

Daily Briefs

Cannes Lions 2024: Day 1

June 18, 2024



Day #1 Monday, June 17th, 2024

Overall

Among specific topics in the top narratives from news coverage on Cannes Lions, AI easily takes the top slot by number of mentions.

Trending Narrative

Generative AI is revolutionizing filmmaking, content creation, innovation, and marketing through efficiency improvements and personalization. Trending mentions at Cannes appear to be geared towards AI's changes, improvements, and disruptions in the broader industry and prepping attendees to be able to converse on AI topics, rather than focusing on specific marketing AI tech.

Featured Headlines:

- 5 Conversations About AI to Have at Cannes (*AdWeek, sponsored by Microsoft*)
- Cannes Briefing: As generative AI plays out, OpenAI believes AI development is a 'shared responsibility' (Digiday)
- Perna Mehrotra on Navigating Media's Tricky Future (LBB Online)
- Harnessing AI: Transforming Creative Development In Advertising (Ad Exchanger)
- The "Targeted and Response-Driven" Creativity that Pancho Cassis is Looking for (LBB Online)
- A marketing message explaining how Amazon has improved with a more united approach to connect with advertisers (List 23)

Top Trending Categories

Among the categories tracked, news related to agencies at Cannes received the most mentions on Monday, followed by social channel news and tech news.

Who's Winning in the Agencies category?

Publicis Group is leading with coverage focused on their AI strategy. They may be able to take advantage of the virality of news coverage on AI and marketing to earn these media placements.

Featured Headlines:

Winner: Publicis Groupe

- Publicis' mocking 'taking the BS out of AI' film goes down badly with agency rivals (Campaign Live)
- Inside Publicis Groupe's closed-door Cannes AI push (Digiday)

Runner Up: Ogilvy

- Ogilvy New York and Coca-Cola win Print and Publishing Grand Prix 2024 (Campaign Live)



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