



Beet.TV Coverage of the
CMO Growth Summit at Cannes 2019, a joint venture of the ANA and Cannes Lions
A video series presented by Teads

From the hilltop villa that served as headquarters for the world leading CMOs, to the meeting rooms of the Hotel Majestic, to the halls of the Palais, Beet.TV had the unique opportunity to explore business innovation and marketing in exclusive video interviews with the industry's leaders during the Cannes Lions 2019.

Executives from Tencent, P&G, IBM, Lego, Nissan, the ANA were interviewed as part of this 10-part series produced by Beet.TV. Topics included marketing innovation, customer experience, diversity and sustainability. The series was sponsored by Teads. The Teads logo and name were deeply associated with the series with pre and post roll, social media tags and banners. The series included an interview with Teads CEO Jim Daily.

The videos have been published on Beet.TV, LinkedIn, Reuters, The Drum, YouTube and widely shared on the social media channels of Beet.TV, Cannes Lions and by the ANA. The series continues to be viewed and shared. There have been 30,000 video views of the series and well over a million social and marketing impressions.

In addition to the video views, there were about 150,000 article views, meaning a majority of visitors coming to the page read the article but did not click on the video. This is the normal user experience at Beet.TV.

Below is a report of syndication, marketing materials and some social media highlights:

Landing Page:

<https://www.beet.tv/category/cmo-growth-summit-at-cannes-2019-presented-by-teads>

Interviewees: Page 2

Visuals: Pages 3-4

Videos & Syndication: Pages 5-8

Tweets & Retweets: Pages 9-14

Interviewees:

Mark Pritchard, Chief Brand Officer, Procter & Gamble

Jim Daily, Global President, Teads

Bob Liodice, CEO, ANA

Alicia Hatch, CMO, Deloitte Digital

SY Lau, SEVP, Chairman of Group Marketing & Global Branding, Tencent

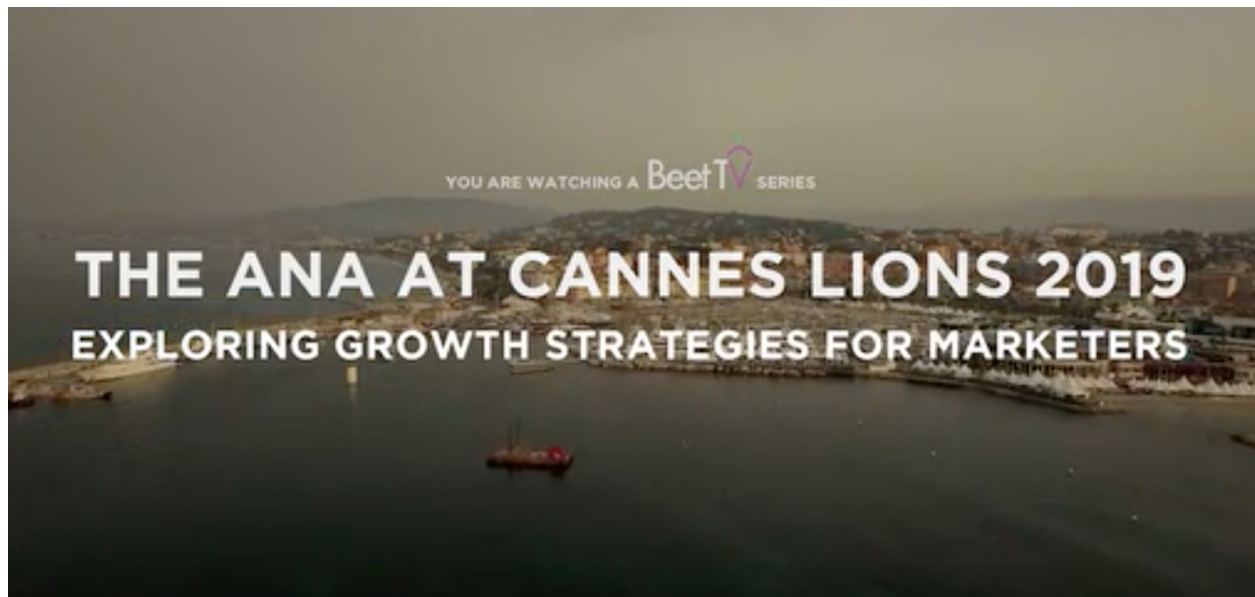
George Hammer, Chief Content Officer, IBM

