



***Cannes in Color, an I.D.E.A. Initiative at Cannes Lions 2018***  
**Hosted by Spotify and P&G**  
**Presented by true[X]**

From the Palais to the Spotify beach cabana, the conversation about racial diversity as a business imperative was prominent at this year's Cannes Lions. The video content partnership between Cannes in Colors/I.D.E.A. and true[X] made sure that conversation continued far beyond the South of France.

The series has reached a key audience of decision makers in the media, advertising and technology industries. The eight-part series has been seen 25,000 times. Article pages from the series have been viewed well over 100,000 times. The videos have been widely shared on social media, notably Twitter with some 80,000 interactions.

The videos have been heavily promoted with banners, emails and retargeting. Banner and marketing impressions have exceeded 200,000.

As I.D.E.A. expands its mission, we hope that this series, and its continuing impact, will be a valuable resource.

**Landing Page:**

<https://www.beet.tv/category/cannes-in-color-an-i-d-e-a-initiative-at-cannes-lions-2018-hosted-by-spotify-and-pg-and-presented-by-truex>

**Interviewees:**

Christian Borges, true[X]

Teneshia Jackson Warner, Egami Consulting Group

Kirk McDonald, ST&T Advertising & Analytics

Alvin Bowles, Facebook

Steven Wolfe Pereria, Quantcast

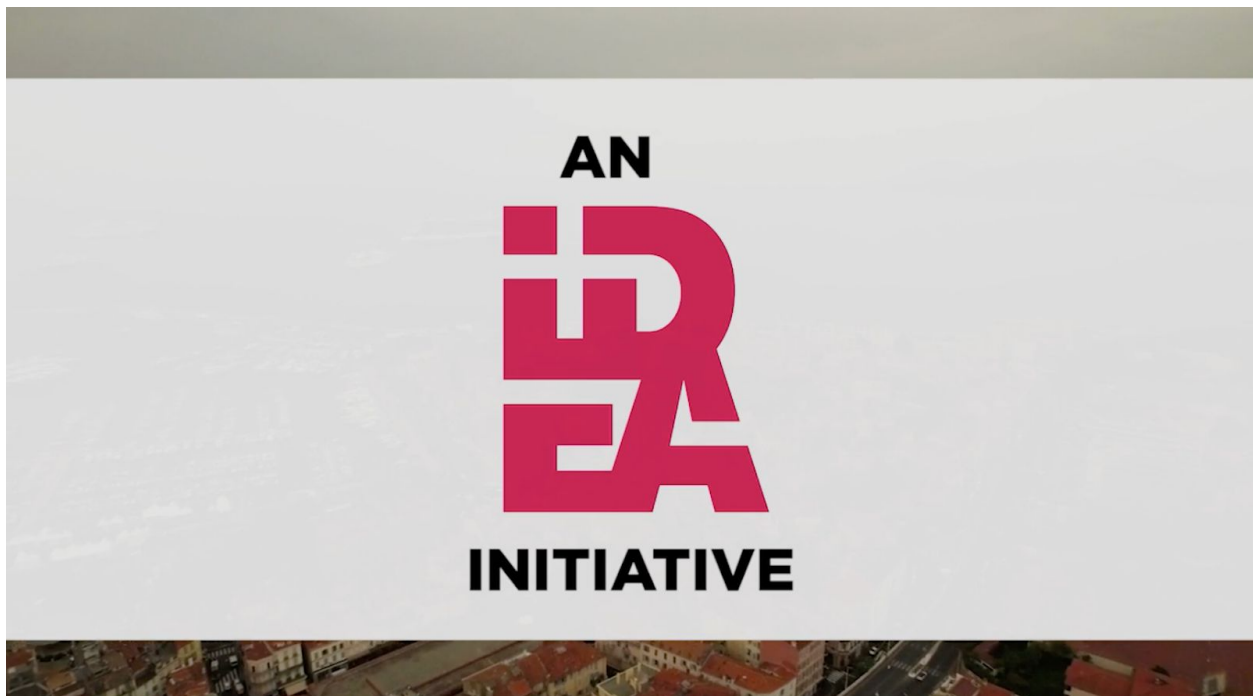
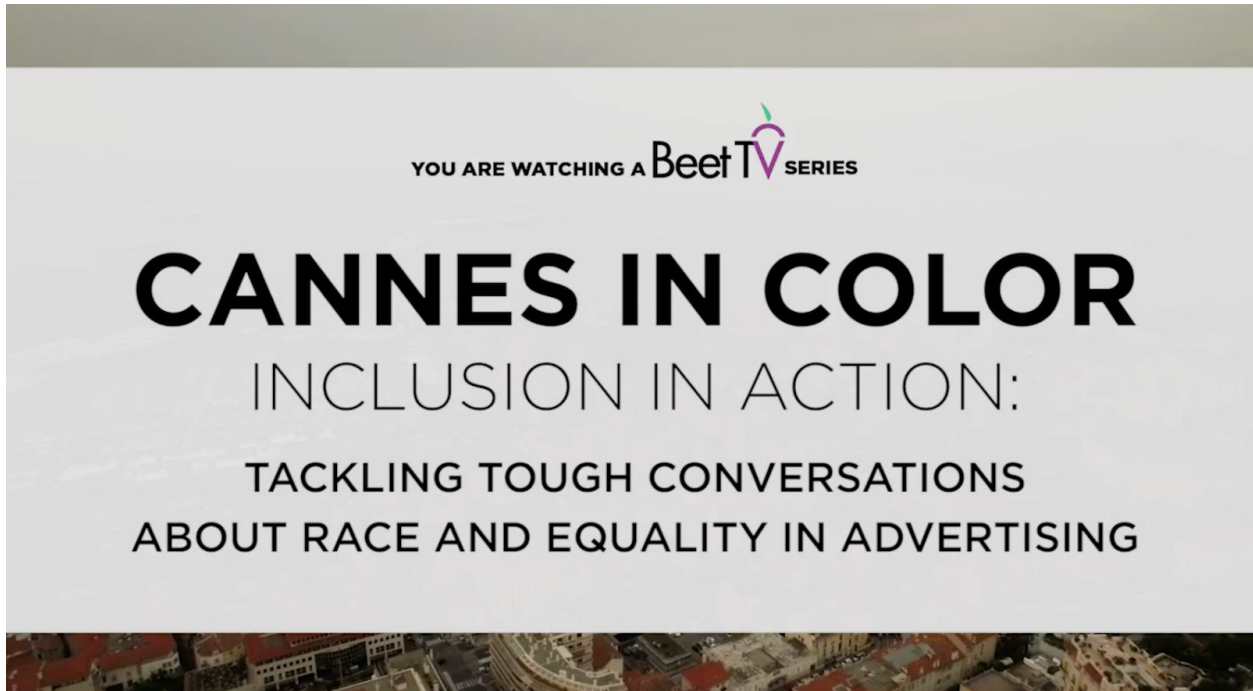
Kendra Bracken-Ferguson, CAA

Danielle Lee, Spotify

Kelle Coleman, Nielsen

Visuals:

Pre-Roll:



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## Banners (as seen on Beet.TV):

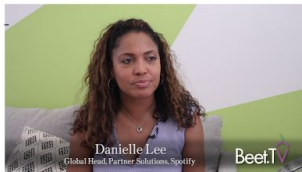


### Cannes in Color, an I.D.E.A. Initiative at Cannes Lions 2018 hosted by Spotify and P&G and presented by true[X]



#### Diversity is a Business Imperative, Nielsen's Kelle Coleman explains

CANNES – It's not just morally right, but diversity in the workplace is a business imperative, explains Kelle Coleman, Nielsen's Head of Corporate Partnerships, in this interview with Beet.TV. We spoke with her last month at Cannes in Color event, immediately following a session featuring Procter & Gamble's marketing chief Marc Pritchard who implored to



#### The Diversity Conversation is Not Easy, You Need to "Weather the Storm," P&G's Marc Pritchard Implores Cannes Audience

P&G endured considerable pushback for its video advertising series the Talk, a series of vignettes of African American parents speaking to their young children about growing up in a racial biased society. Difficult as it was, it was necessary to open a dialogue, Marc Pritchard, P&G's marketing chief, told the Cannes in Color session at

