more about what makes the UK advertising industry so distinctive and its work so effective, come and check us out.



We're in the Palais, outside the steps in our special Creativity Is GREAT hub and along the Croisette in spaces including Le Jardin de Clear Channel and the Little Black Book. Many of our representatives will be wearing Creativity Is GREAT pin badges.

Everyone's ready to say hello, swap contact details and look at ways we can grow our businesses together around the world.

JAMES MURPHY
Exports Champion,
Advertising Association
and Founder, adam&eveDDB



OPPORTUNITIES TO MEET

There are plenty of ways to meet up with representatives from UK advertising.

Aside from speakers on stage in the Palais, we have our own unique activation just outside the steps of the Palais where you can find out more about our industry.

We are also running many different networking events across the week with bases at venues including Le Jardin de Clear Channel and Little Black Book & Friends Beach.

The following pages list a small selection of the events taking place. Check out adassoc.org.uk/cannes-lions for the full line-up.



EVENTS



17-21 JUNE 08:30-20:00

CREATIVITY IS GREAT ACTIVATION
Palais des Festivals Piazza

We are welcoming Cannes Lions 2019 international delegates all week in the Palais Piazza at our Creativity Is GREAT activation. Be sure to visit to be photographed in a unique setting that has been developed by M&C Saatchi and Framestore and receive a special gift. We can promise you an experience never seen before at Cannes Lions and we are very excited to share it with you!



17 JUNE 14:00-15:00

WELCOME TO CANNES LIONS TOUR
Palais des Festivals

Join the Creativity is GREAT team on an informative walking tour of everything Cannes Lions has to offer, taking in the Palais des Festivals Piazza, Cannes Lions Beach, Cabana town and the Fringe, including Le Jardin de Clear Channel and the Little Black Book and Friends Beach.

GUIDED BY:

Matt Bourn, Director of Communications,
Advertising Association



17 JUNE 10:45-11:30

VISUAL DIET. HOW WHAT WE SEE AFFECTS HOW WE FEEL
Lumiere Theatre, Palais I

We are force-fed tens of thousands of images every day. Many of these hyper-retouched, sexually gratuitous and highly addictive. This session will discuss the impact of our visual diet and the responsibility we have as an industry to make it better.

SPEAKERS INCLUDE:

Mimi Gray, Head of Visual Content, M&C Saatchi

Jude Kelly, WOW Founder, WOW, Women of the World

John Rankin, Photographer, Rankin Group

Matt Cooper, Founder, Little Black Book



18 JUNE 10:00-11:00

THE HOUSE OF COMMONS IN CANNES
Little Black Book & Friends Beach

Will you vote for or against the motion - Creativity is the most important factor in a business beating its competitors. Leading figures from the world of advertising will present the case for and against.

SPEAKERS INCLUDE:

James Murphy, Exports Champion, Advertising Association and Founder, adam&eveDDB

Sarah Jenkins, CMO, Grey London

Sarah Taylor, Client Partner, futurefactor

Matthew Bloxham, Senior Analyst, Bloomberg Intelligence

Stephen Woodford, Chief Executive, Advertising Association



18 JUNE 12:45-13:15

**GETTING INTERSECTIONALITY
IN ADVERTISING RIGHT**
Audi A, Palais I

The Geena Davis Institute on Gender in Media will present revealing findings about gender and intersectionality representation in global advertising. This study aims at raising awareness of explicit and implicit bias in advertising.

SPEAKERS INCLUDE:

Michele Oliver, Global Brand Director, MARS Inc.

Evin Shutt, Partner & COO, 72andSunny

Xanthe Wells, ECD, Google Hardware, Google



18 JUNE 15:00-16:00

**HOW TO GROW YOUR
BUSINESS WORLDWIDE**
Le Jardin de Clear Channel,
Grand Hotel

London is the leading centre for the advertising industry in Europe. This session looks at some of the magic that goes into making and maintaining London a thriving global creative hub.

SPEAKERS INCLUDE:

Harry Dewhirst, President, Blis

Alex Goat, CEO, Livity

James Hebbert, Managing Director, Hylink

James Murphy, Exports Champion, Advertising Association and Founder, adam&eveDDB

Louise Conolly-Smith, Head of Creative, London & Partners



19 JUNE 11:45-12:15

TOUR OF THE WORK
Awards Hub Desk, Palais I

Take a 30 minute guided journey through the exhibitions of shortlisted and winning work, with commentary from a Jury President or industry legend and the opportunity to ask questions. Not to be missed!



