



A Cannes Lions Activation with the Weather Company for AI

At this past Cannes Lions, the topic of AI was front and center. Through an event hosted by MEC and via extensive interviews with key innovators, agency executives and marketers, Beet.TV and Weather brought the concept and opportunity of AI into focus. The project put The Weather Company and Watson in a highly visible leadership position at the festival.

Outlined below are the 65-plus links from the 21 videos from the Weather/Cannes project. These videos have generated about 80k views on the Beet.TV player and will continue to be viewed for several months and years. We have associated the sponsors with an 8-second sponsorship bumper that has appeared before each clip for 90 days after the event. We have “baked-in” a post-roll credit that will remain on the video for the life of the video.

In addition to the association with the videos, the sponsors are credited in the written posts on Beet.TV and on the Huffington Post. We estimate that there have been 150k page views of the series articles.

To drive consumption of the videos, we have heavily promoted the videos from the event with banners on Beet.TV and via an aggressive retargeting program. Banners have received approximately 500k impressions.

The series has been promoted via social media with tweets to our 9k followers on Twitter. We have heavily promoted the series via daily email blasts to our 9k subscribers. Through promotion and social media we have garnered at least one million additional impressions.

Here are the key elements:

Landing Page: <https://www.beet.tv/category/weather-cannes-2017>

Interviewees: Page 3

Visuals: Pages 4 – 6

Videos & Syndication: Pages 7 – 13

Tweets & Retweets: Pages 14 – 16

Retargeting: Page 17

Interviewees:

Jordan Bitterman, CEO, The Weather Company

Lisa Donohue, Global Brand President, Starcom Worldwide

Meredith Verdone, CMO, Bank of America

Babs Rangaiah, Executive Partner, Global Marketing iX, IBM

Jarrod Dicker, Commercial Product & Technology, Washington Post

Nicolle Pangis, Global COO [m]Platform, GroupM

Mark Sagar, Co-Founder & CEO, Soul Machines

Terence Kawaja, Founder & CEO, LUMA Partners

Carl Fremont, Global Chief Digital Officer, MEC

Dominique Delport, Global MD, Havas Group

Adam Gerhart, U.S. CEO, Mindshare

Carrie Seifer, CRO, The Weather Company

Loren Angelo, Director of Marketing, Audi of America

Rishad Tobaccowala, Chief Growth Officer, Publicis Groupe

Sasha Savic, CEO, MediaCom US

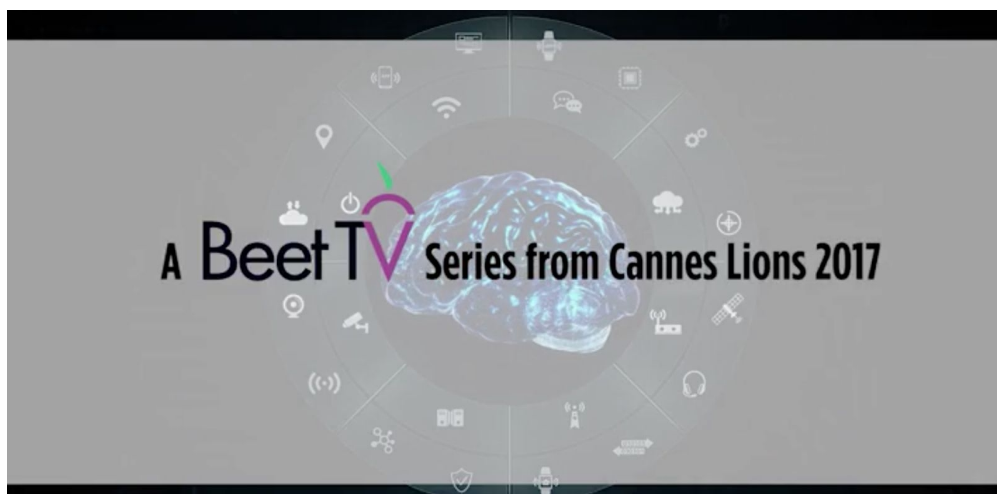
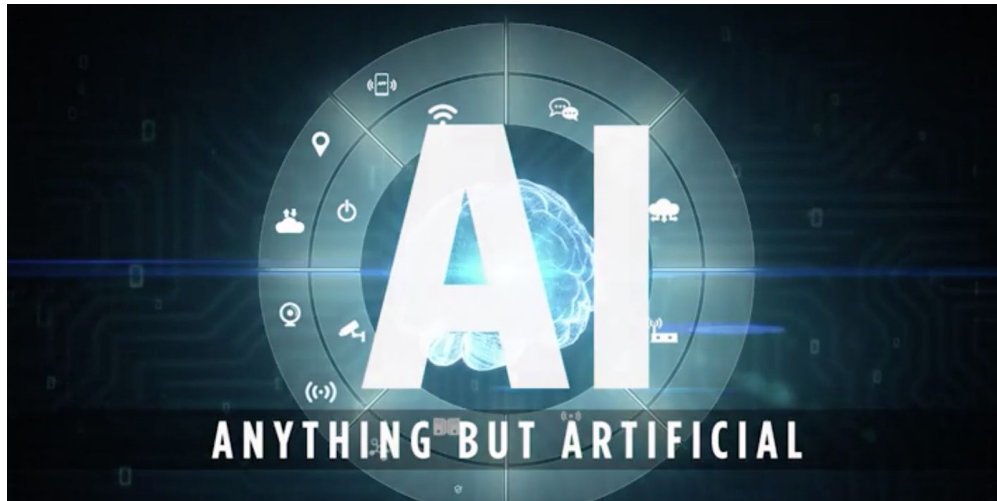
Jean-Paul Edwards, Strategy & Product Development Officer, EMEA, OMD

