

HAVAS *Café*

2024

CANNES GUIDE



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INTRODUCTION



Dear all,

I am thrilled to welcome you to this year's edition of the Havas Café at the Cannes Lions International Festival of Creativity for what I'm certain will be an inspiring and productive week!

This year, our focus at the Havas Café will be how creativity is being super-charged by innovation and technology to make the strongest, most meaningful difference for our clients.

As we gather once again, we celebrate not only our clients but also the dedicated teams behind the groundbreaking campaigns that set new standards for creativity in the coming year.

The Café is our home for the week and an ideal spot to exchange ideas, make meaningful connections and catch-up with clients, colleagues, and peers.

I invite you to consult this document for information on the exciting activations and content both inside and outside the Café.

I look forward to seeing you in Cannes!



Yannick Boffré

Chairman and CEO, Havas



The Havas Café has been a fixture on the Croisette during the Cannes Lions International Festival of Creativity since 2006. Each year, the Café hosts over 2,500 talents, clients, marketers, partners, press, and celebrities, offering them a place to meet and take in thought-provoking discussions during the day and enjoy music and socializing in the evenings.

It was created as a “home” for all the people from Havas who travel to Cannes from all over the world to attend the festival; a place for everyone to come together, network, organize meetings, welcome clients and partners, meet the press, and have fun. It also provides a comfortable space with free Wi-Fi to work from during Cannes Lions week.

The Café was originally located on a small terrace of a nightclub on the Croisette, before relocating to a bigger terrace at the InterContinental Carlton Cannes Hotel a few years later. In 2012, the Café moved to the beautiful gardens in front of Le Grand Hôtel, now called the Mondrian Cannes.

Over the years, many events and activations illustrating our creativity and showcasing the power of our group have taken place. The Havas Café has also hosted international celebrities such as American Oscar-winning actress Halle Berry, British popstar Ellie Goulding, as well as international jazz musician and DJ Jamie Cullum, actor and musician Jeff Goldblum, Nigerian singer and activist Yemi Alade, and two-time Emmy award-winning violinist Damien Escobar.



REGISTRATION & ACCESS



WHEN?

MONDAY, JUNE 17th –

FRIDAY, JUNE 21st

Open every day at 9:00am.*

*11:00am on Monday 17 June.

WHERE?

Mondrian Cannes

45 Boulevard de la Croisette,

06400 Cannes

France



Drop by to connect with your colleagues and partners from all around the world, find a spot to work or network, take a break and enjoy some captivating content and entertainment!

Dress code is smart casual.

Registration is necessary for access.

Please email charlotte.lebas@havas.com with requests. For any logistics queries, please contact mayssa.ben-gadri@havas.com

AGENDA



HAVAS *Café*

INSIDE THE CAFÉ

MONDAY, JUNE 17th

11am – The Havas Café opens its doors!

3pm – (Panel) Seize the Moment: Unleashing America's Full Potential Through Diverse Consumers

4.30pm - Roger Hatchuel Student Academy event

TUESDAY, JUNE 18th

9am – Press conference

11am – (Panel) Redefining Human: The Convergence of Tech & Creativity

6-8pm – Happy Hour

WEDNESDAY, JUNE 19th

10am – (Panel)

Inclusivity & Experience: Redefining How Brands Will Play at the 2024 Olympics

5.30pm-8pm – Snapchat by Havas Discussion & Happy Hour

THURSDAY, JUNE 20th

10.30am – (Panel)

Gen AI Prosumer report with BETC

10pm-2am –

Havas Party by KCPK

Dress code: **Flower Power**

OUTSIDE THE CAFÉ

Join us for thought-provoking panels at Inkwell Beach (register [here](#)) and stay tuned for details on our upcoming partnership with Campaign. More to come!

Please note that what you see here is just a glimpse of the exciting lineup to come!

The full agenda, complete with detailed information about speakers, moderators, and session topics, will be available soon on Havas Café's registration platform.

