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Feature

The work: PRWeek's verdict on Cannes 2021

PRWeek does a deep dive on 13 of the most impactful case studies from Cannes and assesses them in terms of creativity, effectiveness and earned media value.

by Sabrina Ortiz / June 25, 2021

(Credit: Getty Images)

When you strip away all the hype, froth, noise and extraneous distractions from the Cannes Festival of Creativity you are left with what really matters - the work.

There is nowhere else where you can see such a comprehensive global compendium of creativity. The case studies warrant close analysis for anyone wanting to understand the apex of modern best practice in marketing and communications.

PRWeek has scoured the hundreds of excellent campaigns across the two years represented by this year's unique two-year virtual event and put 13 activations under the microscope.

The Bread Exam

- **Brand:** Spinneys and the Lebanese Breast Cancer Foundation
- **Idea creation:** McCann, Paris
- **PR:** Rowat PR Beirut, Weber Shandwick Istanbul, London + Paris
- **Awards:** PR Grand Prix, Gold and Bronze Lions/Brand Experience and Activation Silver and Bronze Lions/Direct Bronze Lion/Health & Wellness Gold and Silver Lions/Media Gold and Bronze Lions/Social and Influencer Silver Lion

Campaign

To promote breast self-checking exams in cultures where speaking about women's bodies is taboo.

Insight

Breast cancer is the leading cause of death in women worldwide. Early detection could help prevent up to 98% of them, but in cultures like that of Lebanon, it is taboo for women to talk about their bodies and therefore self-checking is not spoken about.

Creative

The objective was to create a movement that teaches and informs women about self-checking by bringing breast cancer into the conversation. This was done by creating a coded language utilizing the tradition of bread making. The Bread Exam is a recipe video where an influential Lebanese baker, Um Ali, demonstrates how to properly administer an exam through the act of kneading and pressing dough when making bread.

PR strategy

Since conversation about women's bodies is not widespread and openly accepted in cultures like that of Lebanon, supermarket chain Spinneys found a way to reach millions by disguising the instructions through a video of bread making. The video was made without ever mentioning or showing any breasts, in order for the video to be easily shared on social media.

PR execution

The recipe was shared openly on social media as well as on packaging in Spinneys supermarkets, on traditional bread wrappers and via publications throughout Pink October (Breast Cancer Awareness Month). It called for direct action by using the phrase, "Khabazte?" (Have you baked yet?).

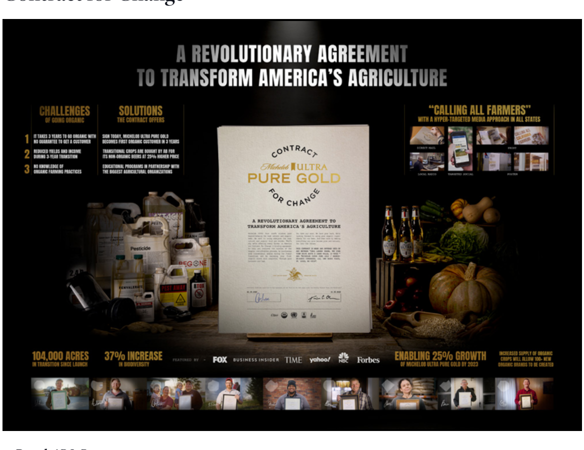
Results

- 112 million people were reached
- 86% of Arab women admitted baking will remind them to self-check
- The campaign was praised by the President of Lebanon and major media outlets
- The idea is being replicated by influential chefs in the Middle East, UK, Germany and Turkey

***PRWeek* verdict**

The Bread Exam is a fine example of the purposeful work that was on full display in Cannes 2021. It took an important topic surrounded by a complex cultural taboo and came up with a creative solution that resonated with women throughout the Middle East region but also caught the attention of political leaders such as the Lebanese president. It also fully utilized influencers to spread the word in the region and beyond.