Jason Jercinovic, Global Head of Marketing Innovation, Havas

Jonathan Nelson, CEO, Omnicom Digital

Visuals:

Pre-Roll:



Banners (as seen on Beet.TV):



AI Series from Cannes Lions 2017 presented by The Weather Company, an IBM Business



How Omnicom Digital Uses AI For Better Outcomes: CEO Nelson

CANNES — Artificial intelligence may be the technology flavor du jour – but some companies out there have been using AI methods for years. In this video interview with Beet.TV, ad agency Omnicom Digital CEO Jonathan Nelson defines AI, outlines how his company applies the tech, and casts a note of caution. 'AI's been in our



AI Helped Havas & ITV Predict Trump Victory

CANNES — Can artificial intelligence predict the outcome of an election? Back in November, Havas did exactly that. When the world was betting on a Hillary win, Havas deployed what, like large tech firms, it is now calling its "cognitive" technologies, on 15 million news articles, candidates' speeches and a billion social posts by 10



Time Is Now To Act On AI: OMD's Edwards

CANNES — Artificial intelligence has been around for a long time – well, in theory. But one leading ad agency thinker says the technology has reach the point where executives simply must decide what their execution strategy looks like. So OMD's Jean-Paul Edwards commissioned a Europe-wide research study to understand how companies in different countries



Data And AI Can Reignite Creative Advertising, MediaCom's Savic Says

CANNES — After a few years in which the advertising industry has talked plenty about targeting, precision and data, many executives used last week's Cannes Lions to talk about rebalancing the narrative with a nod back to creativity. But the two hemispheres of the industry don't have to be divorced



Tweets by @Beet_TV

- Andy Plesser Retweeted
- Preet Bharara @PreetBharara
- "Look, if Mr. Putin continues to insult & undermine America, I will offer him thanks the likes of which the world has never seen."
- 20h
- Andy Plesser Retweeted
- Nielsen @Nielsen
- Jessica Hogue: 'OTT TV Measurement Is a Journey' @Beet_TV nlsn.co/60158vdtz

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Tweets by @Beet_TV

Andy Plesser Retweeted

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"Look, if Mr. Putin continues to insult & undermine America, I will offer him thanks the likes of which the world has never seen."