P&G's Kenda Bracken Explains on Making Diversity Happen on a One-to-One Level



#### Tweets by @Beet\_TV



Disney Will Combine ABC, ESPN Ad Sales Under Rita Ferro [bit.ly/2wKQlly](https://bit.ly/2wKQlly) via @variety

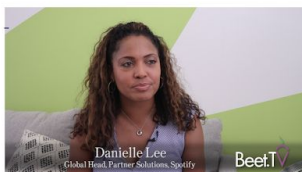


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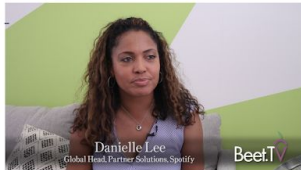


## Cannes in Color, an I.D.E.A. Initiative at Cannes Lions 2018 hosted by Spotify and P&G and presented by true[X]



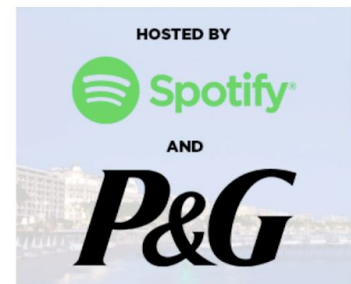
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CNN's Kendra Bracken-Ferrell on Making Diversity Happen on a One-to-One Level

## Videos:

### Video 1:

Headline: Cannes in Color: From Networking to C-Suite Activism, true[X] Christian Borges explains

Beet.TV: <https://www.beet.tv/2018/06/cannes-in-color-from-networking-to-c-suite-activism-truex-christian-borges-explains.html>

Additional Syndication:

The Drum:

<https://www.thedrum.com/profile/beettv-0/case-studies/cannes-color-networking-c-suite-activism-truex-christian-borges-explains>

Facebook (IDEA Initiative): <https://www.facebook.com/TheIDEAinitiative/posts/665833833750505>

YouTube: <https://www.youtube.com/watch?v=fZh9CjYGFB0>

Clip Review:

[http://clipreview.net/x-cannes-in-color-from-networking-to\\_665a6839436a594746426f.html](http://clipreview.net/x-cannes-in-color-from-networking-to_665a6839436a594746426f.html)

### Video 2:

Headline: For P&G Diversity is “Good for Business”

Beet.TV: <https://www.beet.tv/2018/06/tenisha.html>

Additional Syndication:

Facebook (IDEA Initiative):

<https://www.facebook.com/TheIDEAinitiative/posts/670677073266181>

The Drum: <https://www.thedrum.com/profile/beettv-0/case-studies/pg-diversity-good-business>

YouTube: <https://www.youtube.com/watch?v=C9xRWd4A-WQ>

### Video 3:

Headline: Making Diversity Happen: Open the “Supply Chain,” AT&T’s McDonald

Beet.TV: <https://www.beet.tv/2018/07/mcdonald.html>

Additional Syndication:

Facebook (IDEA Initiative):

<https://www.facebook.com/TheIDEAinitiative/posts/668906756776546>

The Drum:

<https://www.thedrum.com/profile/beettv-0/case-studies/making-diversity-happen-open-the-supply-chain-atts-mcdonald>

YouTube: <https://www.youtube.com/watch?v=MloMpbjCtXI>

Follow News:

<https://www.follownews.com/making-diversity-happen--open-the-supply-chain-atts-mcdonald-4mmjx>

**Video 4:**

Headline: Pritchard Lays Down the Marker on Diversity: FB's Bowles on the Impact

Beet.TV: <https://www.beet.tv/2018/07/bowles.html>

Additional Syndication:

The Drum:

<https://www.thedrum.com/profile/beettv-0/case-studies/pritchard-lays-down-the-marker-diversity-fbs-bowles-the-impact>

YouTube: [https://www.youtube.com/watch?v=LR3NgrU4q\\_0](https://www.youtube.com/watch?v=LR3NgrU4q_0)

Follow News:

<https://www.follownews.com/pritchard-lays-down-the-marker-on-diversity-fbs-bowles-on-the-impact-4mncy>

