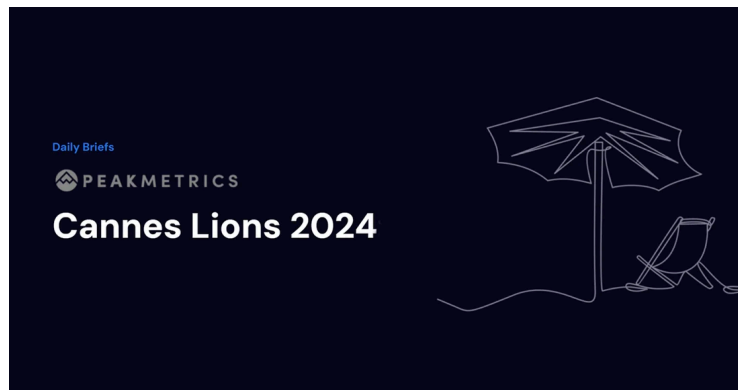


**SUNDAY
BRUNCH**
WITH **R**ophet



Welcome to the Special Cannes Lions Edition!

Bonjour, dear readers! The glitz and glamour of the Cannes Lions International Festival of Creativity have once again taken center stage, and we're thrilled to bring you a [special edition dedicated to all the top stories and news from Cannes](#), powered by PeakMetrics. From groundbreaking campaigns and inspiring talks to exclusive interviews and behind-the-scenes insights, this edition is your all-access pass to the creative brilliance that defined this year's festival.

Dive in and discover the innovative ideas that are shaping the future of advertising and marketing, meet the industry leaders who are pushing the boundaries of creativity, and get inspired by the moments that made Cannes 2024 unforgettable.

Grab a croissant, settle in, and let's explore the magic of Cannes together!

Day 1 *June 17, 2024*

- [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)
 - [Prerna 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)
-

Day 2 June 18, 2024

- [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.*
-



Day 3 June 19, 2024

- [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)
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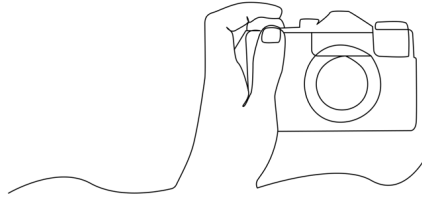
Day 4 June 20, 2024

- [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)
-

Day 5 June 21, 2024

- [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)



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