20h

Andy Plesser Retweeted

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Jessica Hogue: 'OTT TV Measurement Is a Journey' @Beet_TV nlsn.co/60158vdtz

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Videos:

Video 1:

Headline: The Weather Company's Jordan Bitterman: Rolling Out Name Change, More Watson API's

Beet.TV: <https://www.beet.tv/2017/06/jordan-bitterman.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-the-weather-companys-jordan-bitterman-rolling_us_5949138be4b04d8767077b8e

AOL On:

<http://on.aol.ca/video/the-weather-company-s-jordan-bitterman-rolling-out-name-change-more-watson-api-s-59480a5d9efa893d799d0c51?context=PC:business:PL5542:1497396670532>

Reuters Insider: <http://reut.rs/2tGRpWo>

Video 2:

Headline: Starcom Worldwide's Lisa Donohue Surveys The Spectrum Of AI Benefits For Brands

Beet.TV: <https://www.beet.tv/2017/06/lisa-donohue-2.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-starcom-worldwides-lisa-donohue-surveys-the_us_59491553e4b0f7875b83e5c8

Reuters Insider: <http://reut.rs/2sNNxp7>

Video 3:

Headline: AI Can Make Banking More Personal, Less Transactional: BOA's Meredith Verdone

Beet.TV: <https://www.beet.tv/2017/06/meredith-verdone-2.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-ai-can-make-banking-more-personal-less-transactional_us_5949158be4b0961faacbe69f

Twitter (@tmildenhall): <https://twitter.com/tmildenhall/status/882772831343226880>

AOL On:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/ai-can-make-banking-more-personal-less-transactional-boa-s-meredith-verdone-594860cfc214e3685a6712d1>

Reuters Insider: <http://reut.rs/2sNwRhZ>

Video 4:

Headline: Could Blockchain Improve Advertising Transparency? IBM's Rangaiah Thinks So

Beet.TV: <https://www.beet.tv/2017/06/17cannesibmrangaiah.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-could-blockchain-improve-advertising-transparency_us_594a3119e4b0c24d29f478b8

AOL On:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/could-blockchain-improve-advertising-transparency-ibm-s-rangaiah-thinks-so-5949371ae0fa174cdb9e3a8b>

Reuters Insider: <http://reut.rs/2tPIWBj>

Video 5:

Headline: Washington Post's Jarrod Dicker: AI Benefits Journalism And Advertisers

Beet.TV: <https://www.beet.tv/2017/06/jarrod-dicker.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-washington-posts-jarrod-dicker-ai-benefits_us_594bc334e4b092ed90588c01

Reuters Insider:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/washington-post-s-jarrod-dicker-ai-benefits-journalism-and-advertisers-594a933f955a3137c4f8e922>

Video 6:

Headline:[m]PLATFORM COO Nicolle Pangis Explains GroupM's Entry To AI Via Co-Pilot

Beet.TV: <https://www.beet.tv/2017/06/nicolle-pangis.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-mplatform-coo-nicolle-pangis-explains-groupms_us_594bc41be4b062254f3a5bce

GroupM:

<https://www.groupm.com/news/nicole-pangis-global-coo-of-mplatform-explains-use-of-data-and-tech-to-accountably-engage-audiences>

AOL On:

<http://on.aol.co.uk/video/m-platform-coo-nicolle-pangis-explains-groupm-s-entry-to-ai-via-co-pilot-594a95a79e45103a628bb862>

Reuters Insider: <http://reut.rs/2tPAVeE>

Video 7:

Headline: AI-Powered 'Digital Humans' Debut at Cannes Lions

Beet.TV: <https://www.beet.tv/2017/06/ai-demo.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-ai-powered-digital-humans-debut-at-cannes_us_594ce168e4b0c85b96c65855

AOL On:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/ai-powered-digital-humans-debut-at-cannes-lions-594c2ea89e45103a6296e11c>

Reuters Insider: <http://reut.rs/2sWG3Ac>

Video 8:

Headline: AI Will Be Huge, But Hidden: Luma's Kawaja

Beet.TV: <https://www.beet.tv/2017/06/17canneshumakawaja.html>

Additional Syndication:

AOL On:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/ai-will-be-huge-but-hidden-luma-s-kawaja-594ce8fb92fdde0149994c65>

Reuters Insider: <http://reut.rs/2tZjEPY>

Video 9:

Headline: Virtual Brain Models Put A Face On Big Data: AI Guru Sagar

Beet.TV: <https://www.beet.tv/2017/06/17canneshumakawaja.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-virtual-brain-models-put-a-face-on-big-data_us_5950d793e4b0326c0a8d09b5

AOL On:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/social-ai-gives-realistic-emotions-to-brand-avatars-sagar-says-59513b4983b51f45e8d5f21a>

Reuters Insider: <http://reut.rs/2u5r9VG>

Video 10:

Headline: AI Taking One-To-One Personalization 'To The Ultimate': MEC's Carl Fremont

Beet.TV: <https://www.beet.tv/2017/06/carl-fremont-2.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-ai-taking-one-to-one-personalization-to-the_us_5950d81ce4b0326c0a8d09b8

LinkedIn (MEC):

https://www.linkedin.com/company/mec/activity?fl=0&trk=biz_overview_all_activity

AOL On:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/ai-taking-one-to-one-personalization-to-the-ultimate-mec-s-carl-fremont-59505d8092fdde01499c6e45>

Reuters Insider: <http://reut.rs/2u5Rwei>

Video 11:

Headline: Social AI Gives Realistic Emotions To Brand Avatars, Sagar Says

Beet.TV: <https://www.beet.tv/2017/06/17cannessoulsagar2.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-social-ai-gives-realistic-emotions-to-brand_us_59523f10e4b0326c0a8d0b25

AOL On:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/social-ai-gives-realistic-emotions-to-brand-avatars-sagar-says-59513b4983b51f45e8d5f21a>

Reuters Insider: <http://reut.rs/2tdMXBc>

Video 12:

Headline: Havas' Dominique Delport "We have a unique opportunity with AI"

Beet.TV: <https://www.beet.tv/2017/06/17canneshavasdelport.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-havas-dominique-delport-we-have-a-unique_us_59537a01e4b0c85b96c65de6

Havas Media:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/havas-dominique-delport-we-have-a-unique-opportunity-with-ai-59524a498c08e0262cb76f87>

Reuters Insider: <http://reut.rs/2tjcVDv>

Video 13:

Headline: Cognition Will Liberate Brand Bots, Mindshare's Gerhart Says

Beet.TV: <https://www.beet.tv/2017/06/17cannesindsharegerhart.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-cognition-will-liberate-brand-bots-mindshares_us_5954e668e4b0326c0a8d0df7

AOL On:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/cognition-will-liberate-brand-bots-mindshare-s-gerhart-says-5953adce85eb4262045454fa>

Reuters Insider: <http://reut.rs/2toEsn4>

Video 14:

Headline: AI Boosts Marketing Engagement: Weather Company's Seifer

Beet.TV: <https://www.beet.tv/2017/07/17cannesweatherseifer.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-ai-boosts-marketing-engagement-weather-company-us_595d1a20e4b0f078efd98dce

AOL On:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/how-ai-boosts-marketing-engagement-weather-company-s-seifer-595b8536955a310769a00452>

Reuters Insider: <http://reut.rs/2tL8i5u>

Video 15:

Headline: 'We Could Replicate Anybody': Sagar Bring Brand Bots To Life

Beet.TV: <https://www.beet.tv/2017/07/17cannessoulsagar3.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-we-could-replicate-anybody-sagar-bring-brand_us_595d1a7ae4b0c85b96c665b0

Facebook (wooshii): <https://www.facebook.com/wooshii/posts/10154913383697815>

AOL On:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/we-could-replicate-anybody-sagar-bring-brand-bots-to-life-595c3fea85eb426e81cc69fd>

Reuters Insider: <http://reut.rs/2tLfQoQ>

Video 16:

Headline: Audi's Angelo: Autonomous Cars Should Give Drivers Choice

Beet.TV: <https://www.beet.tv/2017/07/17cannesaudiangelo.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-audis-angelo-autonomous-cars-should-give_us_595e4bb0e4b0cf3c8e8d56b1

AOL On:

<http://on.aol.ca/partners/beettv-affiliate-551439111146fb0d084da452/audi-s-angelo-autonomous-cars-should-give-drivers-choice-595e1b58b90afb5c9913a7be>

