



TOP 10 MOMENTS *AT CANNES LIONS 2026*

From speaking on the biggest stages to the top networking events, our clients were everywhere that matters.

10

COORDINATED GEN NEXT TALK *AT SWAYABLE HOUSE*

This timely topic focused on Gen Next — a digitally native, culturally connected, multi-ethnic audience ecosystem — who's driving growth, shaping culture, and redefining how brands earn relevance.



9



TWO SESSIONS ON THE IMPORTANCE OF *COMMS*

With LLMs favoring earned media and viral moments bubbling up every day, comms leaders discussed why it's never been more important to have a strong PR capability from Day 1.



HOSTED CANNES LIONS WELCOME BREAKFAST *AT LBB BEACH*

8



We kicked off the week with NBZ by gathering brand and agency leaders and providing an insider's roadmap to navigating the festival. Guest speakers included industry legends Julie Thompson and Brian Collins.

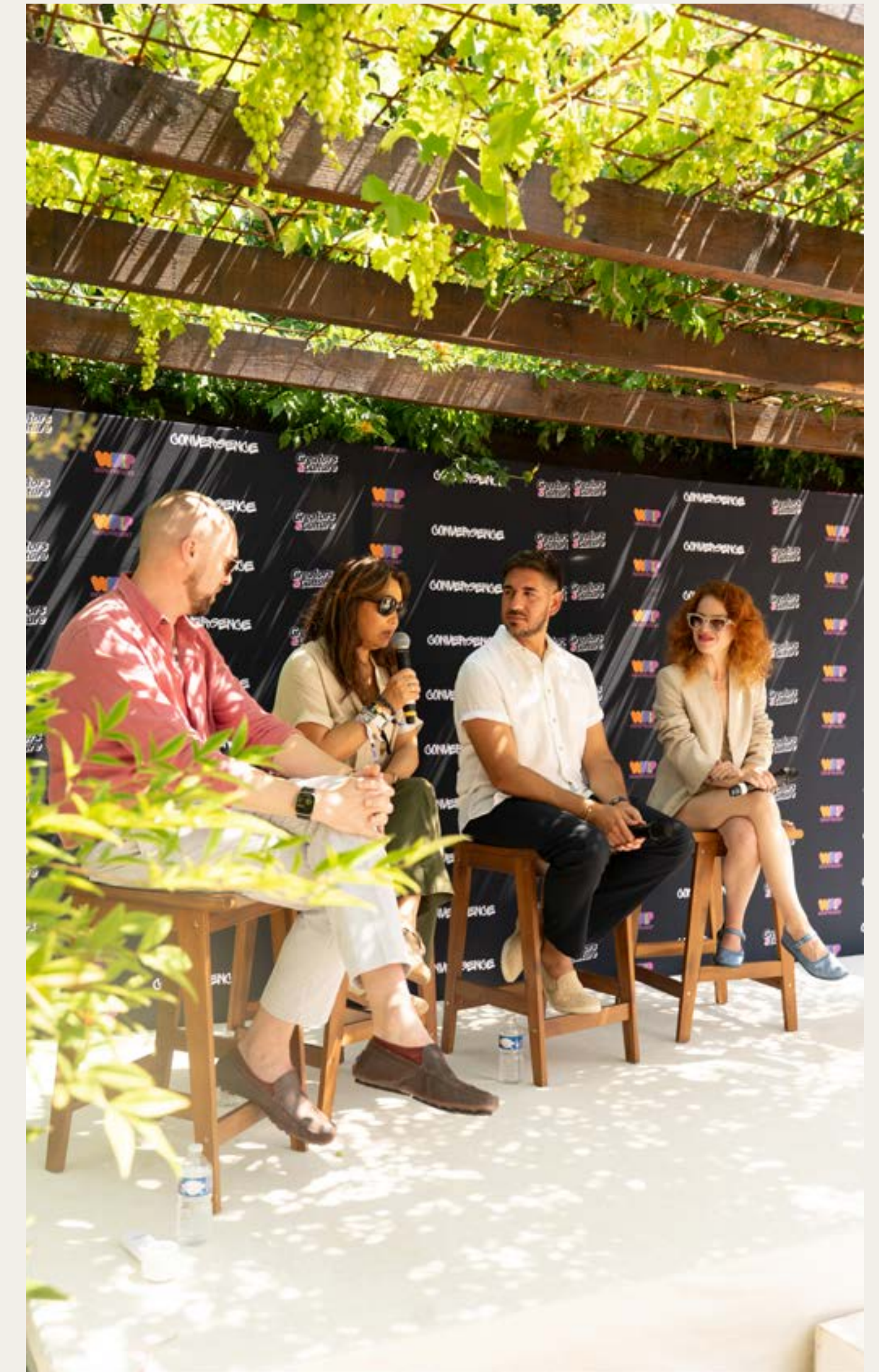




TWO PANELS ON *AI & HUMAN EMOTION*

7

We staged two panels on the importance of emotion-driven creative and brand visibility in a world where ChatGPT, Claude, and Gemini are the new front door.



6

THE ANCESTRY *FIRESIDE CHAT*

At Salon Culture Conversations, Ancestry's Attica Jaques (CMO) and Paige Grossman (Vice President, Global Creative & Brand Marketing) joined moderator and veteran journalist Claire Atkinson to discuss how they turned customer insight into personal brand experiences with "You've Got Questions, We've Got Ancestors."



5 ORGANIZED TIMELY *LGBTQ+* CONVERSATION

Our PrideNOW division created a panel on how LGBTQ+ narratives have moved from the niche to the mainstream.





4

CURATED CMO DISCUSSION ON *BIG SPORTS MOMENTS*

Heineken CMO Ali Payne and Verizon's Ricardo Aspiazu joined ACC Founder and CEO Michael Nyman and M+C Saatchi Regional Chief Creative Officer Stevie Archer to discuss how to win Gen Z audiences and create lasting customer loyalty by leveraging big events like the World Cup.



