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For more information about Tribeca X visit: <http://tribecafilm.com/festival/tribecaxaward>



TRIBECA FESTIVAL™ ASSEMBLES WORLD'S LEADING ENTERTAINMENT AND ADVERTISING MINDS FOR TRIBECA X, THE INDUSTRY'S FIRST 2021 IN-PERSON CELEBRATION OF BRAND STORYTELLING

Lupa Systems Founder & CEO James Murdoch and Google CMO Lorraine Twohill to join previously announced headliners, Walmart CEO Doug McMillon, Roku CEO Anthony Wood and P&G Chief Brand Officer Marc Pritchard

ANNOUNCING 2021 TRIBECA X FINALISTS



NEW YORK – May 27, 2021 [DR1] – The 2021 [Tribeca Festival](#)™ today announced that Tribeca X, in partnership with Roku, Inc. (NASDAQ: ROKU), will convene a prominent roster of marketing and entertainment leaders to the

industry's first in-person gathering in over 15 months in this year's celebration of brand entertainment. On the eve of the Festival's day-long Juneteenth celebration, corporate social justice and diversity and inclusion take center stage at Tribeca X as panelists will chart a path forward for the critical role of consumer listening, activism through branding and action-oriented storytelling amid a polarizing year of monumental political and social change.

Lupa Systems Founder and CEO **James Murdoch** and Google CMO **Lorraine Twohill** will join previously announced headliners Walmart CEO **Doug McMillon**, Roku CEO **Anthony Wood**, Procter & Gamble Chief Brand Officer **Marc Pritchard**, and many more forward-thinkers. During the festival, Tribeca X will celebrate select creators and marketing teams with an award for their breakthrough work in brand storytelling. Tribeca will be the centerpiece of the reopening of New York during its 20th anniversary celebration June 9th - 20th.

"New York City is the global epicenter of commerce and entertainment and Tribeca X is where marketing leaders and innovative creators intersect," said Jane Rosenthal Co-Founder and CEO of Tribeca Enterprises and Tribeca Festival. *"As the city re-opens, we are honored to collaborate with some of the most influential marketers this year. Their amazing work, under extraordinary circumstances, is a reflection of how to leverage creative storytelling for change."*

To inspire the new frontier of brand marketing and entertainment within today's lens, this year's day of panels and intimate fireside chats will kick off with a keynote conversation from Roku CEO, **Anthony Wood**, focusing on the future of entertainment, followed by a one-on-one discussion with Walmart CEO, **Doug McMillon** and Lupa Systems CEO, **James Murdoch**.

The exciting lineup includes: A conversation moderated by Tribeca Enterprises Co-Founder and CEO **Jane Rosenthal**, uniting Google's Chief Marketing Officer **Lorraine Twohill** with Google VP and Founder of the Google Creative Lab **Andy Berndt** to discuss how Google has harnessed the power of storytelling to connect with users and audiences throughout the years; A discussion with Senior Marketing Director & Commercial Lead at Johnson & Johnson and Studio Content Director for Neutrogena Studios **Sebastian Garcia-Vinyard** and **Peter Alsante**, SVP and Sr. Creative Director at BBDO New York on the thought provoking campaigns and traditional storytelling methods used to create and encourage a call to action; A diversity & inclusion-focused conversation hosted by Procter & Gamble Chief Brand Officer **Marc Pritchard** with Saturday Morning Co-Founder **Geoff Edwards** and EBONY & JET CEO **Michele Thornton Ghee** on the importance and purpose behind P&G's initiatives which celebrate creativity and support Black creators both behind the camera and on the screen. Additional Tribeca X conversations will bring together leading industry brands, agencies, and filmmakers for the first time this year.