Stay tuned for the official launch of the agenda, where you'll find everything you need to plan your Havas Café experience down to the 9 minute.

Visit our **innovation corner**, in partnership with **Adobe**, featuring captivating demos, immersive experiences, and engaging activations all week long. Don't miss out!


Prepare to be inspired by the Global Creative Council (GCC), led by Stéphane Xiberras and Christian de La Villehuchet! This council is dedicated to elevating the creative reputation of Havas and shaping an award-winning strategy and global creative incentive system.

Discover our Femmes Forward FRIDA, an initiative tailored to empower women at the creative director level and drive the representation of women in creative leadership positions. Meet this year's delegation in Cannes, championing diversity, creativity, and leadership excellence at Havas Café!



SOCIAL MEDIA

Please remember, the Cannes Lions logo can be used solely when announcing awards. We will share further guidelines for social media in the weeks leading up to Cannes.



We will be sharing the sights and sounds of Cannes throughout the week with all of Havas' networks. Follow along to find out what's happening from the Palais to the Café (and everything in between).

Follow Havas on social media!



[/company/Havas](#)



[@havas](#)



[@havas](#)



[@havas](#)

Join the conversation! When posting from and about the Havas Café, please use the hashtags **#HavasCafe**, **#HavasCannes**, and **#OneHavas**. And be sure to follow our networks ([Havas Media Network](#), [Havas Creative Network](#) and [Havas Health & You](#)) for more highlights live from the festival.

The official LinkedIn handle and hashtag for the festival are **@Cannes Lions International Festival of Creativity** and **#CannesLions2024** respectively.

LIFE AT HAVAS

The Life at Havas team will be on the ground reporting from Cannes throughout the week. **Don't miss the daily newsletter** for a glimpse of the café, its activations, and conversations with Havas talents.

PALAIS LOGISTICS & AGENDA

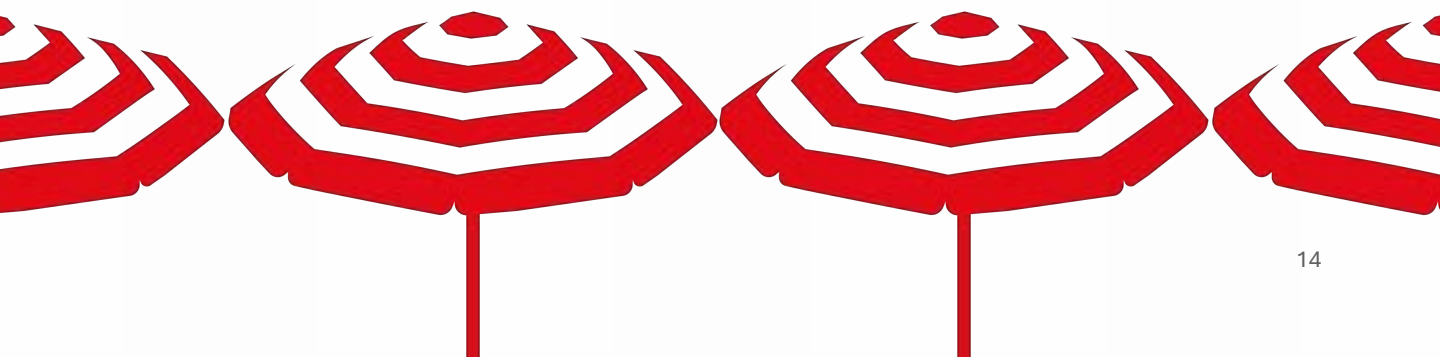




If you have registered for a badge, the Cannes Registration Team will send you a confirmation email with the following details:

- Your unique delegate barcode (You will need to show this—on your phone, tablet or printed out— to get through the security checkpoint outside Gare Maritime.)
- All the information you need on how to collect your badge upon arrival in Cannes

Make sure to keep an eye out!