Allyson Witherspoon, VP, Marketing, Nissan Motor Corporation

Julia Goldin, Global CMO, LEGO Group

Alicia Hatch, CMO, Deloitte Digital

Pre-Roll:





Banners (as seen on Beet.TV):



CMO Growth Summit at Cannes 2019 presented by Teads



Marketers Must Perform Like 'Conductors': LEGO Group's Goldin

CANNES—At LEGO Group, marketing people are the "uber conductors of the symphony" that drives product innovation and business outcomes, according to Global CMO Julia Goldin. This is because the musically inclined Goldin considers conductors to be "not people who just orchestrate and coordinate," she explains in this interview with BeetTV at the recent Cannes Lions.



What Brands Have In Common Is A 'Human Purpose': Deloitte's Hatch



CMO Growth Summit at Cannes 2019 presented by Teads



Marketers Must Perform Like 'Conductors': LEGO Group's Goldin

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Videos:

Video 1:

Headline: Procter & Gamble's New Partnerships: Merging Advertising With Other Creative Worlds

Beet.TV: <https://www.beet.tv/2019/06/marc-pritchard-8.html>

Additional Syndication:

YouTube: <https://www.youtube.com/watch?v=Nrpjco1oa44>

AOL:

<https://www.aol.com/video/view/procter-and-gamble-s-new-partnerships-merging-advertising-with-other-creative-worlds/5d081e6ee57111101b1ac6b2>

Reuters Insider: <https://tmsnrt.rs/2RkyEor>

Video 2:

Headline: Three Priorities For A Better World: P&G's Pritchard

Beet.TV: <https://www.beet.tv/2019/06/three-priorities-for-a-better-world-pgs-pritchard.html>

Additional Syndication:

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

AOL:

<https://www.aol.com/video/view/three-priorities-for-a-better-world-p-and-g-s-pritchard/5d0a7e12e98ab50657ff039b>

LinkedIn:

<https://www.linkedin.com/pulse/three-priorities-better-world-pgs-pritchard-andy-plesser/>

Reuters Insider: <https://tmsnrt.rs/2RoXfse>

Video 3:

Headline: Ads Need More Creativity, Personalization: Teads' Daily

Beet.TV: <https://www.beet.tv/2019/06/teads-jim-daily-2.html>

Additional Syndication:

YouTube: <https://www.youtube.com/watch?v=Wye4-kpRN5c>

LinkedIn:

<https://www.linkedin.com/pulse/ads-need-more-creativity-personalization-teads-daily-andy-plesser/>

AOL:

<https://www.aol.com/video/view/ads-need-more-creativity-personalization-teads-daily/5d0cbd63d21f1a1d0225804b>

Reuters Insider: <https://tmsnrt.rs/2RrptTi>

Video 4:

Headline: When Marketers Win, 'Everybody Wins': ANA's Liodice

Beet.TV: <https://www.beet.tv/2019/06/bob-liodice-5.html>

Additional Syndication:

YouTube: https://www.youtube.com/watch?v=AJRhEG_WOqI

LinkedIn:

<https://www.linkedin.com/pulse/when-marketers-win-everybody-wins-anas-liodice-andy-plesser/>

AOL:

<https://www.aol.com/video/view/when-marketers-win-everybody-wins-ana-s-liodice/5d1213a1e98ab55f0b79e530>

Reuters Insider: <https://tmsnrt.rs/2RDeSF8>

Video 5:

Headline: Deloitte's Hatch Explains How To Develop 'Hybrid Marketers'

Beet.TV: <https://www.beet.tv/2019/06/alicia-hatch-2.html>

Additional Syndication:

YouTube: <https://www.youtube.com/watch?v=q8UiEBeGONY>

The Drum:

<https://www.thedrum.com/profile/beettv-0/case-studies/deloittes-hatch-explains-how-to-develop-hybrid-marketers>

Twitter: <https://twitter.com/GreenDotMike/status/1143916786745847809>

LinkedIn:

<https://www.linkedin.com/pulse/deloittes-hatch-explains-how-develop-hybrid-marketers-andy-plesser/>

AOL:

<https://www.aol.com/video/view/deloitte-s-hatch-explains-how-to-develop-hybrid-marketers/5d125441791cad7acb99506b>