Reuters Insider: <http://reut.rs/2tTCaN9>

Video 17:

Headline: Entering "The Third Age Of Connectivity" – Publicis' Tobaccowala

Beet.TV: <https://www.beet.tv/2017/07/17cannespublicistobac.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/entering-the-third-age-of-connectivity-publicis_us_595fc086e4b08f5c97d0692c

Twitter (@rishad): <https://twitter.com/Rishad/statuses/883712002367115264>

AOL On:

<http://on.aol.ca/partners/beettv-affiliate-551439111146fb0d084da452/entering-the-third-age-of-connectivity-publicis-tobaccowala-595f6d14f3bdc95fde243f30>

Reuters Insider: <http://reut.rs/2uVacO3>

Video 18:

Headline: Data And AI Can Reignite Creative Advertising, MediaCom's Savic Says

Beet.TV: <https://www.beet.tv/2017/07/17cannesmediacomsvic.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-data-and-ai-can-reignite-creative-advertising_us_5963a015e4b08f5c97d06b8c

Facebook (MediaCom USA):

<https://www.facebook.com/MediaComUsa/posts/531375180319780>

AOL On:

<http://on.aol.ca/partners/beettv-affiliate-551439111146fb0d084da452/data-and-ai-can-reignite-creative-advertising-mediacom-s-savic-says-59624b8592fdde6bcab35229>

Reuters Insider: <http://reut.rs/2v2WsRk>

Video 19:

Headline: Time Is Now To Act On AI: OMD's Edwards

Beet.TV: <https://www.beet.tv/2017/07/17cannesomdedwards.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-time-is-now-to-act-on-ai-omds-edwards_us_5967dc86e4b022bb9372b033

Reuters Insider: <http://reut.rs/2vghcFq>

Video 20:

Headline: AI Helped Havas & ITV Predict Trump Victory

Beet.TV: <https://www.beet.tv/2017/07/17canneshavasjercinovic.html>

Additional Syndication:

Video 21:

Headline: How Omnicom Digital Uses AI For Better Outcomes: CEO Nelson

Beet.TV: <https://www.beet.tv/2017/07/17cannesomnicomnelson.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-how-omnicom-digital-uses-ai-for-better-outcomes_us_596f903de4b02700a905eb7e

Facebook (Omnicom): <https://www.facebook.com/OmnicomGroupInc/posts/908117209327772>

LinkedIn (Annalect):

https://hk.linkedin.com/company/annalect-group?trk=job_view_topcard_company_name

AOL On:

<http://on.aol.ca/partners/beetv-affiliate-551439111146fb0d084da452/how-omnicom-digital-uses-ai-for-better-outcomes-ceo-nelson-596eb35c9e451065784264e1>

Reuters Insider: <http://reut.rs/2vByPjj>

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Amy Tennison
@AmyTennison

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Marty Denning @martydenning · Jul 6

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#AI Boosts #Marketing Engagement: @weathercompany 's @carrieseifer
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8 5



