

Daily Briefs

Cannes Lions 2024: Day 3

June 20, 2024



Day #3

Wednesday, June 19th, 2024

Overall

So, on Day #3, this Elon guy shows up. Don't know if you heard...

Trending Narrative

Elon shows up singing a different tune to advertisers this year, and hopes everyone can just forget about that stuff he said. What he really meant was...

Featured Headlines:

- Musk tries to win back advertisers at Cannes (Axios)
- Elon Musk explains last year's 'Go f— yourself' to advertisers (New York Post)
- X CEO Linda Yaccarino says X wants to produce more sports docuseries (Axios)
- Timbaland & Swizz Beatz Sign Verzuz Deal With Elon Musk's X (LA Times)

Agency Stories

Agency headlines on Wednesday were dominated by Ogilvy PR. In particular, their Cerave and Michael Cera crossover that the world didn't know we needed.

Featured Headlines:

Winner: Ogilvy PR

- Ogilvy PR wins Social & Influencer Grand Prix for Michael CeraVe campaign (Ad Age)
- Ogilvy Wins Gold Lions for Verizon's 'Can't B Broken' and Coca-Cola's 'Recycle Me' (LBB)

Big Winners

Other Cannes Lions winners made plenty of noise themselves, including Spotify's colorful and catchy Grand Prix winning B2B campaign 'Spreadbeats'.

Featured Headlines:

- Apple crushed the competition with a total of 16 Lions across the categories. (Campaign US)
- Spotify Advertising won the Grand Prix in Digital Craft for its Spreadbeats campaign (Ad Age)

Celebrity Sightings

Featured Headlines:

- Chainsmokers at Yahoo Beach (@ChrisHarihar)
- Arcade Fire at Spotify Beach (New York Post)
- Ludacris at Influential (US Weekly)



Human-Led, AI-Fed

Our Products

Listening, Analytics, Intelligence
Media Relations & Database
Influencer Discovery & Marketing
Digital/Social Media Services
Social Listening
DIY Marketing Research
Custom Industry Reporting
Trending Creators

About

About Us
Leadership
Careers
Insights
News
Contact Us

Connect

LinkedIn
 X
 YouTube
 TikTok
 Instagram

Big on brunch?

Sunday Brunch is a tasty AI news wrap-up delivered straight to your inbox every other week. It's fun, timely and informative. Sign up with your email below.

PRophet is committed to protecting and respecting your privacy, and we'll only use your personal information to administer your account and to provide the products and services you requested from us. From time to time, we would like to contact you about our products and services, as well as other content that may be of interest to you. If you consent to us contacting you for this purpose, please tick below to say how you would like us to contact you:

I agree to receive other communications from PRophet and all legal entities of its subsidiary UNICEPTA.*

You can unsubscribe from these communications at any time. For more information on how to unsubscribe, our privacy practices, and how we are committed to protecting and respecting your privacy, please review our Privacy Policy.

By clicking submit below, you consent to allow PRophet to store and process the personal information submitted above to provide you the content requested.

By submitting your name and email, you agree to receive communications from PRophet and all legal entities of its subsidiary UNICEPTA about its products and services.



Sign Up

By supplying your email address, you are also agreeing to receive occasional promotional material. Unsubscribe at any time.

New York
Berlin
Shanghai



Tel Aviv
São Paulo



Cologne
London