THE PALAIS' ADDRESS

Palais des Festivals
1 Boulevard de la Croisette
06400 Cannes
France
+33 (0)492 99 84 22
www.palaisdesfestivals.com



WHERE TO PICK UP YOUR FESTIVAL BADGE

Registration is located in the Gare Maritime, Boulevard de la Croisette, Esplanade Pantiero - which is located behind the Palais des Festivals, next to the Harbour. Delegates can collect their badge from the Registration area, during the following times:

Monday 17 June 8:00am-8:00pm
Tuesday 18 June 8.30am- 7:00pm
Wednesday 19 June 9:00am- 7:00pm
Thursday 20 June 9:00am- 7:00pm
Friday 21 June 9:00am- 7:00pm

You will need photo ID and your confirmation or barcode email. If you would like another person to collect your badge onsite for you, simply provide the Registration Team with the Pass Order Ref and Reg ID.

Feel to explore the Cannes Lions [Delegate Guide](#) that they will be actively updating.

Always carry your badge with you—it is your key for the week!



Explore the heart of Cannes Lions at the Palais des Festivals!

From advertising and marketing to technology and beyond, uncover opportunities to learn, connect, and be inspired by some of the brightest minds in the industry!

The Palais is accessible only to accredited individuals, but it will be **open to the public Wednesday, June 19, from 2:00pm to 4:00pm!**

The Palais' agenda is available on the [Cannes Lions official website](#). Discover the full agenda and plan your Cannes Lions experience!



AWARD SHOWS



MONDAY, JUNE 17

7:00pm to 9:00pm

Lumiere Theatre, Palais I

Pharma Lions, Health & Wellness Lions, Print & Publishing Lions, Outdoor Lions and Radio & Audio Lions.



TUESDAY, JUNE 18

7:00pm to 9:00pm

Lumiere Theatre, Palais I

Industry Craft Lions, Digital Craft Lions, Film Craft Lions, Design Lions, Entertainment Lions, Entertainment Lions for Gaming, Entertainment Lions for Music and Entertainment Lions for Sport.



WEDNESDAY, JUNE 19

7:00pm to 9:00pm

Lumiere Theatre, Palais I

Creative B2B Lions, Creative Data Lions, Social & Influencer Lions, Direct Lions, Media Lions, and PR Lions.



THURSDAY, JUNE 20

7:00pm to 9:00pm

Lumiere Theatre, Palais I

Luxury and Lifestyle Lions, Brand Experience & Activation Lions, Creative Business Transformation Lions, Creative Commerce Lions, Creative Effectiveness Lions, Creative Strategy Lions, Innovation Lions and Mobile Lions.



FRIDAY, JUNE 21

7:00pm to 9:00pm

Lumiere Theatre, Palais I

Film Lions, Titanium Lions, Sustainable Development Goals Lions and Glass: The Lion for Change



This year, 149 campaigns from Havas' agencies were submitted. We are incredibly proud to see the group so well represented. We wish them all the best of luck!

AWARDING JURORS

PR JURY PRESIDENT



Kat Thomas
*Founder & Chief Creative Officer,
One Green Bean*

CREATIVE EFFECTIVENESS



Lucy Jameson
*Founder,
Uncommon Creative Studio*

ENTERTAINMENT LION FOR SPORT



Ana Roma Torres
*Managing & Creative Partner,
Havas Play Portugal*

ENTERTAINMENT LION FOR GAMING



Jarell Thompson
*Vice President Gaming,
Havas Play*

HEALTH & WELLNESS



Laura Florence
*Executive Creative Director,
Havas Health & You Brasil*

PHARMA



Jane Motz Hayes
*Chief Creative & Design Officer,
Havas Health CX*

FILM CRAFT



Karim Naceur
*Global Head of TV Production,
BETC*

RADIO & AUDIO



Nathalie Hasson
*Head of Audio Narrative &
Podcasts, HRCLS*

PRINT & PUBLISHING



Anupama Ramaswamy
*Chief Creative Officer,
Havas India*

INNOVATION



Joji Jacob
*Regional Chief Creative Officer &
Co-founder, Havas BLKJ*

DESIGN



Mayuri Nikumbh
*Head of Design,
Conran Design Group*

MEDIA



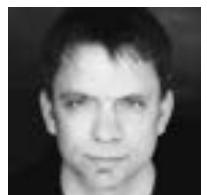
Elias Reinheimer
*Chief Creative Officer,
Havas Play*

