

Cannes Lions MD pens open letter: Creativity moves us forward

Cannes Lions managing director Simon Cook has penned an open letter in which he speaks on how creativity moves us forward. In the letter, Cook says they have engaged people globally on innovation, teamwork and how creativity is playing a key role in responding to changing consumer behaviour or to create positive change.

Cook introduced a new platform where these stories and breakthroughs can be shared with the community. "Your community wants to hear from you if you have inclusive, universal and globally applicable learnings that everyone can benefit from. They're interested in your ideas if you have something valuable, useful or uplifting to share. Above all - and now more than ever - they want to hear about moments of real progress that we can all relate to, be inspired by and learn from as we navigate the way forward together," Cook said in the letter.

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