19 JUNE 16:00-16:30

**IMMERSIVE TECHNOLOGY
IS RESHAPING THE
STORYTELLING EXPERIENCE**
Palais II Stage, Palais II

Nothing brings us together like a good film, show or game. But as the entertainment industry evolves, so too does consumer expectation. Audiences want more than just an epic movie - they long for memorable experiences. Framestore's Mike McGee will explore the latest thinking at the intersection of immersive entertainment and storytelling, showcasing examples of how technologies like Magic Leap can add layers of engagement and connection.

SPEAKER:

Mike McGee, Co-founder and Chief Creative Officer, Framestore

For our full line up, please visit adassoc.org.uk/cannes-lions

EVENTS

campaign

19 JUNE 18:30-21:30

CAMPAIGN GLOBAL VIP PARTY
The Carlton Beach

Creativity is GREAT is a sponsor of Campaign's legendary party that attracts the world's international advertising and marketing stars to network in the glamorous surrounding of the Carlton Beach.



20 JUNE 10:00-11:00

HOW DO YOU LEAD WORLD CLASS CREATIVITY?
Little Black Book & Friends Beach

What does it take to lead a team that can perform at the highest creative levels? What are the do's and don'ts of running a business that strives to produce creativity that resonates worldwide?

SPEAKERS INCLUDE:

- Alex Mahon**, CEO, Channel 4
- Mike McGee**, CCO, Framestore
- William Eccleshare**, CEO, Clear Channel Outdoor Holdings
- David Pemsel**, CEO, The Guardian Media Group
- Kate Bosomworth**, CMO, M&C Saatchi
- Tracy de Groose**, Executive Chair, Newsworks

Createch

20 JUNE 11:00-12:00

CREATECH SHOWCASE
Le Jardin de Clear Channel, Grand Hotel

One week on from CIC Createch at London Technology Week, the IPA and an all-star panel present the key highlights of this UK Innovation Festival.

SPEAKERS INCLUDE:

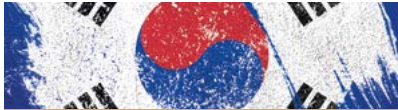
- Neil Henderson**, CEO, St. Luke's
- Jude Ower**, CEO, PlayMob
- Carl Grinter**, MD, Three Wise Monkeys
- Joel Mischon**, CEO, Chrome Productions
- Janet Hull**, Director of Marketing Strategy, IPA
- James Murphy**, Exports Champion, Advertising Association and Founder, adam&eveDDB



20 JUNE 11:45-12:15

CREATIVITY MATTERS
Awards Hub Stage 1, Palais I

This presentation, by the senior Cannes Lions team, makes the case for creativity, establishing why it's a force for business, for change and for good. Find out how award-winning creativity has the power to change the culture of your organisation and help you raise your creative bar.



20 JUNE 15:00-16:00

UK-KOREA CREATIVITY EXCHANGE
Le Jardin de Clear Channel,
Grand Hotel

An opportunity for the Korean Cannes Lions delegation to meet the UK creative community and hear a presentation on UK advertising. Consecutive translation into Korean will be provided.

SPEAKER:

James Murphy, Exports Champion,
Advertising Association and Founder,
adam&eveDDB



20 JUNE 16:30-18:00

**MEET CREATIVITY IS GREAT - UK
ADVERTISING AT CANNES LIONS**
Villa du Parc,
8 Avenue Jean de Noailles

UK advertising is here in force, represented on stage in the Palais, as part of the many juries awarding the Lions and competing in the Young Lions. This informal gathering, hosted at Channel 4's beautiful villa, will feature representatives from across UK advertising who will share their experiences and learnings from this year's biggest festival of creativity.



21 JUNE 12:00-12:45

**SIR MARTIN SORRELL IN
CONVERSATION WITH
MARIAN GOODELL**
Lumiere Theatre, Palais I

For the first time at Cannes Lions, Sir Martin will explore with Burning Man's Chief Executive, what Burning Man stands for and how it is effectively an icon for creative disruption. They will explore the history and development of Burning Man, the challenges and opportunities it faces, and how it is evolving into a global cultural movement.



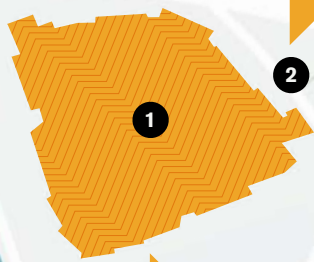
21 JUNE 21:00-23:59

**CANNES LIONS 2019
OFFICIAL CLOSING PARTY**
Carlton Beach

After the last Lion of 2019 is given out on the Lumière stage, more than 4,000 people will make their way to the Carlton Beach for the Cannes Lions Closing Gala. As the creative year comes to an end, this is your chance to celebrate in style in the world's only New Year party that happens on a beach in June! Features headline music acts and top DJs to keep the party going into the small hours.