OUTDOOR



Sam Shepherd
*Chief Creative Officer,
Uncommon Creative Studio*

CREATIVE B2B



Andrew Barnes-Jones
*Global Creative Director,
Ledger Bennett*

PRINT & PUBLISHING



Jairo Lezaca
Managing Partner & Chief Creative Officer, Havas Group México

BRAND EXPERIENCE & ACTIVATION



Prashant Tekwani
Managing Partner, Havas CX

CREATIVE STRATEGY



Carel Scheepers
Chief Strategy Officer, Havas Village Africa

CREATIVE STRATEGY



Clement Scherrer
General Manager & Partner, Buzzman

DIRECT



Marcelo Bruzzesi
VP Creative Director, BETC Havas Brazil

DIRECT



Angie Tohid
Executive Creative Director, Havas Ortega

SOCIAL & INFLUENCER



Sandrine Nzedieu Dioh
Digital Director, Havas Media France

SOCIAL & INFLUENCER



Dan Lucey
Co-CEO & Chief Creative Officer, Havas New York

MEDIA



Sarah Louzioui
Managing Director, Havas Champagne

PR



James Wright
Global CEO, Havas Red, and CEO, Havas Creative Network Australia

HOTELS & USEFUL INFORMATION



CANNES LIONS

Palais des Festivals
1 Boulevard de la Croisette
06400 Cannes, France

HAVAS CAFÉ

“Mondrian Cannes”
45 Boulevard de la Croisette
