Why Cannes Lions Is So Valuable for Marketers With Colgate

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In this episode of Brave Commerce, hosts Rachel Tipograph and Sarah Hofstetter are joined by Colgate Palmolive's Diana Haussling, CMO of North America and svp/gm of consumer experience and growth, and Amy Benford, vice president and general manager of integrated marketing.

Together, they delve into the transformative experiences and invaluable insights gained at the Cannes Lions International Festival of Creativity. The discussion spans the unique value Cannes provides, from serendipitous encounters leading to innovative partnerships to the pivotal role of retail media in contemporary marketing strategies.

Haussling and Benford emphasize how Cannes acts as a melting pot for creativity, data and collaboration, fostering an environment where groundbreaking ideas can flourish. The event also provides next-level networking opportunities, such as an impromptu meeting with Jay Shetty that blossomed into a fruitful partnership for Colgate Total. The conversation highlights the importance of shifting from transactional interactions to visionary dialogues, broadening our minds to what's possible in brand marketing.

Furthermore, the episode underscores the growing significance of retail media and its evolving role in the marketing

ecosystem. A discussion of the intersection of media, tech and brand partnerships sheds light on how retail media is no longer confined to the lower funnel but is now integral to creating a holistic storytelling experience.

They also touch on the responsibility of marketers in the age of AI, emphasizing the need for ethical considerations and responsible innovation as the industry navigates this rapidly advancing landscape.

Key takeaways:

- **The Value of Serendipitous Networking:** Cannes Lions provides a unique environment where unplanned interactions, such as the encounter with Jay Shetty, can lead to innovative and impactful brand partnerships.
- **Retail Media's Evolving Role:** Retail media is transforming from a lower-funnel tactic to a crucial component of holistic marketing strategies, enabling brands to create comprehensive storytelling experiences.
- **Responsible AI in Marketing:** As AI becomes increasingly prevalent, marketers must prioritize ethical considerations and responsible innovation to shape the future of the industry positively.

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