3

HIGH-LEVEL NETWORKING DINNER WITH *JULIE THOMPSON*

We co-hosted a dinner that gave our clients access to some of the best networking connections at Cannes, with hundreds of brands and marketers stopping by for food, drinks, and conversation.



2

HOSTED THE CONFIDENT BRANDS FORUM *AT LBB BEACH*



Created a networking breakfast that brought together top brands and agencies, followed by back-to-back panels, exploring why confidence is a brand's superpower and how playing it safe is the riskiest move you can make.



1 *TINA KNOWLES* & ANCESTRY CMO ATTICA JACQUES AT FQ

One of Cannes' most buzzworthy moments, Tina Knowles and Ancestry CMO Attica Jacques joined Female Quotient Founder and CEO Shelley Zalis for a powerful discussion about the importance of learning about your family history.



AI CAN'T REPLICATE A SPEAKER *ON STAGE*

While everyone debates what AI will replace, one thing is certain: it can't take a speaker's place. The audience knows the difference."

Mark Pasetsky, Founder & CEO of Mark Allen & Co., left

WHAT WE DID AT *CANNES LIONS 2026*



76

SPEAKERS

11

CURATED PANELS

18

STAGES

THE FULL *OFFER*

The stage is a big moment for your organization. Behind it is a full-service PR program by Mark Allen & Co., built to compound your team's visibility 365 days a year.

PR & Media Relations

The coverage that builds momentum.

C-Suite Positioning

Your leaders, leading the conversation.

Awards

The wins that draw opportunity, talent, and trust.

AI SEARCH

Content built for ChatGPT, Google AI Overviews, Gemini, and Perplexity.

Crisis Counsel

Clear communication that protects reputation.



CONFIDENT BRANDS *WIN.*



LET'S *TALK.*

From Cannes Lions and Advertising Week to Possible, SXSW and beyond, we put our clients on the stages that matter — backed by full service PR that keeps your brand in motion all year long.



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