# These Ad Execs Use Cannes to Solve Some of Their Most Pressing Creative Challenges

CANNES, France—From combating toxic masculinity with a body spray, to a powerful and moving Powerade campaign, to a celebrity-packed PSA about plastic straws, our 2018 Creative 100 honorees are pushing boundaries with dynamic storytelling. We caught up with three of our honorees, Laura Visco, Max Stinson and Nicole Michels McDonagh, at our Creative 100 event…
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