Rishad Tobaccowala

@rishad

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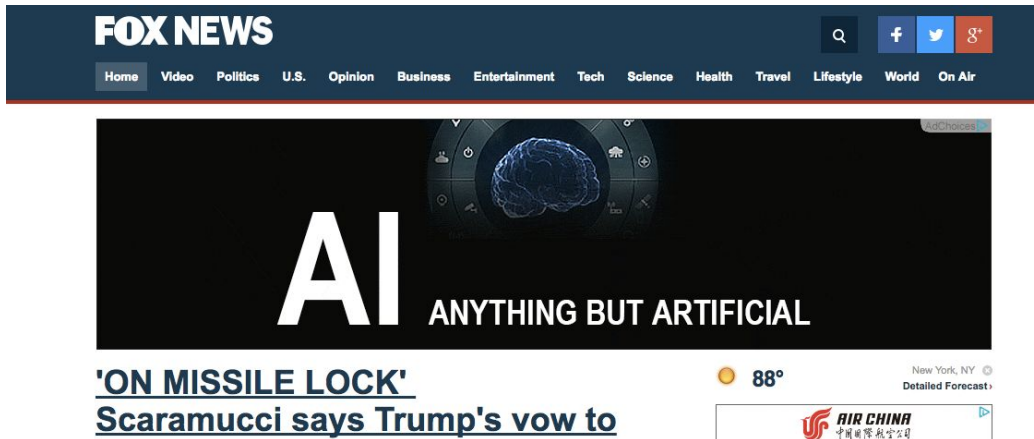
(Entering "The Third Age Of Connectivity" – Publicis' Tobaccowala
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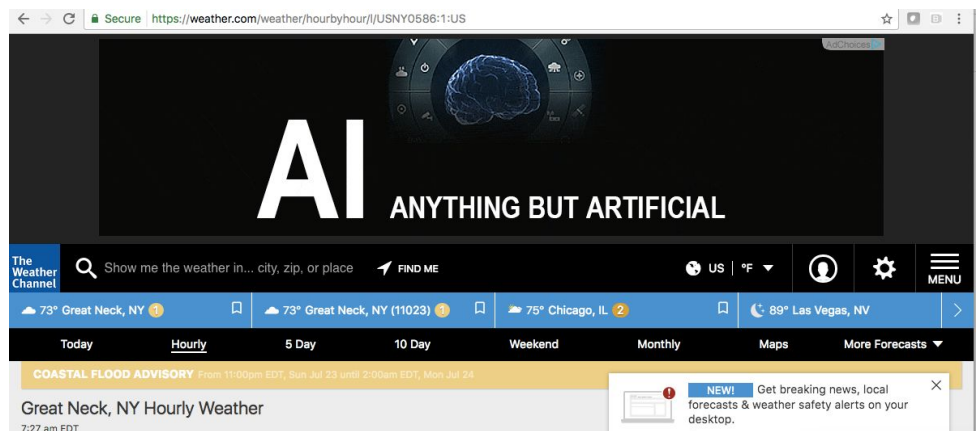
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中国国际航空公司



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The Weather Channel Show me the weather in... city, zip, or place FIND ME US | °F MENU

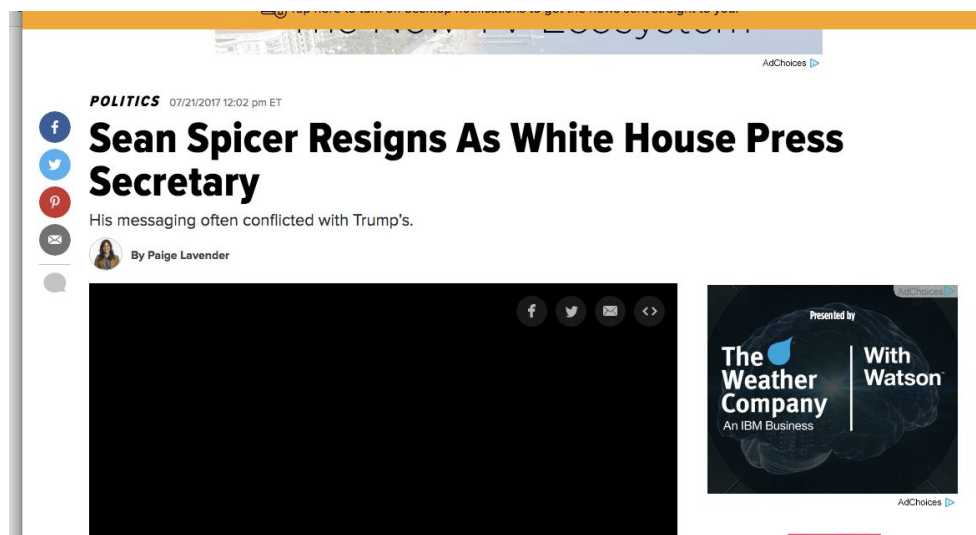
73° Great Neck, NY 73° Great Neck, NY (11023) 75° Chicago, IL 89° Las Vegas, NV

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POLITICS 07/21/2017 12:02 pm ET

Sean Spicer Resigns As White House Press Secretary

His messaging often conflicted with Trump's.

By Paige Lavender

The Weather Company
An IBM Business

With Watson