Contract for Change



- **Brand:** AB InBev
- **Idea creation:** FCB Chicago + New York
- **PR:** 3PM Agency New York
- **Awards:** PR Grand Prix and Gold Lion/Titanium Lion/Creative Business Transformation Gold and Silver Lions/Creative Strategy Bronze Lion/ Direct Gold and Silver Lions/Sustainable Development Goals Bronze Lion

Campaign

To promote organic farming by facilitating the transition for farmers into organic through a contract with Michelob Ultra Pure Gold.

Insight

Only 1% of U.S. farmland is organic because of the challenges farmers face when going organic. These challenges include the three years it takes to become organic, the reduced-yield and income during the three-year transition farmers experience, and the lack of knowledge of organic farming practices.

Creative

Create a contract that guarantees Michelob Ultra Pure Gold as the first customer after the three years of transitioning to organic farming are complete. The contract would also provide farmers with assistance during the three years of transitioning by ABInBev purchasing traditional crops for its nonorganic beers at a 25% higher price. Lastly, the farmers would be granted educational programs in partnership with the biggest agricultural organizations.

PR strategy

In order to create actual results, the team came up with solutions to all the obstacles preventing more farmers from going organic. These solutions had to be widely promoted through the use of hyper-targeted media in order to bring in more potential candidates.

PR execution

The team utilized direct mail, targeted social media, local radio, print and posters as part of its campaign to reach as many farmers in all states as it could.

Results

- 104,000 acres are transitioning to organic farming since launch
- 37% increase in biodiversity
- Enabling 25% growth in Michelob Ultra Pure gold by 2023
- Increased supply of organic crops will enable 100+ new organic brands to be created

***PRWeek* verdict**

Contract for Change addressed crucial issues including the need to foster more organic farming and support embattled farmers in difficult times. The initiative made environmentally friendly policies profitable for farmers by fundamentally influencing the supply chain. It also resulted in increased sales of Michelob Ultra, proving that good business can be profitable business.

N23

- **Brand:** Novaya Gazeta
- **Idea creation:** Action Moscow
- **PR:** Action Moscow
- **Awards:** PRGold and Bronze Lions

Campaign

To stop the conversion of former Soviet leader Joseph Stalin's house of executions, Nikolskaya 23 in Moscow, into a luxury perfume boutique by creating a scent based on the actual events that would spur outrage and conversation.

Insight

In Russia, there are continued efforts to portray Stalin as a Russian hero despite the terror and repression his reign brought. One example of this was the proposed attempt to erase one of the most horrific symbols of his repression — the Nikolskaya 23 execution house where 30,000 people were shot dead.

Creative

To create a fragrance based on real-life events that represents the actual events that occurred during Stalin's reign. The fragrance had premium packaging and contained a bed of soil from the Kommunarka execution yard. The package also contained a vial made from real vintage Soviet shell cases filled with the N23 perfume, which had the smell of gunpowder.

PR strategy

To draw attention to the issue of the Nikolskaya 23 execution house being erased by creating a scent that would spur conversation and create outrage against the issue.

PR execution

The team sent 30 pieces of the fragrance to top media and opinion formers.

Results

- A wave of protests in social networks and 45,000 people signed a petition demanding the opening of a memorial complex in the house instead of a perfumerie
- The Russian government surrendered and the mayor of Moscow announced that a memorial museum to the victims of political terror will be opened at Nikolskaya 23

***PRWeek* verdict**

This activation is particularly notable as it was the only PR Lions Gold to be led by a PR agency from idea creation through to PR strategy and execution. By utilizing a clever creative idea based on a crucial insight and activating it through extremely targeted earned media and social channels, Action Moscow achieved impactful coverage that resulted in Russian authorities canceling their plans for a perfumery and setting up a memorial to Stalin's victims instead.

Preserve the Pit

- **Brand:** Kingsford
- **Idea creation:** Current Global, Chicago
- **PR:** Current Global, Chicago
- **Awards:** PR Bronze Lion

Campaign

To honor and preserve the culture of Black barbecue by awarding young pitmasters with grants and mentorship.

