

Daily Briefs

# Cannes Lions 2024: Day 4

June 21, 2024



## [Day #4](#) Thursday, June 20th, 2024

### Overall

On Day #4, the conversation swiftly took a turn for the Travis (Kelce).

### Trending Narrative

Conversations around Elon Musk's Cannes Lion talk continued to garner pick up, but the Kelce family dominated conversations on Day 4.

### Featured Headlines:

- Why Taylor Swift Isn't With Travis Kelce at the Cannes Lion Festival in France (Elle)
- Travis Kelce wears Fearless friendship bracelet (US Weekly)
- Jason Kelce's famous flip flops at Cannes (US Weekly)
- Travis Kelce, Jason Kelce and Kylie Kelce Are a Winning Team in France During Cannes Outing (E! News)
- Travis & Jason Kelce Stagwell's Sport Beach ahead of "New Heights" live show (Daily Mail)

### More Musk Chatter and the Main Stage

Elon continues to apologize, and Tinashe (and more) wrap up the fun at TikTok X Adobe Express event.

### Featured Headlines:

- Musk traveled to Stagwell Sport Beach for a private meeting with some of Stagwell's clients hosted by CEO Mark Penn. (Adweek)
- Inside Elon Musk's Mission to Win Back Advertisers (NYT)
- Tinashe performs at Cannes Lions for TikTok X Adobe event (Variety)

### AI News

Thought the hype died down? Not a chance. Between AI studies and plans to reshape the entire future of technology, AI was as loud and in the spotlight as ever.

### Featured Headlines:

- AI News overtakes brand buzz at Cannes (The Wrap)
- AI & Work: New study revealed at Cannes (The Wrap)
- AI is reshaping Tech (Ad Age)



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### 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.

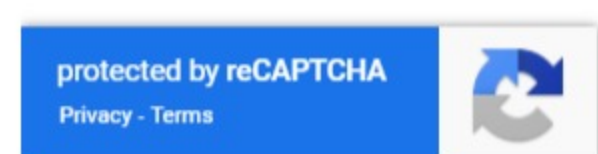
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