**Video 5:**

Headline: Diversity Means Bringing 'Voices' to the Creative Process

Beet.TV:

<https://www.beet.tv/2018/07/diversity-means-bringing-voices-to-the-creative-process.html>

Additional Syndication:

Ojai Media Group:

<https://ojaimediagroup.video/category/cannes-in-color-inclusion-in-action-tackling-tough-conversations-about-race-and-equality-in-advertising/>

The Drum:

<https://www.thedrum.com/profile/beettv-0/case-studies/diversity-means-bringing-voices-the-creative-process>

YouTube: <https://www.youtube.com/watch?v=i6afcdt2IVw>

**Video 6:**

Headline: CAA's Kendra Bracken-Ferguson on Making Diversity Happen on a One-to-One Level

Beet.TV: <https://www.beet.tv/2018/07/ferguson.html>

Additional Syndication:

The Drum:

<https://www.thedrum.com/profile/beettv-0/case-studies/caas-kendra-bracken-ferguson-making-diversity-happen-one-one-level>

YouTube: <https://www.youtube.com/watch?v=7OxQ87SP2XI>

One News Page:

<https://www.onenewspage.com/video/20180712/10291579/CAA-Kendra-Bracken-Ferguson-on-Making-Diversity.htm>

Ojai Media Group:



<https://ojaimediagroup.video/2018/07/12/caas-kendra-bracken-ferguson-on-making-diversity-happen-on-a-one-to-one-level/>

#### **Video 7:**

Headline: The Diversity Conversation is Not Easy, You Need to “Weather the Storm,” P&G’s Marc Pritchard Implores Cannes Audience

Beet.TV: <https://www.beet.tv/2018/07/danielle.html>

Additional Syndication:

Industry Index:

<https://industryindex.com/article/the-diversity-conversation-is-not-easy-you-need-to-weather-the-storm-pampgs-marc-pritchard-implores-cannes-audience>

Follow News:

<https://www.follownews.com/the-diversity-conversation-is-not-easy-you-need-to-weather-the-storm-pgs-marc-pritchard-implores-cannes-audience-4pajn>

One News Page:

<https://www.onenewspage.com/video/20180724/10334611/The-Diversity-Conversation-is-Not-Easy-You-Need.htm>

The Drum:

<https://www.thedrum.com/profile/beettv-0/case-studies/the-diversity-conversation-not-easy-you-need-weather-the-storm-pgs-marc>

YouTube: <https://www.youtube.com/watch?v=JBhJw-bxz-k&feature=youtu.be>

Ojai Media Group:

<https://ojaimediagroup.video/2018/07/24/the-diversity-conversation-is-not-easy-you-need-to-weather-the-storm-pgs-marc-pritchard-implores-cannes-audience/>

#### **Video 8:**

Headline: Diversity is a Business Imperative, Nielsen’s Kelle Coleman explains

Beet.TV: <https://www.beet.tv/2018/07/coleman.html>

Additional Syndication:

YouTube: <https://www.youtube.com/watch?v=FFzuW2MyO38>

The Drum:

<https://www.thedrum.com/profile/beettv-0/case-studies/diversity-business-imperative-nielsens-kelle-coleman-explains>

Ojai Media Group:

<https://ojaimediagroup.video/2018/07/26/diversity-is-a-business-imperative-nielsens-kelle-coleman-explains/>

One News Page:

<https://www.onenewspage.com/video/20180726/10346835/Diversity-is-Business-Imperative-Nielsen-Kelle.htm>

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**Diversity is a Business Imperative, Nielsen's Kelle Coleman ...**  
CANNES - It's not just morally right, but diversity in the workplace is a business imperative, explains Kelle Coleman, Nielsen's Head of Corporate Partnerships, in this interview...  
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**The Diversity Conversation is Not Easy, You Need to "Weat..."**  
P&G endured considerable pushback for its video advertising series the Talk, a series of vignettes of African American parents speaking to their young children about gro...  
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11:27 AM - 24 Jul 2018