06400 Cannes, France

JW MARRIOTT HOTEL

50 Boulevard de la Croisette

CARLTON CANNES

58 Boulevard de la Croisette

HÔTEL MARTINEZ

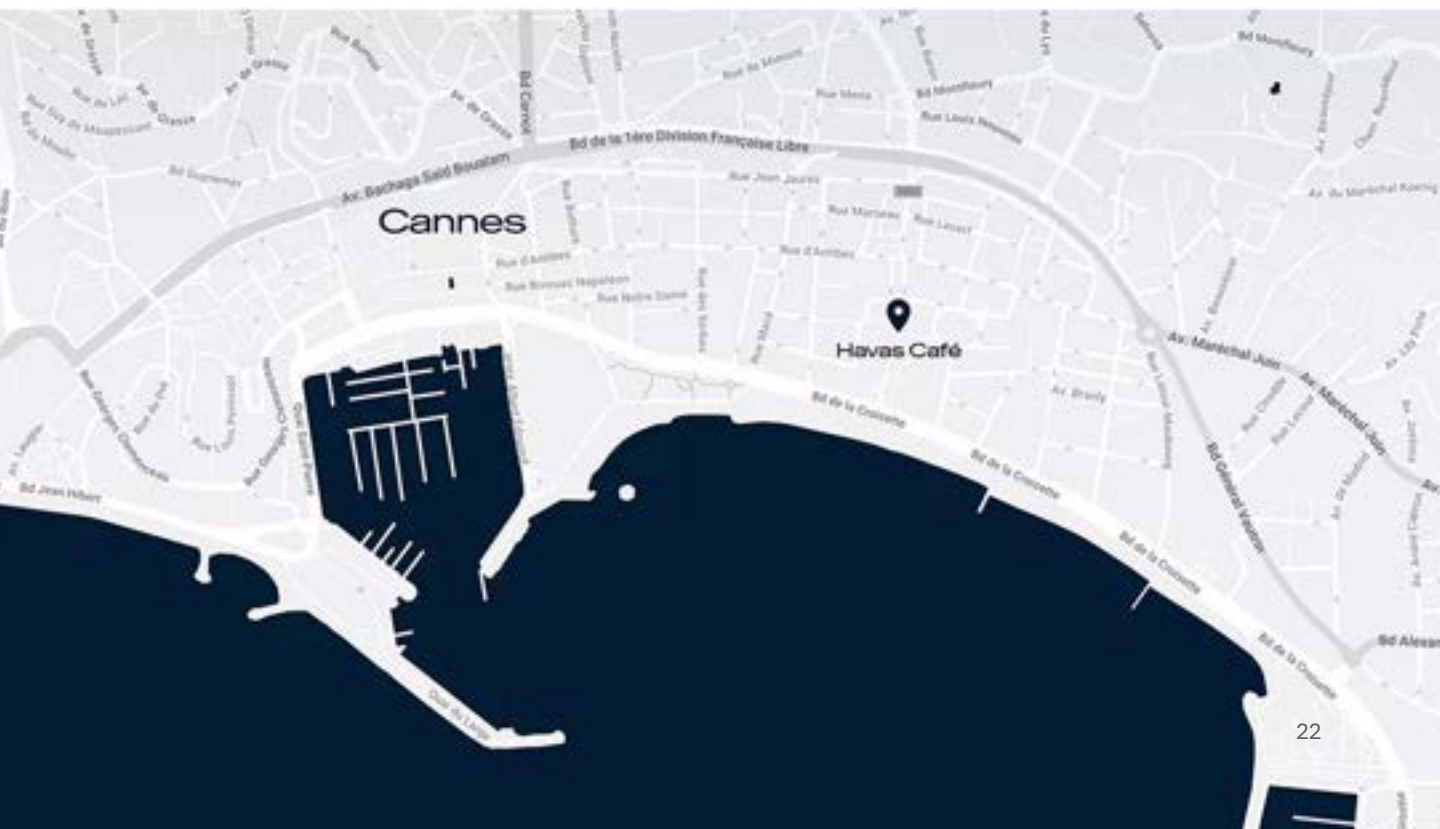
73 Boulevard de la Croisette

**HÔTEL BARRIÈRE LE GRAY
D’ALBION**

38 Rue des Serbes

MAJESTIC BARRIÈRE

10 Boulevard de la Croisette



TRANSPORTATION

In Cannes:

TAXI COTE D'AZUR

29 Boulevard de la Ferrage

+33 (0)4 93 99 27 27

contact@taxiscotedazur.com

www.taxiscotedazur.com

In Nice:

CENTRAL TAXI RIVIERA

14 Avenue Mirabeau, Les Jardin de France

+33 (0)4 93 13 78 78

allotaxinicois@gmail.com

www.taxis-nice.fr

HEALTH AND WELLNESS

Pharmacie Anglo-Française

94 Rue d'Antibes

+33 (0)4 93 38 53 79

8:30am - 8pm Monday to Friday

GROCERIES

Monoprix

9 Rue du Maréchal Foch

8am - 8:30pm Monday to Saturday

8:30am - 7pm Sunday



KEY CONTACTS





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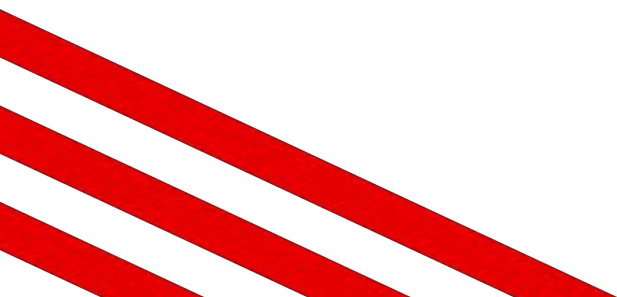
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For any other questions, please email havascafeinfo@havas.com



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**SEE YOU
SOON!**

