

Publicis Groupe's Cannes-Do Awards ceremony will take place in the Palais des Festivals in Cannes

June 24, 2020 - The 2020 Cannes-Do Awards ceremony will be hosted at the Palais des Festivals in Cannes, in partnership with the Mayor of Cannes, who has under exceptional circumstances agreed to open the doors of the Palais to kindly welcome Maurice Lévy and Arthur Sadoun.

Watch the video that reveals the adventure of Maurice and Arthur's journey to Cannes:
https://youtu.be/iMAj_7gSzxc

The awards ceremony will be presented on Friday 26 June at 6PM *Croisette time*, exclusively on Marcel.

The inaugural Cannes-Do Awards has seen 1,400 campaigns submitted globally from 400 agencies, 60 countries and 110 cities. The work was reviewed by an expert jury of 25 creative leaders across Publicis Groupe agencies, who judged tirelessly to shortlist 40 campaigns. Voting then opened on Marcel, with over 15,000 votes being cast by Publicis Groupe employees across the globe for the top 10 client campaigns, the top 5 non-profit pieces and two unexpected special awards...with winners to be announced at Friday's awards ceremony.

Cannes-Do awards is a testament to the collective creative spirit of all our people no matter the discipline or brand they come from. It is truly our people's choice!

Arthur Sadoun, Chairman and CEO of Publicis Groupe: *"With the Cannes-Do Awards, we want to make sure that we continue to be united in this tough time around what makes us passionate: creativity in all of its forms.*

In a world full of can't, thanks to the engagement of our people and Marcel, we are able to celebrate the best creative work from around the Groupe and recognise our fantastic talent. It is also a way to thank our people for their very hard work in this tough period and hopefully put a smile on their face.



We thought it was important to do this event in Cannes to support the city in this challenging time. I want to thank the Mayor and his team for their warm welcome and great partnership.”

David Lisnard, Mayor of Cannes : *“We are very pleased to welcome the team of Publicis Groupe to Cannes for the Cannes-Do Awards ceremony, which rewards the best advertising campaigns carried out by the talents of their agencies from around the world.*

I am very proud that such a relevant initiative is taking place here at a time when it is needed to give meaning, imagination and intensity to the world creation.

I especially would like to thank Arthur Sadoun and Maurice Lévy for their faithfulness. The best of global creativity and inventiveness is celebrated more than ever in Cannes. A great start for a bright future!”

List of the jury: *Bruno Bertelli – Publicis Worldwide; Sandra Bold - Publicis Worldwide; Jab Borgstrom – BBH; Craig Chester - Saatchi & Saatchi Wellness; Kathy Delaney - Publicis Health; Emma De La Fosse – Digitas; Wendy Johansson - Publicis Sapient; Kathy Kline – Starcom; Ruey Ku - Publicis Media; John Maeda - Publicis Sapient; Domenico Massareto - Publicis Worldwide; Amit Misra – MSL; Jose Molla - La Comunidad; Ben Mooge - Publicis Groupe; Christine Ng – BBH; Pedro Prado - Leo Burnett; Maurice Riley – Digitas; Gabriela Soares - Talent Marcel; Chaka Sobhani - Leo Burnett; Kate Stanners - Saatchi & Saatchi; Liz Taylor - Leo Burnett; Johan Vakidis -Publicis Worldwide; Leonardo Varela - Saatchi & Saatchi; Marco Venturelli - Publicis Worldwide; Stacy Ward -Epsilon*

Agency : Marcel

Production : Prodigious

Producer - Marc-Antoine Riou ; Production Director - Augustin Grégoire ; Director - Sylvain Fusée ; General Production Manager - Romain Guilbert ; DOP - Arthur Cemin ; First Assistant Director - Laure-Anne Nicolet; Chief Editor / Motion-designer - Théophile Guibout; Assistant Stage Manager - Antoine Gay.



About Publicis Groupe – The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients' transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 83,000 professionals.

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