Tribeca Festival also announced the finalists and jury for this year's Tribeca X Award, which celebrates the best brand and filmmaker collaborations of the year across four categories: Feature Film, Short Film, Episodic Series and Immersive. The finalists represent brands ranging from **The U.S. Postal Service**, **Apple Inc.**, **Hewlett-Packard**, **KitchenAid**, **IWC Schaffhausen**, **Square**, **Dove Hair/Unilever Entertainment**, as well as **MongoDB**. The selected finalists' work will be screened online during the Festival from June 9th to June 20th.

The winning projects will be chosen by a jury that includes **Justine Armour**, Chief Creative Officer of Grey; **David Bornoff**, Head of Consumer Marketing at DoorDash; **Morgan Cooper**, Filmmaker; and **Senain Kheshgi**, Co-Founder of MAJORITY.

“This is a critical moment for brands to engage audiences at scale and lean into storytelling in an impactful way,” said Chris Bruss, Head of Roku Brand Studio. “As America’s #1 TV streaming platform, Roku is thrilled to support the creative and filmmaking community at Tribeca X.”

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TRIBECA X PROGRAMMING

The Future of TV Streaming and Entertainment, led by **Anthony Wood**, CEO of Roku, opens the day with a conversation on the rise of TV streaming, the future of entertainment, and more.

Looking Back & Looking Forward, a conversation between Walmart CEO **Doug McMillon** and Lupa Systems Founder & CEO **James Murdoch** will explore what we’ve learned, how we’ve navigated through a historic year, rising to the occasion during a global pandemic, racial equity movements, natural disasters and the opportunities for recovery.

A conversation moderated by Tribeca Enterprises Co-Founder and CEO **Jane Rosenthal**, uniting Google’s Chief Marketing Officer **Lorraine Twohill** with Google VP and Founder of the Google Creative Lab **Andy Berndt**, to discuss how Google has harnessed the power of storytelling to connect with users and audiences throughout the years.

Aryeh Bourkoff, Founder & CEO of LionTree, in conversation with NBC News Senior Business Correspondent and MSNBC Anchor, **Stephanie Ruhle**, examining the concept of a "creator economy"

Brands With Purpose includes **Sebastian Garcia-Vinyard**, Senior Marketing Director & Commercial Lead at Johnson & Johnson and Studio Content Director for Neutrogena Studios and **Peter Alsante**, Executive Creative Director at BBDO, discussing the game changers and the change makers using thought provoking campaigns and traditional storytelling methods to encourage a call to action and raise awareness for important causes.

Storytelling Today, For Tomorrow, hosted by Roku, with panelists **Melissa Grady**, Global Chief Marketing Officer at Cadillac, **Julian Jacobs**, Co-Head of UTA Marketing at United Talent Agency, and **Angela Matusik**, Head of Corporate Brand, Content & Creative at HP moderated by **Chris Bruss**, Head of the Roku Brand Studio will explore creating successful collaborations with talent, filmmakers, content creators, and media publishers, as well as innovations in creativity and technology, which allow for more relevant and compelling content to be created and shared with different audiences across different platforms; from streaming services to social media and beyond.

Widen The Screen To Widen Our View addresses the role of brands and companies as a force for good in society and a force for growth in business being permanently elevated – particularly in diversity, equality and inclusion. **Marc Pritchard**, Chief Brand Officer of Procter & Gamble, shares P&G’s journey and commitment to choosing

equality, and building it into the organization as a systematic way of bringing creativity to life. Because when we make choices that 'Widen the Screen' to represent more of the world's consumers more fully, we can widen our view to see and create a more equal future. Marc will be joined by partners on P&G's journey to 'Widen the Screen' including Saturday Morning Co-Founder **Geoff Edwards**, EBONY & JET CEO **Michele Thornton Ghee** and Filmmaker **B.Monét** to reflect on the stories we tell, the storytellers who tell them and how those stories are shared in the world.

