

Cinemark learning from the Lions breakfast

In October Mr Philip Thomas, CEO of the Lions Festivals and acclaimed industry expert, was brought out to South Africa to share insights from the pinnacle of the advertising's industry, Cannes Lions, on winning brand communication campaigns across the globe and what they mean for business top line performance.

























Examples were drawn from Unilever, P&G and McDonalds in a once-off opportunity for creative, media and marketing professionals. This seminar was facilitated by creative guru Andy Rice and saw a panel of top South African Cannes Lions Judges (namely Brett Morris from Draftfcb South Africa, Mariana O'Kelly from Ogilvy & Mather South Africa and Kirk Gainsford from Lowe Cape Town).

Learnings from the Cannes Lions seminar with Mr Philip Thomas CEO Lions Festivals, Andy Rice, Brett Morris, Mariana O'Kelly and Kirk Gainsford.

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