For our full line up, please visit
adassoc.org.uk/cannes-lions

WHERE TO FIND UK ADVERTISING AT CANNES LIONS



BOULEVARD DE LA CROISSETTE

2



 Clear Channel

3

BOULEVARD DE LA CROISSETTE

 Little Black Book
Celebrating Creativity

4

campaign

5

- 1** Palais des Festivals
- 2** Creativity is GREAT Activation
- 3** Le Jardin de Clear Channel
- 4** Carlton Beach Club
- 5** Little Black Book & Friends Beach

UK REPRESENTATIVES

Here is a selection of the UK advertising community at Cannes Lions. For our full line-up, please visit adassoc.org.uk/cannes-lions (details on page 2).



ALEX GOAT
CEO, Livy,
Mayor's International
Business Programme



**JANET HULL
OBE**
Director of
Marketing
Strategy, IPA,
Chair Promote UK



ALEX MAHON
CEO, Channel 4,
Creativity is
GREAT Partner



**LOUISE
CONOLLY
-SMITH**
Head of Creative,
London & Partners
Creativity is
GREAT Partner



DAVID PEMSEL
CEO, Guardian
Media Group
Creativity is
GREAT Partner



**MEHR
CHUGHTAI**
Client Leadership
Graduate, OMD
UK, UK Young
Lions Media
Winner



**EMMA
DE LA FOSSE**
CCO, Digitas
Member of the
Film Craft Jury



MIKE MCGEE
Co-Founder & CCO,
Framestore,
Creativity is
GREAT Partner



PHILIPPA BROWN
Advertising
Association Chair,
Global Chief
Executive, PHD
Cannes Lions UK
Representative



RAMAN RAI
University of York,
Roger Hatchuel
Academy Student



NIMO ANWIL
Senior Creative,
Poke, See It Be
It Programme



RAQUEL CHICOUREL
Chief Strategy
Officer,
M&C Saatchi,
Creativity is
GREAT Partner



RICHARD BRIM
CCO,
adam&eveDDB,
Member of the
Film Craft Jury



SARAH JENKINS
CMO,
Grey London,
Creativity is
GREAT speaker



STEPHEN WOODFORD
Chief Executive,
Advertising
Association,
Cannes Lions
UK Representative



TOM COOKE
Paid Social
Executive, MVF,
UK Young Lions
Media Winner



TRACY DE GROOSE
Executive Chair,
Newsworks,
Creativity Is
GREAT Partner



WILLIAM ECCLESHARE
CEO, Clear
Channel Outdoor
Holdings,
Creativity Is
GREAT Partner

HELLO FROM LONDON & PARTNERS

We are delighted to bring some of London's fastest growing, innovative adtech and martech entrepreneurs to Cannes Lions. We have 20 brilliant and exciting companies with us, looking to identify partnerships and explore business opportunities with international delegates from around the world.

London's creative and advertising industry is thriving, with more Cannes Lions awards won than any other European city in 2018. London is also one of the world's leading tech hubs, with the largest tech ecosystem in Europe. So, we have much to share when it comes to how brilliant creative work can be powered by technology to an even greater effect.

We look forward to meeting with creative influencers, key corporates and leaders to

**MAYOR'S INTERNATIONAL
BUSINESS PROGRAMME**

LONDON
A PARTNER



European Union
European Regional
Development Fund

collaborate further to explore opportunities and to show that #LondonIsOpen for business.

This mission is made possible by the Mayor's International Business Programme which helps ambitious high-growth (scale-up) companies from London's technology, life sciences, creative and urban sectors to expand their businesses internationally. The programme is part funded by the European Regional Development Fund (ERDF).

**For more information on
the programme please visit
gotogrow.london**



HELLO FROM THE IPA

The Institute of Practitioners in Advertising (IPA) is the accredited UK Department of International Trade (DIT) Challenge Partner for advertising and marketing services. The IPA is in the unique position to facilitate opportunities such as the Cannes Lions mission for SME advertising agencies and creattech businesses seeking to accelerate their international profile and provide access to both UK and global networks.

The Cannes Lions Festival of Creativity Mission forms part of the wider 'Creativity Is GREAT' campaign to reinforce the status of the UK as a centre of advertising excellence pre and post Brexit on the world stage. Twenty of the fastest growing UK companies have received funding towards attending the Festival to help them grow their businesses globally. For those companies on the mission, a programme of networking opportunities, attendance at official and fringe events, and – in partnership with the China Advertising Association – meetings and speaking opportunities with Chinese agencies, media and brand owners have been scheduled with a view to developing new international contacts and business opportunities.