Insight

Barbecue has African-American roots, which are often overlooked in America. Kingsford wanted to celebrate those roots and the culture of Black barbecue.

Creative

The campaign video utilizes images of African slaves at the pit and compares it with modern day pitmasters to showcase the deep roots barbecue has in African culture. The campaign focuses on shining a light on the people and stories that made barbecue what it is today.

PR strategy

To show Kingsford's committment to preserving the culture and history of Black barbecue in America, the charcoal manufacturer invested in the future generation of pitmasters by assisting them with the tools and help they needed to establish their own ventures. The contest allowed anyone to participate, through online video submissions if desired, targeting participation of the next generation of pitmasters and allowing them to share their story as authentically as possible.

PR execution

After reviewing submissions, Kingsford granted three Fellowship grants to barbecue entrepreneurs. A mentorship network was also established to provide guidance and support to take their businesses to the next level and to make the fellowship truly immersive.

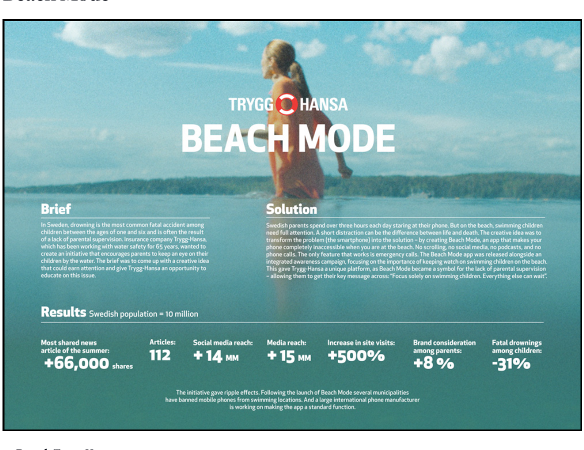
Results

- 1,051 entries to Preserve the Pit Fellowship
- 73,273 video views
- 203% increase in Kingsford conversation
- 13 new faces of American barbecue

***PRWeek* verdict**

The indelible impact of African-Americans on U.S. food culture has been hidden for too long and Kingsford set out to celebrate the history of Black barbecue by investing in future pitmasters. The activation not only produced impressive engagement in the Preserve the Pit fellowships and secured the future for many pitmasters, it also placed Kingsford at the center of conversation about Black barbecue and raised awareness of the brand. Interpublic Group PR firm Current Global bagged both idea creation and PR credits for a PR Bronze Lion, no small achievement.

Beach Mode



- **Brand:** Trygg-Hansa
- **Idea creation:** BCW Stockholm
- **PR:** BCW Stockholm
- **Awards:** PR Bronze Lion

Campaign

Promoted adult supervision of children at the beach to prevent drowning incidents via the creation of an app that eliminates all phone distractions.

Insight

In Sweden, drowning is the most common fatal accident for children aged 1-6 due to lack of parental supervision. Trygg-Hansa insurance wanted to find a creative way to spread awareness of the issue.

Creative

Trygg-Hansa created an app, Beach Mode, which makes phones completely inaccessible at the beach. This prevents phone-induced distractions and forces parents to engage in proper supervision. It blocks apps when activated but still allows Swedish emergency calls in case of an emergency.

PR strategy

The plan was to take the lack of supervision problem and flip it into the solution. The app is not only functional, but also serves as a conversation starter, acting as a vehicle for Trygg-Hansa to get its key message across: "Focus solely on swimming children. Everything else can wait."

PR execution

The Beach Mode app was released for Android devices on the Swedish market. When it is activated, the phone can only be used for emergency calls. When deactivated, the phone works normally and you can see missed calls, messages and notifications.

Results

- Trygg-Hansa website visits increased by 500%
- Parental brand consideration increased by 8%
- Following the launch of Beach Mode, several municipalities banned mobile phones from swimming locations
- A large phone manufacturer is working on making the app a standard function

***PRWeek* verdict**

Beach Mode was genuinely effective in that it produced real changes in behavior and persuaded authorities to introduce new rules about mobile phone usage on the beach. It raised the insurance brand's awareness with parents and drove traffic to its web assets. It was notable in that it garnered a Bronze Lion for both idea creation and PR for BCW Stockholm, one of the few examples of a PR firm achieving this in the Cannes PR Lions 2021.