**I.D.E.A. Initiative** @IDEA\_Initiative Follow

Don't miss I.D.E.A. board director Steven Wolfe Pereira ([@wolfepereira](#)) at the third annual [#CannesInColor](#), where he sat down with [@Beet\\_TV](#) to discuss the importance of diversifying the voices involved in the [#creative](#) process in order to foster greater [#inclusion](#) in the industry

**Andy Plesser** @Beet\_TV  
Beet Video: [#Diversity Means Bringing "Voices" to the Creative Process](#)  
[beet.tv/2018/07/divers...](#) [@wolfepereira](#) [@IDEA\\_Initiative](#) [@trueX](#) [#CannesLions](#)  
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**Spotify for Brands** @SpotifyBrands · Jul 24

Change starts with tough conversations. [@fromdaniellelee](#) dives into this year's [#CannesInColor](#) session with [@ProcterGamble](#) and the importance of [@IDEA\\_Initiative](#)'s mission year-round and at events like [#CannesLions](#). ([@Beet\\_TV](#))



**The Diversity Conversation is Not Easy, You Need t...**  
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Andy Plesser @Beet\_TV · Jul 9

Diversity as business priority, our report from #CannesInColor with @Quantcast @ATTAdvertising @facebook @trueX via @IDEA\_Initiative  
beet.tv/category/canne...



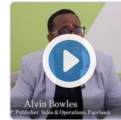
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@IDEA\_Initiative @christianborges @ProcterGamble @trueX @SpotifyCares #DiversityInTech #CannesLions



Pritchard Lays Down the Marker on Diversity: FB's Bowles ...

When the marketing chief of the world's biggest advertiser gives a clear directive, the industry listens and conversations begin. At Cannes Lions, P&G's Marc Pritchard...

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Beet Video: #Diversity Means Bringing 'Voices' to the Creative Process  
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#CannesInColor #Advertising #DiversityandInclusion



Diversity Means Bringing 'Voices' to the Creative Pr...

CANNES - A big topic at Cannes was the imperative for the industry to become more racially diverse as a business priority. One essential step is to get more p...

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Alvin Bowles Retweeted



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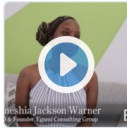
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**For P&G Diversity is “Good for Business” – Beet.TV**  
CANNES - While diversity is a societal priority, it is essential for business growth, explains Teneshia Jackson Warner, founder & CEO of the urban market consulting shop...  
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"The Initiative was born from a passion project, a passion of love to want to see a change in the industry. Changing the ratio w/ regards to [#diversity](#) and [#inclusion](#)" - I.D.E.A. Board Director Christian Borges ([@christianborges](#)) discusses the impetus behind I.D.E.A. w/ [@Beet\\_TV](#)

**Andy Plesser** @Beet\_TV  
Cannes in Color: From Networking to C-Suite Activism, [@trueX](#) [@christianborges](#) explains [beet.tv/2018/06/cannes](#)... [@IDEA\\_Initiative](#) [#Diversity](#) [#DiversityandInclusion](#) [#CannesLions](#)

5:40 PM - 28 Jun 2018

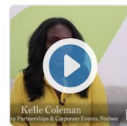
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**Diversity is a Business Imperative, Nielsen's Kelle Coleman ...**  
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12:09 AM - 1 Aug 2018

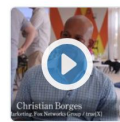
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**Cannes in Color: From Networking to C-Suite Activism, true...**  
CANNES - Started three years ago on the true[X] yacht as a networking event for people of color at the festival, the program Cannes in Color has morphed into a major industry di...  
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**Christian Borges**  
@christianborges

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Among the most significant problem in achieving diversity in the adtech/media and advertising industries is the “supply chain” of interested entrants, says [@kirkm3](#), CMO of AT&T Advertising & Analytics, and co-founding board member of [@IDEA\\_Initiative](#)

**Andy Plesser** @Beet\_TV  
Beet Video: Making Diversity Happen: Open the “Supply Chain,” [@ATTAdvertising](#) Kirk McDonald [@kirkm3](#) [beet.tv/2018/07/mcdona](#)... [@IDEA\\_Initiative](#) [@trueX](#) [@SpotX](#)

10:10 AM - 3 Jul 2018

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