The finalists competing for this year's Tribeca X Awards are:

FEATURE FILM FINALISTS:

Title: Dear Santa

Brand: The United States Postal Service

Agency: UM Studios

Director: Dana Nachman

Synopsis: "Dear Santa" shines a light on the 100-year-old 'Operation Santa' Program of the United States Postal Service. Each year, hundreds of thousands of letters to Santa arrive at Post Offices around the country. Through Operation Santa, the United States Postal Service makes it possible for the public to safely adopt these letters and make children's dreams come true. This timeless documentary captures the warmth and spirit of Christmastime through the lens of this great American tradition, provoking audiences throughout the world to ask themselves how they can make the world a better place, one gesture at a time.

Title: Above & Beyond

Brand: Walmart

Agency: Art & Science

Production Company: Imagine Entertainment

Director: Brent Renaud

Synopsis: The year 2020 was one for the history books. A global pandemic. A national social movement for racial equity. Wildfires, hurricanes, and other natural disasters. "Above & Beyond" is a feature-length documentary about incredible people that rose to the challenge of a truly unprecedented year. From Walmart associates & executive leaders, community members and beyond, this film goes out onto the front lines and tells the story of a group of ordinary men and women that proved to be extraordinary heroes when we needed them most.

SHORT FILM FINALISTS:

Title: Chinese New Year - Nian

Brand: Apple, Inc.

Agency: TBWA/Media Arts Lab Shanghai

Production Company: Iconoclast

Director: Lulu Wang

Synopsis: Entirely shot on iPhone, the 12-minute movie "Nian" is an alternative take on a Chinese New Year folklore that traditionally portrays the titular character as a terrifying monster. In this version, a curious little girl

confronts her fear of the unknown by seeking out the elusive, forest-dwelling Nian to find out if he was indeed as menacing as her parents often described – a ruse to discourage her from wandering off to the forest alone. Her curiosity was rewarded when she discovers the creature was misunderstood all along. Soon a beautiful friendship ensues.

Title: Coffee Shop Names

Brand: IWC Schaffhausen

Agency: Soho House

Production Company: Valerie Steinberg Productions

Director: Deepak Sethi

Synopsis: Three Indian people imagine their personas as their "coffee shop names," the names they give baristas because their real names are hard to pronounce.

Title: Dear Future Me

Brand: Hewlett-Packard

Agency: Passion Point Collective

Production Company: Red Glass Pictures

Director(s): Sarah Klein & Tom Mason

Synopsis: Every June at Maplewood Middle School in NJ, 6th grade students participate in a rite of passage: they write a letter to their future 18-year-old selves. After the letters are completed and sealed, they are held for six years. When a class is about to graduate, the teachers mail the letters from their past selves. For over 25 years, this extracurricular assignment has encouraged students to imagine and reflect on who they are and who they will become.

Title: The Pope Of Dope: The Story of NYC's First Delivery Service

Brand: FOXY

Agency: FOXY

Director(s): Alden Nusser, Ben Fries

Synopsis: Mickey Cesar first became active in the NY cannabis space as an activist and businessman in the late 70's. He would go on to open the first telephone delivery service which he advertised with the phone number "1-800-WANT-POT." Mickey is considered a true pioneer of the industry. The documentary features an interview with acclaimed photographer, Clayton Patterson. Sharing never before seen footage, imagery and interviews, the short film covers the conception of NYC's first delivery service and the man behind it.

Title: A Woman's Place

Brand: KitchenAid

Agency: Digitas

Production Company: Ventureland

Director: Rayka Zehtabchi

Synopsis: Academy® Award-winning director Rayka Zehtabchi gives an intimate look into the culinary world through the eyes of three women. Each one carving out a place for herself in the industry, not just as a woman, but as a butcher, chef and restaurateur.

EPISODIC SERIES FINALISTS:

Title: Black Owned

Brand: Square

Agency: Even/Odd Films

Director: Rodney Lucas

Synopsis: “Black Owned” is a series exploring the history, experience, and voice of the Black entrepreneurial spirit and its essential contribution to the American economy.