Reuters Insider: <https://tmsnrt.rs/2RDuqIL>

Video 6:

Headline: Tencent's Lau Reflects On The CMO Growth Council, Brands And Consumers

Beet.TV: <https://www.beet.tv/2019/07/cy-lau.html>

Additional Syndication:

YouTube: <https://www.youtube.com/watch?v=mGYi0eXzHRA>

LinkedIn:

<https://www.linkedin.com/pulse/tencents-lau-reflects-cmo-growth-council-brands-andy-plesser/>

AOL:

<https://www.aol.com/video/view/tencent-s-lau-reflects-on-the-cmo-growth-council-brands-and-consumers/5d1a0d8bd21f1a6a42aa0fc1>

Reuters Insider: <https://tmsnr.rs/2LwJh6H>

Video 7:

Headline: 'We're Selling Trust And A Relationship': IBM's Hammer

Beet.TV: <https://www.beet.tv/2019/07/george-hammer-2.html>

Additional Syndication:

YouTube: https://www.youtube.com/watch?v=6bSZ_MEyKtE

The Drum:

<https://www.thedrum.com/profile/beettv-0/case-studies/were-selling-trust-and-a-relationship-ibm-s-hammer>

AOL:

<https://www.aol.com/video/view/we-re-selling-trust-and-a-relationship-ibm-s-hammer/5d2341bf8c3ae87eaf778200>

LinkedIn:

<https://www.linkedin.com/pulse/were-selling-trust-relationship-ibms-hammer-andy-plesser/>

Reuters Insider: <https://tmsnr.rs/2LJmEMs>

Video 8:

Headline: Nissan Streamlines Agency, Internal Infrastructure As It Embraces Connected TV

Beet.TV: <https://www.beet.tv/2019/07/allyson-witherspoon-2.html>

Additional Syndication:

YouTube: <https://www.youtube.com/watch?v=PD9J4a8PbqI>

LinkedIn:

<https://www.linkedin.com/pulse/nissan-streamlines-agency-internal-infrastructure-embraces-plesser/>

AOL:

<https://www.aol.com/video/view/nissan-streamlines-agency-internal-infrastructure-as-it-embrace-s-connected-tv/5d24ccee791cad415f7e2ffd>

Reuters Insider: <https://tmsnr.rs/2LLsVHF>

Video 9:

Headline: Marketing Needs Adaptive Evolution, Says LEGO Group's Goldin

Beet.TV: <https://www.beet.tv/2019/07/julia-goldin-2.html>

Additional Syndication:

YouTube: https://www.youtube.com/watch?v=olSpM_v-NO4

LinkedIn:

<https://www.linkedin.com/pulse/marketers-must-perform-like-conductors-lego-groups-goldin-plesser/>

AOL:

<https://www.aol.com/video/view/marketing-needs-adaptive-evolution-says-lego-group-s-goldin/5d25e6e0e57111399857059f>

Reuters Insider: <https://tmsnrt.rs/30vz8eK>

Video 10:

Headline: What Brands Have In Common Is A 'Human Purpose': Deloitte's Hatch

Beet.TV: <https://www.beet.tv/2019/07/alicia-hatch.html>

Additional Syndication:

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

The Drum:

<https://www.thedrum.com/profile/beettv-0/case-studies/what-brands-have-in-common-is-a-human-purpose-deloittes-hatch>

LinkedIn:

<https://www.linkedin.com/pulse/what-brands-have-common-human-purpose-deloittes-hatch-and-y-plesser/>

AOL:

<https://www.aol.com/video/view/what-brands-have-in-common-is-a-human-purpose-deloitte-s-hatch/5d2b73bf791cad740fc47064>

Reuters Insider: <https://tmsnrt.rs/30rZU7U>

Video 11:

Headline: Marketers Must Perform Like 'Conductors': LEGO Group's Goldin

Beet.TV: <https://www.beet.tv/2019/07/julia-goldin.html>

Additional Syndication:

YouTube: <https://www.youtube.com/watch?v=PyLm8T-l-Ps>

LinkedIn:

<https://www.linkedin.com/pulse/marketers-must-perform-like-conductors-lego-groups-goldin-plesser/>

AOL:

<https://www.aol.com/video/view/marketers-must-perform-like-conductors-lego-group-s-goldin/5d2e7f79e98ab51a64fa6592>

