ADWEEK House at Cannes Draws Top Marketers, Celebrities and Brands

> With C-suite leaders from iconic brands keynoting sessions, leading workshops and attending networking events, Brandweek is the place to be for marketing innovation and problem-solving. Register to attend September 23–26 in Phoenix, Arizona.

A month since Cannes, the buzz from ADWEEK House still has yet to dissipate. The rooftop programming—ADWEEK's Group Chats—included top talent like Paris Hilton, Kahlil Greene, Alexis Ohanian and many more.

For those who missed the event, or want a refresher on some of the highlights, we've summarized some of the major moments in the final installment of the Cannes Dispatch podcast, hosted by editor in chief Ryan Joe.

Check out some of the top insights below:

[0:58-1:35] | Quad | Eric Ashworth, Paris Hilton, Shachar Scott, Kahlil Greene

"When we think about partnering with creators, it has to be authentic," said Shachar Scott, vp of global marketing at Meta Reality Labs. "There's nothing more authentic than what Paris represents."

[2:12-4:24] | Innovid | Dani Cushion, Steve Ellis, Kathryn Kai-ling Frederick, Alexis Ohanian, Andrew Whitworth, MJ

Acosta-Ruiz

“As owners, the best advice I can give to other team owners is it’s not about you,” said Alexis Ohanian, principal owner of the Los Angeles Golf Club and Angel City Football Club. “We have to tell the stories of our athletes every minute they are not on the pitch.”

[4:39-6:18] | Fandom | Alyssa Buetikofer, Stephanie Fried, Michael Sugar

“Every brand should have a fan strategy,” said Alyssa Buetikofer, vp and CMO at McDonald’s. “[They] should be connecting to fans and entertainment, and connecting to fans and gaming, because that’s where they’re living their best lives and their best selves. If you can become a part of that in an authentic way, and you can support that love and that passion, that’s a really great way to become part of their identity.”

[6:43-7:41] | Spectrum | Michael Guth, Julia Goldin, Andréa Mallard, Jerri DeVard

“[For small businesses], the barrier for television was always, ‘A commercial is too difficult. It’s beyond my means. It’s expensive,’” said Michael Guth, CMO of Spectrum Reach. AI is changing that, creating possibilities where they didn’t exist before. “It expands their capability, expands their access. And so we’ve been really excited about it.”

[8:04-8:35] | Stackline | Ben Felix, Sarah Leinberger, Claudine Patel, Eric Schwartz

While the retail media boom has led to competition, it has also created new opportunities for collaboration, noted Stackline CMO Ben Felix.

“It’s a better together story, and that’s what resonates,” Felix said. “It’s not ‘Give me this or I’m gonna go walk over

to XYZ.’ It’s more like, ‘Hey, if we work together, this is gonna be amazing. We’re gonna make so much more money together.’”

[8:52-9:31] | Nexxen | Brad Feinberg, Mike Petrella, Kara Puccinelli

“What’s going to hurt is when consumers get saturated,” said Kara Puccinelli, chief customer officer at Nexxen. “United’s approach has always [ensured] consumers are at the heart of this whole strategy. We’ve seen other commerce media players take a different approach, where it truly is just about driving the revenue. The minute that happens, everybody here gets annoyed because you’ve gotten 10 ads of the same thing that doesn’t resonate with you at all.”

[9:52-10:21] | Project Management Institute | Menaka Gopinath, Julie Haddon, Ed Pilkington, Jessica Sibley

“One of the things that’s really hard about marketing around the world is keeping all of the things organized,” said Menaka Gopinath, CMO of the Project Management Institute. “How have you found, from a marketing standpoint and a leadership standpoint, ways to make that work? What are some of the biggest things that you’ve seen drive success for your teams?”

[10:45-12:09] | VidMob | Alex Collmer, Kelly Mahoney, Dara Treseder, Tamon George

“We are really quickly going to move from a world of content scarcity—one we’ve all lived in forever, where it was difficult to create for all the various things—to a world of content infinity,” said Alex Collmer, CEO and founder of VidMob. “Brand, storytelling, all these things that drew us all to this industry, are going to become more important than ever and AI will just be a tool to help us win.”

[12:26-13:01] | Dstillery | Michael Beebe, Laura Jones, Raja

Rajamannar

“Our point of view on the art of data in marketing in a privacy-first era is that you have to point the AI not at extracting a nuanced signal from massive quantities of data, but using the limited data that you have to make predictions about the non-addressable space,” said Michael Beebe, CEO of Dstillery.

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