Title: The D Cut

Brand: Dove Hair, Unilever Entertainment

Agency: Shaftesbury

Director: D.W. Waterson

Synopsis: “The D Cut” is an original series inspired by a true LGBTQ2S+ empowerment story. *The D Cut* follows a young superstar hairstylist named “D” as she navigates love, friendship and togetherness when her local community’s safe space comes under threat.

IMMERSIVE FINALISTS

Title: CURRENT

Brand: Brookfield Properties

Production Company: Octopus Theatricals

Creator: Annie Saunders

Synopsis: “CURRENT” is an immersive soundwalk through Lower Manhattan. Beginning at specific times of day, participants are guided on a walk using their own mobile device and headphones. Using binaural sound design and on-location recordings, “CURRENT” weaves an observed and imagined narrative of historic and anecdotal stories on themes of water, time, construction and destruction. It was commissioned by Arts Brookfield for One Liberty Plaza and One New York Plaza. CURRENT was created collaboratively by Annie Saunders (concept, direction, devising and narration), Andrew Schneider (concept development, devising, narration, on-location recording and audio design), Jackie! Zhou and One Thousand Birds (sound design, engineering and spatialization) and OpenEndedGroup (back-development and technology creation).

Title: Day Zero

Brand: MongoDB

Agency: Giant Spoon

Director: Benny Nicks

Synopsis: “Day Zero” is an interactive techno-thriller from MongoDB Atlas. The story surrounds Malena, an indie game developer, who strikes gold with an upstart video game heralded as the next Fortnite. She and her co-founder, Ji, are 24 hours away from launching their sophomore title when Ji suddenly disappears. Now, it’s up to Malena to navigate an IRL version of the game she’s built, and crack coding challenges at every turn, if she hopes to rescue Ji and save her life’s work from destruction.

2021 TRIBECA X AWARD JURY

Justine Armour, Chief Creative Officer of Grey

David Bornoff, Head of Consumer Marketing at DoorDash

Morgan Cooper, Filmmaker

Senain Kheshgi, Co-Founder of MAJORITY

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About the Tribeca Festival

The Tribeca Festival, presented by AT&T, brings artists and diverse audiences together to celebrate storytelling in all its forms, including film, TV, VR, gaming, music, and online work. With strong roots in independent film, Tribeca is a platform for creative expression and immersive entertainment. Tribeca champions emerging and established voices; discovers award-winning filmmakers and creators; curates innovative experiences; and introduces new technology and ideas through premieres, exhibitions, talks, and live performances. The Festival was founded by Robert De Niro, Jane Rosenthal, and Craig Hatkoff in 2001 to spur the economic and cultural revitalization of lower Manhattan following the attacks on the World Trade Center. Tribeca will celebrate its 20th year June 9 – 20, 2021. www.tribecafilm.com/festival

In 2019, James Murdoch's Lupa Systems, a private investment company with locations in New York and Mumbai, bought a majority stake in Tribeca Enterprises, bringing together Rosenthal, De Niro, and Murdoch to grow the enterprise.

About the 2021 Tribeca Festival Partners

The 2021 Tribeca Festival is presented by AT&T and with the support of our corporate partners: A&E, Alfred P. Sloan Foundation, Audible, Bloomberg Philanthropies, CHANEL, City National Bank, CNN Films, Diageo, DoorDash, FreshDirect, Hudson Yards, Hudson River Park Trust, Indeed, KitchenAid, Montefiore-Einstein, Neutrogena, NYC Mayor's Office of Media and Entertainment, P&G, PwC, Roku, Spring Studios New York, United Airlines.

About Roku, Inc.

Roku pioneered streaming to the TV. We connect users to the streaming content they love, enable content publishers to build and monetize large audiences, and provide advertisers with unique capabilities to engage consumers. Roku streaming players and TV-related audio devices are available in the U.S. and in select countries through direct retail sales and licensing arrangements with service operators. Roku TV™ models are available in the U.S. and in select countries through licensing arrangements with TV brands. Roku is headquartered in San Jose, Calif. U.S.A.

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