

Daily Briefs

Cannes Lions 2024: Day 2

June 19, 2024



Day #2 Tuesday, June 18th, 2024

Overall

On the Day #2, while AI continues to dominate many of the discussions, Cannes is buzzing with celebrities.

Trending Narrative

While conversations on AI's use in enhanced advertising stayed hot, it was hard not to get swept away by Tuesday's wave of celebrity.

Featured Headlines:

- **Halle Berry carries Olympic torch in Cannes / Olympic Flame arrives in Cannes**
- **AI-enhanced advertising:** Meta (The Drum), TikTok (Yahoo), Disney (AOL), Spotify (AOL)
 - AI features in marketing/ads were a prevalent conversation, especially in the entertainment sector (*Most common mentions: Reddit, Disney, TikTok, Spotify, Amazon, and Meta.*)
- **India's strong performance at Cannes 2024** (The Economic Time)
- **Sports-centric conversations were also popular coming out of panels.** (Ad Age)
 - *Especially around women in sports.*

Celebrity Sightings

Featured Headlines:

- **Queen Latifah Speaks on Body Image in Advertising at Cannes Lions** (The Wrap)
- **Film director Nneka Onuorah speaks on the status of Megan Thee Stallion's upcoming documentary at the Cannes Lions Festival** (The Wrap)
- **Princess Beatrice Spotted Flying Economy, Carrying Her Own Luggage On Trip to France** (The Wrap)
- **Sophia Bush and Ashlyn Harris at Cannes** (Page Six)
- **Tyla delays Cannes Lions performance after she gets nail glue in her eye** (Page Six)



Early Bird Gets the Elon

Wednesday's chatter is already being dominated by Elon Musk's arrival and talk in Cannes this morning:

Featured Headlines:

- **Elon Musk Pitches Advertisers** (Axios)
 - →Most common narrative
- **Must on AI-Related Disaster** (Deadline)
- **Elon Musk Touts Free Speech** (The Wrap)

From the man himself:

- "Every Human will have a humanoid robot" (@cb_doge)
- "X has the most influential people of the world" (@elonmusk)



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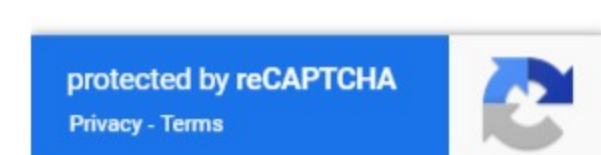
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