

Ketchum Analysis: Cannes Creativity Festival

Sessions by Category

Content & Storytelling	Popular Culture & Social Media	Art & Creativity	Technology & Disruption	Entertainment & Experiential	Demographics & Segments	Leading Top Talent
Content: New Perspectives	Harnessing Trends	Putting Heart Into Advertising	Tinder & Human Experience	Beyond Sound: Music of Future	The Millennial Mind	Engaging Gen Y Creatives
Bacardi & Its Graphic Novel	Instagram: The New Celebrities	Fake Love: Art & the Experiential	Wearable Technology	VEEP: Julia-Louis Dreyfus	Post Millennials: Generation Edge	How to Improve Collaboration
The Frontiers of Visual Narrative	Next Decade of Social Media	Co-Creating the Future	Human Face Beyond Device	Marilyn Manson Music Seminar	Latin: The Hot New Brand	Training to be More Creative
Branded Entertainment	Break the Internet	Japanese Creativity	Technology Innovation	Using 'Game Show Theory'	Tom of Finland & Gay Identity	'Talentism' is the New Capitalism
Content Marketing	The Era of Mobile Creative	Why I Love Bad Design	Finding the Pulse of Cannes	Sensory Branding	Marketing to Women	The Case for Gender Diversity
Making Content Relevant	10 Years of YouTube	Color Strategy	Intersection of Data & Creativity	Tic-Tac and the Minions	Marketing to the 50+ Segment	Retaining Millennials
Key to Global Campaigns	Purposeful in a Digital Age	Learning from Great Artists	Disruptive Innovation	Live! Negotiating a Music Deal		Managing Talent In a Crisis
Hollywood & Digital Stories	Twitter: Connect People	Neuroscience & Creativity	Sentience & the A.I. Revolution	Pharrell Williams & iHeartMedia		Grow the People You Want to Hire
Shakespeare & Getting Attention	Galvanizing Social Change	Solve a Brief in 48 Hours	Sports & Disruption	The Rise of Smart Spaces		New Leadership Styles for Future
Mastering Online Video	Online Shaming: Monica Lewinsky	Female Creative Talent	Interactive from New Zealand	#Worst Cannes Lions Talk Ever		
Ass-Kicking Copywriter	Facebook & the Mobile Canvas	Creative Under Fire		UN Goals: #We Have a Plan		