To meet with companies on the mission or find out more about IPA Trade missions, contact:

JANET HULL OBE
IPA Director of Marketing
Strategy, janet@ipa.co.uk

AISLING CONLON
IPA Head of Business
Development, aisling@ipa.co.uk

IPA
Incorporated
by Royal Charter



**CREATIVITY
IS
GREAT**
BRITAIN & NORTHERN IRELAND

ABOUT OUR PARTNERS



Channel 4 is a publicly-owned yet commercially-funded public service broadcaster and has a remit to be innovative, experimental and distinctive. Its public ownership and not-for-profit status ensure all profit generated by its commercial activity is directly reinvested back into the delivery of its public service remit. As a publisher-broadcaster, Channel 4 is also required to commission UK content from the independent production sector and currently works with around 300 creative companies across the UK every year. In addition to the main Channel 4 service, its portfolio includes: E4, More4, Film4, 4Music, 4seven, Channel4.com and digital service All 4.

4SALES.COM



Clear Channel UK is one of the world's leading Out of Home media owners with more than 40,000 sites nationwide. You'll find Clear Channel advertising panels from Inverness in Scotland to Truro in Cornwall and in every major urban area in between.

From continued investment in classic Adshel bus stops to leading the digital Out of Home revolution, we continually find new



Department for
International Trade

DIT (The Department for International Trade) helps UK-based companies succeed in the global economy through providing contacts, guidance, information and support. We also work to attract a continuing high-level of quality foreign direct investment into the UK.

Our extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world, offer professional and personalised assistance to help overseas companies locate and expand in the UK's dynamic economy - Europe's best place from which to succeed in global business. DIT works closely with the Advertising Association, the IPA and other advertising trade bodies to promote UK advertising globally through missions, delegations and events – all under the identity of our 'Creativity is GREAT' Campaign.

GREAT.GOV.UK

and interesting ways to help brands meet people throughout the UK. Our dedicated team of more than 650 people work in 14 locations nationwide work to create and post stunning advertising, as well as cleaning and maintaining street furniture, making the urban environment better for local communities.

CLEARCHANNEL.CO.UK



Founded in 1986, the award-winning creative studio is now a global company of over 2,500 people across seven locations. It creates pixel-perfect images for blockbuster films, TV, iconic advertising campaigns, brands and innovative immersive projects.

Framestore's portfolio of work is underpinned by its industry-leading innovative approach resulting in a multitude of industry awards including Academy Awards, BAFTAs, Primetime Emmys, D&AD Pencils and Cannes Lions with the single most-awarded campaign in 2016.

FRAMESTORE.COM

LONDON & PARTNERS

London & Partners is the Mayor of London's official promotional company. We help overseas companies set up in the city, empower businesses to scale across the capital and enable London-based organisations to expand internationally.

We can help you:

- make the best use of the investment incentives available such as Video Games Tax Relief, R&D tax credits, prototype grants through the UK Games Fund, and the CreativeXR fund

M&CSAATCHI

M&C Saatchi started in 1995 and is now the biggest independent creative network agency in the world. It has 29 offices, nine specialist companies and one core principle: Brutal Simplicity of Thought.

Specialist companies include M&C Saatchi Advertising, LIDA, M&C Saatchi Performance, M&C Saatchi Public Relations, M&C Saatchi Shop, M&C Saatchi Sport & Entertainment. M&C Saatchi is a meritocracy in the purest sense of the word. Diversity of talent delivers diversity of thought which, we believe, is a creative necessity.

MCSAATCHI.COM/LONDON

- connect with creative business support networks and trade associations
- set up your UK entity quickly and efficiently with support from our partners

LONDONANDPARTNERS.COM

ABOUT OUR PARTNERS



Newsworks is the marketing body for UK national newsbrands. Our stakeholders are dmg media, ESI Media, Guardian News & Media, JPIMedia, News UK, Telegraph Media Group and Reach. We collaborate with advertisers, agencies and other media to champion national newspapers, celebrating and sharing the best in research, planning and creative.

Using craft, imagination and technology, Framestore brings extraordinary ideas to life in any space and on any screen.

NEWSWORKS.ORG.UK

ADVERTISING ASSOCIATION

The Advertising Association is the UK representative for Cannes Lions. As the trade association representing advertisers, agencies and media owners in the UK, it promotes the role, rights and responsibilities of advertising and its impact on individuals, the economy and society. Responsible businesses understand that there is little point in an advertisement that people cannot trust. That's why, over 50 years ago, the Advertising Association led UK advertising towards a system of independent self-regulation which has since been adopted around the world. There are nearly thirty UK trade associations representing advertising, media and marketing and through the Advertising Association they come together with a single-voice when speaking to policy-makers and influencers.

ADASSOC.ORG.UK

Cannes Lions 2019.
Hello from the Brits.



**A BIG THANK YOU
FROM THE ADVERTISING
ASSOCIATION TO
EVERYONE INVOLVED IN
MAKING THIS HAPPEN.**

**HAVE A GREAT
CANNES LIONS!**

