Advertising Executives Share Their Cannes Survival Tips

On top of the JW Marriott in Cannes, France, top marketing executives gathered to discuss the best practices of omnichannel marketing. But, since this was only the opening night of the Cannes Lions festival, the conversation’s topic (and surrounding soir?e) soon turned to helpful advice on surviving the week ahead. Burger King’s global head of… https://www.adweek.com/creativity/advertising-executives-share-their-cannes-survival-tips/