Reuters Insider: <https://tmsnrt.rs/2SjRP2a>

Example Tweets and Retweets:

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Beet Video: Ads Need More Creativity, Personalization: @Teads ' @JimDaily – Beet.TV:

 **Ads Need More Creativity, Personalization: Teads' Daily – B...**
When shovelware has taken over, stop digging. Over the last few years of media evolution, many brands have moved in to new formats by simply re-using their old creative. T...
beet.tv

4:00 PM - 11 Jul 2019

1 Retweet 1 Like *Teads*

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 **Mike Brinker** @GreenDotMike · Jun 26 ▼

Deloitte's Alicia Hatch Explains How To Develop 'Hybrid Marketers' @aliciahatch @DeloitteDigital beet.tv/2019/06/alicia...



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Andy Plesser
@Beet_TV

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Nissan Streamlines Agency, Internal Infrastructure As It Em...
CANNES—Connected television and its targeted advertising benefits come at a good but very busy time for Nissan Motor Corporation. The company is in the midst of completely re-wo...
beet.tv

12:23 PM - 9 Jul 2019

3 Likes



ANA CMO Masters Circle @ANACMOMasters · Jul 18



Brands aim for transparency, but how do they attain it? @georgehammer3. Chief Content Officer of @IBM and member of the #CMOGrowthCouncil, has some ideas. Video courtesy of @Beet_TV. Watch more at anamasterscircle.com/george-hammer-... @Cannes_Lions @ANAmarketers





ANA CMO Masters Circle @ANACMOMasters · Jul 17

What actions can CMOs take to drive growth? @SengYeeLau of @TencentGlobal and a member of the #CMOGrowthCouncil, offered some answers at last month's #CannesLions. Video courtesy of @Beet_TV. anamasterscircle.com/tencents-sy-la... @ANAmarketers @Cannes_Lions



🗨️ 🔄 6 ❤️ 9 ↗️



ANA CMO Masters Circle @ANACMOMasters · Jul 16

The #CMOGrowthCouncil is developing business machines to meet the goals we've set out. Bob Liodice, CEO of @ANAmarketers explains what they are. @Beet_TV @Cannes_Lions anamasterscircle.com/ana-cmo-bob-li...



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ANA CMO Masters Circle @ANACMOMasters · Jul 3
Thank you @Beet_TV for the great coverage!

Andy Plessner @Beet_TV · Jul 3

We interviewed the world's top CMO's at Cannes. Thank you @Teads @JimDaily for sponsoring this series and thanks to @CMO_GC @ANAmarketers @ANACMOMasters for making it happen. More to come! beet.tv/category/cmo-g...



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ANA CMO Masters Circle @ANACMOMasters · Jul 1

How has a company as powerful as @TencentGlobal benefitted from its participation in the CMO Growth Council @CMO_GC ? "Immensely," says @SengYeeLau, SEVP, Chairman of Group Marketing & Global Branding. @ANAmarketers @Beet_TV



Tencent's Lau Reflects On The CMO Growth Coun...
CANNES—As a caretaker of the world's eighth-largest brand, Tencent's CY Lau believes that ...
beet.tv

1 3



ANA CMO Masters Circle @ANACMOMasters · Jun 27

"How do you build a #CMO that understands the wide span of responsibilities and what is necessary to develop their respective organizations?" asks Bob Liodice, CEO of @ANAmarketers during the CMO Growth Council @CMO_GC at @Cannes_Lions last week. @Beet_TV



When Marketers Win, 'Everybody Wins': ANA's Lio...
CANNES—A year after the Association of National Advertisers joined forces with the Cannes Lions ...
beet.tv



ANA CMO Masters Circle @ANACMOMasters · Jul 23

.@TencentGlobal's @SengYeeLau talks about the challenges that the #CMOGrowthCouncil is overcoming at last month's @Cannes_Lions. Watch more at anamasterscircle.com/tencents-sy-la... Video courtesy of @Beet_TV @ANAmarketers





ANA CMO Masters Circle @ANACMOMasters · Jul 19



What's the responsibility of marketers to their partners? "When the marketers win, everybody wins," says Bob Liodice, CEO of [@anamarketers](#) at the [#CMOGrowthCouncil](#) meetings at [@Cannes_Lions](#). Watch more at [anamasterscircle.com/ana-cmo-bob-li...](#) Video courtesy [@Beet_TV](#)

