How Programmatic Can Usher in New Standards for Cannes

The Cannes Lions Festival has come to represent many things for our industry in recent years. Creativity, yes, but also industry decadence, elitism and, perhaps most importantly, the stark reality that the advertising industry has been fundamentally turned upside down in the digital age. These days, conversations overheard at this international celebration of creativity are… https://www.adweek.com/digital/how-programmatic-can-usher-in-new-standards-for-cannes/