Chicken Wars

Brand: Popeyes Louisiana Kitchen

Idea creation: GSD&M Austin

PR: Alison Brod Marketing + Communications New York

Awards: PR Silver and Bronze Lions/Media Gold and Silver Lions/Social and Influencer Silver Lion

Campaign

Fast-food chain Popeyes needed to bring attention to its new chicken sandwich, which had not received much buzz. The brand leaned on social strategy and composed a tweet that enabled it to increase awareness to and the popularity of the chicken sandwich.

Insight

Chick-fil-A dominated the chicken sandwich market, so when Popeyes released its sandwich, it struggled to lay down much competition. The fried chicken chain needed to create a way to bring more attention to its sandwich, and achieved its objective by challenging Chick-fil-A in a funny tweet.

Creative

When Chick-fil-A tweeted "Bun+Chicken+Pickles=Love," Popeyes humorously replied with a tweet saying "...y'all good?". This tweet went viral and made national headlines, creating a chicken war between both brands. The war resulted in a rush of demand for Popeyes chicken sandwiches.

PR strategy

Brands have turned to social media to reach broader audiences with funny content that can engage mass numbers of people. Popeyes took advantage of this to create a funny tweet that went viral and reached trending hashtags.

PR execution

Popeyes tweeted from its U.S. Twitter account and this was then shared by users all over social media. The tweet was composed in such a way that it would reach a larger audience because of who it was replying to and the competition created between both brands.

Results

- Store traffic increased by 300%
- Sales increased by 42%

***PRWeek* verdict**

While some practitioners scoff at the use of social media to promote brands and engage with competitors and others, this activation proved its worth throughout the value chain and resulted in significantly more foot traffic in Popeyes stores and sales of its new chicken sandwich. That's an effectiveness measurement any CFO can align with. This was another series of PR credits for serial Cannes achiever Alison Brod Marketing + Communications.

Chipotle X E.L.F. Cosmetics

- **Brand:** Chipotle Mexican Grill and E.L.F. Cosmetics
- **Idea creation:** Day One Agency New York/Movers and Shakers Salsa and Bachata Dance Academy Los Angeles
- **PR:** BCW New York
- **Awards:** PR Bronze Lion/Social and Influencer Bronze Lion

Campaign

The activation created social media buzz for Chipotle and e.l.f. cosmetics by having two of Gen Z's favorite brands collaborate to create an eyeshadow palette.

Insight

Chipotle and e.l.f. Cosmetics achieved significant popularity on TikTok in the past year. A collaboration between both guaranteed buzz and interest, especially amongst Gen Z audiences.

Creative

The brands spent six months designing and manufacturing a full-scale Chipotle-inspired makeup collection. This line included an eyeshadow palette that matched Chipotle's ingredient line, avocado makeup sponge, hot salsa lip gloss and a makeup bag inspired by Chipotle's chip bag.

PR strategy

To utilize the brands' popularity to create an unexpected collaboration that would make headlines, the collaboration specifically targeted Gen Z by utilizing TikTok as media channel of choice.

PR execution

The collaboration was announced to the press and influencers, leading to widespread coverage. PR packages were sent to influencers, creators who made videos and posted on social platforms. The collaboration quickly went viral and generated lots of buzz.

Results

- Significant media and social media coverage
- Lots of buzz and engagement on social media
- Making quick-cut and unexpectedly approach to offer as a joint-marketing

PHRAsE verdict

A fun example of the way disparate but sympatric brands can link up effectively on social media to their mutual benefit. The Starbucks/Disney tie-up was a natural fit, with both brands appealing to the Millennial and Gen Z consumer segment. The problem was also handled with appropriate sensitivity, with the PR and Social and Influencer Strong Lion winning campaign was shared by Pin Bin Grip Our Agency.

