

Daily Briefs

## Cannes Lions 2024: Day 5

June 22, 2024



### [Day #5](#)

Friday, June 21st, 2024

#### Overall

On the fifth and final day of Cannes Lions, the conversation around AI is doing anything but packing it up.

#### Trending Narrative

With the entire week being led by the constant hum of AI, it's likely many of the topics heard at Cannes will follow people home long after they knock all the sand out of their shoes.

#### Featured Headlines:

- [How AI is Reshaping Ad Tech](#) (Ad Age)
- [Human Creativity Fends Off Gen AI in Cannes Jury Rooms](#) (Adweek)
- [Cannes Lions, Generative AI Edition](#) (AdExchanger)
- [OpenAI CTO: AI Could Kill Some Creative Jobs That Maybe Shouldn't Exist Anyway](#) (PCMag)
- [AI Plans for News on Twitter](#) (Business Insider)

#### Travis, Travis, Travis...

Whether it was "a night out" or "on the way out", T. Swift's beau kept the chatter loud and lingering.

#### Featured Headlines:

- [Travis Kelce Finds a Clever Way to Rep Taylor Swift at Cannes Lions Festival](#) (Vanity Fair)
- [Travis Kelce Chats With Kylie During Night Out at Cannes Party: 'I Got You Though'](#) (US Weekly)

#### Celebrity Sightings

On Day #5, celebrity sightings brought enough to make ya blush. And we're not sure Elon knows what an apology is...

#### Featured Headlines:

- [Alix Earle & Boyfriend Braxton Berrios Cozy Up While Attending Cannes Lions](#) (Just Jared)
- [Elon Permits Advertisers to Un-Fuck Themselves](#) (Gizmodo)
- [Harry Jowsey Isn't Dating Madeline Argy](#) (TMZ)

#### Big Winners and Closers

Don't be Ludacris — there were awards, not just celebrities.

#### Featured Headlines:

- [Edelman takes home Titanium Lion in legacy PR first – Cannes 2024 winners](#) (Marketing Beat)
- ['DOORDASH ALL THE ADS' SUPER BOWL CAMPAIGN WINS TITANIUM GRAND PRIX AT CANNES](#) (Ad Age)
- [Influential Beach Presented by Brand Innovators Was 'The Place to Be' at Cannes Lions](#) (US Weekly)
- [TOP CANNES AGENCY AWARDS GO TO OGILVY, PUBLICIS CONSEIL, RETHINK AND WPP](#) (Ad Age)



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