

# First speakers and sessions announced

The organisers of Cannes Lions 2020 have announced the first speakers and sessions at the Festival.

A line-up of the fastest-growing global brands and top-performing creative partnerships share the stories behind their success on stage in 2020. Sharing the secrets behind the Grand Prix-winning work that came out of The New York Times-Droga5 brand-agency duo and how the world's leading entertainment streaming service continues to grow by tapping into culture.



Burger King's Fernando Machado

## ***First time Festival appearance from Netflix and creative partner Chemistry***

Ranked as the fastest-growing US brand in 2019, Netflix has built a business on world-class storytelling. Hear how the streaming giant and their agency partner work together to leverage the universal power of anticipation and tell stories that viewers love.

## ***Droga5 and The New York Times on pursuing creativity as ambitious as the brand's journalism***

David Droga and CMO David Rubin reflect on the creative partnership that led to their work on the 'The Truth is Worth It', a double Grand Prix-winner in 2019 - the year that *The New York Times* reported record digital growth.



Accenture Interactive acquires Droga5

3 Apr 2019



## ***A Cannes Lions first from Amazon's Global head of brand on building a sustainable brand***

The global powerhouse's relentless focus on long-term growth has defined its success over the past couple of decades. Find out why 'staying humble' and a drive to create unique, memorable experiences for your customers is at the core of an enduring and authentic brand.

## ***Microsoft & McCann Worldgroup on transforming a corporation into a brand that cares***

Behind Microsoft's shift from tech company to top-performing creative business is a partnership with McCann Worldgroup. The team's game-changing Gold and Grand Prix-winning work has put entertainment and humanity at the heart of the brand over recent years - the same years that have seen Microsoft enjoy consecutive growth.

## ***Burger King's Fernando Machado on why activism starts with accountability***

The 2019 Creative Marketer of the Year's global CMO on how not to f\*ck up: what it means for a brand to be brave and self-aware in pursuit of the results-driving creativity that led to Burger King's double-digit growth.



#BehindtheSelfie with... Fernando Machado, Global CMO at Burger King

Leigh Andrews 5 Feb 2020



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We'll also hear from Molson Coors' Michelle St Jacques and DDB Worldwide's Ari Weiss on the Super Bowl disaster that led to a creative reignition, from carbon-limit credit card creators RBK / Doconomy on how brands can tackle the climate crisis and from Cadbury on how generosity returned the brand to growth.

*For the full list of speakers announced thus far, visit [CannesLions](https://www.canneslions.com).*

For more, visit: <https://www.bizcommunity.com>