Starbucks 'What's Your Name?'

- **Brand:** Starbucks
- **Idea creation:** Ogilvy London
- **PR:** Edelman London
- **Awards:** Creative Strategy Gold Lion

Campaign

The activation demonstrated Starbucks' support for the LGBTQ community by creating a film that shows the importance of identity and acceptance through the act of saying your name after placing your order at the coffee shop.

Insight

Members of the transgender community often try their new identity at Starbucks when they say their name to be written on the side of their coffee cup. Starbucks wanted to make this experience a celebration and empowerment moment as a member of the transgender community.

Creative

Starbucks U.K. worked closely with the transgender community to create a no-second film that portrays the struggles faced by the transgender community. The activation offer the story of "James" who is transitioning and is constantly called by the dead birth name. The film depicts the empowering moment when James speaks his chosen name in a Starbucks store for the first time.

PR strategy

This campaign helped rebuild Starbucks' image after backlash it received from the media about some internal policies regarding LGBTQ+ rights and other issues such as not paying taxes. It reminded people about its support for the LGBTQ+ community and positioning as a safe third space for people after home and work.

PR execution

The team made this the second film utilizing members of the trans community instead of actors, and received praise for the overall execution. It provided a real platform for trans people to tell the stories behind their names. Starbucks also partnered with the charity Mermaids, which supports the young transgender community and their families. Starbucks donated pay of every Mermaid cuticle sold 48 stores to the charity.

Results

- Exposure was donated to Mermaids to help fund its helplines for another year
- Mermaid experienced a 600% increase in demand in the past five years - Starbucks helped it simply an additional helpline operator and extend its outlook service.

PHRAsE verdict

The tastes on your Starbucks cup is a name worthy device that features regularly on social media, usually in the context of the barista getting someone's name wrong. The Tim Lovelace team charged it on its head and subverted the format to tackle the really important subject of trans people struggling to be called by their chosen name. It's a theme that could easily have backfired, but the execution was so well-judged, and the film so well-made, that it succeeded in engaging sympatically to make enormous about their support for the LGBTQ+ community and raise awareness of underappreciated issues.

Project Free Period

- **Brand:** Kapilbaa, Johnson & Johnson
- **Idea creation:** DDB Mudra, Mumbai
- **PR:** n/a
- **Awards:** Creative Strategy Gold Lion

Campaign

Kapilbaa is helping women who work in the Indian sex trade have sex with dating their period days off to hopefully improve the quality of their lives.

Insight

The initiative helped contract women in the Indian sex trade with structure that allow them to learn other skills, such as boxing, design, cooking, mathematics, cosy making, beauty services, crewelpe making, sandwich making and self-cry making. Women who are not physically able to make the classes can also download videos and be seen free to learn the skills.

PR strategy

So much as many women as possible is hoping to help Indian women centres in different cities for classes and creating toolkits that can be sent to women's houses for them to learn at home. It was important to spur conversation about cost of India's sales-adjusted periods and prostitution.

PR execution

The team created a certificate to act as an economic stimulant for these women. The certificate was condensed to 16 three-day modules, as the women could make the most of their three days off. The team reached over 1,000 women who responded the program from one district across the country by partnering with local NGOs and volunteers.

Results

- Initiative period days turned into days of learning
- 1,000+ sex workers reached

PHRAsE verdict

Feminine product Kapilbaa wanted to help Indian women centres distribution from sex work and same up with a solution that was relevant to its brand but also provided real economic alternatives to the women's exploitation and helped them to improve their lives. Kapilbaa's brand from India's history of slavery to Kamala's heritage to help improve the lives of women and created fundamental human rights that are taken for granted in some other parts of the world.

Eternal Run

- **Brand:** James
- **Idea creation:** Edelman, London
- **PR:** Edelman, London
- **Awards:** Entertainment, Pur Sport Grand Prix Lion

Campaign

Ann promised to run down by placing runners in a venue which a Hotel Sim, where their only competition was themselves.

