



AT YOUR SERVICE

CANNES LIONS Schedule & Navigation Guide

No Palais pass | Beach houses, brand activations & partner events | 22–26 June

Monday

22 JUNE

Notes



10-10.45

Frequency Is Not Impact. It's Time to Start Measuring What Actually Matters.

Adweek

ATTEND

11.30

Reddit Drop

Reddit

ATTEND

11.45–12.30

New shape of advertising universe

Tubi

ATTEND

13.30–14.00

Beyond Walled Gardens

OMC

ATTEND

14.30–15.15

Reddit Said It, I Bought It: Turning community intel into creative gold

Reddit

ATTEND

17.00–19.00

RTL Nordic drinks

RTL

SOCIAL

19.30–23.00

Digital Fight Club

38 Prom. de la Pantiero

SOCIAL

Tuesday

23 JUNE

Notes



9.30–11.00

Kantar: Creativity is business — Europe's most effective advertising

Kantar

ATTEND

10.30–11.30

Reddit: Future of Fandom and Community

Reddit

ATTEND

11.30 + 11.45–12.15

ROI of Relevance

Brand & Culture

ATTEND

12.00–13.00

Bigger than the Game

OMC

ATTEND

13.00–14.00

Lunch

MEAL

14.45–15.30

Adweek: The New Brand Playbook

Adweek

ATTEND

16.15–19.00 → 20.00–02.00

Suomi-ilta / JCDecaux → RTL Beach Party

Plage Belle Plage / RTL · Suomi-ilta is the warmest conversations of the week. RTL closes the night.

SOCIAL

Wednesday

24 JUNE

Notes



8.00–9.15

OMC Inclusion Breakfast

OMC ·

ATTEND

9.30–11.00

Freewheel: Must See NBCUniversal Moments

Freewheel ·

ATTEND

10.30–11.30

Reddit: New Rules for Global Growth

Reddit ·

ATTEND

11.30

Reddit Drop

Reddit

ATTEND

12.00–13.00

Lunch

MEAL

15.30–16.30

Creative Spotlight: Columbia, Levi's and Ikea.

OMC

ATTEND

17.30 + 17.30–19.30

Tubi: Make the Mess (Cheetos) → Ad Age lawn party

Tubi / Ad Age ·

SOCIAL

Thursday

25 JUNE

Notes



9.00-9.45

Becoming uninfluenced

OMC

ATTEND

11.30-13.00

Kantar: Cultural OS — brand intelligence for creators & fans

Kantar

ATTEND

13.00+

Lunch (after Kantar)

MEAL

14.00-18.00

Young Meets Old

The Artbox Villa

ATTEND

17.00-20.00

YouTube Party

Google

SOCIAL

20.00-23.00

Teds Beet Party

Teds

SOCIAL

21.00+

Shots Party

Shots

SOCIAL

Friday

26 JUNE

Notes



8.00-10.00

NORD Transport to airport

Request ride

11.30

Reddit Drop

Reddit

ATTEND

12.00-15.00

Lunch + debrief conversations

MEAL

16.00-18.00

LBB Happy Hour

LBB

SOCIAL



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