Insight

People are often too focused on the finish line, which can be detrimental to the quality of their lives and actions. In this race, James wanted to challenge people to compete against themselves to see how far they could push with no finishing line in sight.

Creative

In accordance with its promotion of self-growth and long-term gains for the individual's mind and body, James created a race in which athletes compete against themselves and had no finish line. The runners set out on the Isle Plant of Gran where they were given an individual specific pace they had to keep for the entire race. If they never under the pace limits, they were out. The idea is even less for the individuals could push themselves without the pressure of distractions and competition, which is a great lesson for life and the sport.

PR strategy

Ann wanted to promote the creation of its new shoe, the Chakrida, which is expected to offer people to run longer and easier. In order to promote the shoe, it had to concern something big that would draw attention to the brand and the shoe.

PR execution

At the race, the team consisted of 16 crew members, 25 Ann employees, 25 runners, 1 film crew and 2 agencies to execute the race. Most the race, events were shared through owned centres, influencer press carried and paid media and a documentary.

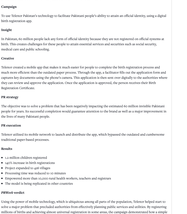
Results

- Post-race 55% of consumers said they would choose Asics over other brands
- 85% would pay more for Asics products
- 95% expressed purchase intent for the Chakrida shoe

PHRAsE verdict

For a campaign confined entirely to a PR firm from Ann creation to a PR execution to wire a Cannes Grand Prix is a major milestone in the experience of the current section at Cannes. While there continues to be concerns that PR firms don't get rewarded as much they should in the PR Lions, the agencies are consistently performing well in the non-PR sections. Edelman's Eternal Run is a fitting entry for the blue chip's current and eternal tenure for its success and achieved the aims of the Asics marketing team.

The Connected Island



- **Brand:** Dress Smart
- **Idea creation:** Ogilvy Colombia
- **PR:** Ruta – Cómo Hablas
- **Awards:** Brand Experience + Activation Bronze,Creative Strategy Gold

Campaign

To showcase the magnitude of internet service provider Tiberi's connectivity by bringing coverage to the remote island of Amazonas.

Insight

The brand was an achieving much success by utilizing regular ads and needed to think outside the box to bring awareness to its product. Connectivity is a problem. It accomplished its goal by making a challenge of connecting an entire island with pl. internet service.

Creative

The Island of Amazonas was given 45 connectivity across its entirety. Utilizing the new technology, the island was connected to media whatever from season for example, it helped fishermen track their catch and enabled smart observation.

PR strategy

The brand needed to do something big and unexpected to get people's interest. By undertaking this challenge, it was able to get people talking and media headlines.

PR execution

Tiberi established a strong connection in Amazonas. There's were open letters targeting 50 million people in the Irish diaspora and their local media calling on them to come and live on the island.

Results

- 250% YOY growth
- 1,400 business leads
- 250% business solutions revenue
- 1,000 new business business goals
- Made Dress Smart applications to renew to the island
- 50% business leads

PHRAsE verdict

Telecom providers activated some of the most creative campaigns at Cannes this year, with Telenor Pakistan also turning in its mark by paying the country's Nutella people's legislation and able to access controlled service (see below). Tiberi also helped a continuously to mind while promoting the efficiency of the pl internet service, by superimposing with access to an isolated island and transforming its social and economic prospects. The activation even persuaded a pro people to apply to move to the island from elsewhere. Great work rooted in natural media activated by Twitter-based entrepreneurial agency Ruta – Cómo.

Naming the Invisible by Digital Birth Registration

- **Brand:** Telenor Pakistan
- **Idea creation:** Telenor Pakistan, Islamabad/Ogilvy Pakistan, Islamabad
- **PR:** Ogilvy Pakistan, Islamabad
- **Awards:** Media, Grand Prix Lion,Mobile Grand Prix and Silver Lion

Campaign

To use Telenor Pakistan's technology to facilitate Pakistani people's ability to obtain an official identity, using a digital birth registration app.

Insight

In Pakistan, 50 million people lack any form of official identity because they are not registered on official systems at birth. This creates challenges for these people to attain essential services and securities such as social security, medical care and public scholarship.

Creative

Telenor created a mobile app that makes it much easier for people to complete the birth registration process and much more efficient than the outdated paper process. Through the app, a facilitator fills out the application form and takes a picture of the applicant's fingerprint. The app then sends the data to the Telenor Pakistan server and the applicant then can review and approve the application. Once the application is approved, the person receives their Birth Registration Certificate.

PR strategy

The objective was to solve a problem that has been negatively impacting the estimated 50 million invisible Pakistani people for years. An successful campaign would generate attention to the brand as well as a major improvement in the lives of many Pakistani people.

PR execution

Telenor utilized its mobile network to launch and distribute the app, which bypassed the outdated and cumbersome traditional paper-based processes.

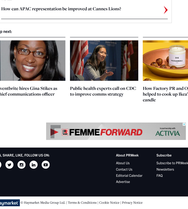
Results

- 1.5 million children registered
- 1.5 million people received identities
- Project expanded to 40 villages
- Processing time was reduced to 10 minutes
- Empowered more than 10,000 rural health workers, teachers and supervisors
- The model is being replicated in other countries

PHRAsE verdict

Using the power of mobile technology, which is ubiquitous among all parts of the population, Telenor helped more to solve a major problem that prevented authorities from effectively planning public services and utilities. By registering millions of births and achieving almost universal registration in some areas, the campaign demonstrated how a simple idea can produce exponential change.

:Womdstories



- **Brand:** Zenia – Sculptures & Allures
- **Idea creation:** Tribute Brands, Los Angeles,DDB AMAO, London
- **PR:** Michele Lowden
- **Awards:** Titanium Grand Prix/Glass Gold Lion,Film Craft Grand Prix, Gold, Silver and Bronze Lion,Film Craft Grand Prix, Gold Lion,Health and Wellness Grand Prix, Gold, Silver Lion

Campaign

The activation an about telling the stories of the many emotions and feelings women have to go through as part of being a woman that are often not talked about in society.

Insight

Certain topics such as menstrual cycles, IVF treatments, menopause and empty are not spoken about in society, creating a disconnect between the experiences women feel and what society recognizes.

Creative

Kapilbaa's Zenia pushed the boundaries by creating a video that showcases sales from different months on the very real circumstance women face on a daily basis. The stories are illustrated by colorful animations that demonstrate the complexity of a woman's experience with her menstrual cycle.

PR strategy

In order to normalize conversation about women's health and fertility, it is necessary to push the limits and create content that facilitates such conversation and makes women feel understood. The brand has done this with past campaigns including Fits La Dolce and #womdstories was the next phase in pushing the limits.

PR execution

The team that followed women on various parties was complete to conquer using IVF treatments, another choices was to have children, a third suffers with endometriosis, an older woman goes through menopause and a young girl gets her period for the first time. The story moved from series, showing women in real life, and animation, illustrating the inner workings of the mind.

Results

- Once one million views views
- Over 1,000 shares in the first day
- 14,000 between 18 Russian market shares

PHRAsE verdict

Pushing the boundaries of creativity to address and subvert the sensitivities around certain topics was a theme of many campaigns at Cannes this year. Kapilbaa's campaign was commendable with moderation. It effectively used filmmaking to stimulate conversation, drive massive traffic to the film and raised awareness that resulted in eye-catching increases in sales – effectiveness through creativity.

Haymarket at Cannes Media Advertising Creative North America United States Cannes 2021

Cannes Lions International Festival of Creativity

What's next?

How can APAC representation be improved at Cannes Lions?

Up next. 1-3 of 10

Eventbrite hires Gina Niles as chief communications officer

Public health experts call on CDC to improve comms strategy

How Factory PR and Ogilvy helped to cook up Boci's meatball candle

Jo Malone's Ali Campaign Asia

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