

***** EMBARGOED UNTIL THU, MAY 16 AT 11:00 AM ET *****

Press materials available [here](#).

TR|BECA X

**TRIBECA X ANNOUNCES 2024 SPEAKER LINEUP FOR EXPANDED TWO-DAY EVENT;
OFFICIAL SELECTIONS FOR TRIBECA X AWARD**

NEW ADDITIONS INCLUDE TERRY CREWS, BROOKE SHIELDS, BYRON ALLEN, KATIE COURIC, ESPN'S ADAM SCHEFTER, AND MICHAEL SUGAR

GIGI HADID JOINS TRIBECA X AWARD JURY

*PREVIOUSLY ANNOUNCED: JON BON JOVI & JESSE BONGIOVI, JENNA LYONS AND
CHRISTY TURLINGTON BURNS*



Passes Available at TribecaFilm.com

NEW YORK - May 16, 2024 - The 2024 Tribeca Festival, presented by OKX, today announced the full speaker lineup for Tribeca X, New York City's premier event for the creative marketing and advertising community. Bringing together leading figures in entertainment, media, branding, marketing and technology, Tribeca X fosters unparalleled collaboration and innovation across industries. The expanded two-day event takes place at Convene One Liberty Plaza in Lower Manhattan on June 10-11.

***** EMBARGOED UNTIL THU, MAY 16 AT 11:00 AM ET *****

A roster of heavy hitters join the program to tackle the most pressing issues for storytellers and business leaders today, including actor and Super Serious co-founder & CEO **Terry Crews** on his philosophy that “everything is entertainment”; **Brooke Shields** on the power of authentic storytelling to shift the global conversation around diabetes, in conversation with ESPN’s **Adam Schefter**; CEO of Allen Media Group **Bryon Allen** on the value of independence in a shifting media landscape; and Hollywood producers **Michael Sugar** and **Daniel Rosenberg** on why the marketing industry is going all-in on Hollywood. Additionally, **Katie Couric** joins Pfizer CEO **Albert Bourla** in a discussion about the power of storytelling to inspire action and help build trust in communities across the globe, and CNN anchor **Abby Phillip** joins **Christy Turlington Burns** in a conversation about maternal health and her non-profit Every Mother Counts.

Previously announced headline speakers include **Jon Bon Jovi** and **Jesse Bongiovi** to discuss their father-son business Hampton Water wine and the brand’s charitable causes, as well as **Jenna Lyons**, the Executive Creative Director of FundamentalCo, who is joined by the company’s founder and CEO **Jonny Bauer** to talk about their vision for the Blackstone-backed agency.

These speakers share the stage with leaders from the biggest brands, including CEO of **Publicis Media** Dave Penski, SVP & General Manager of **Adidas Originals L.A.** Daniel (DC) Cherry III, Chief Commercial Officer of **Molson Coors** Michelle St Jacques, Global Brand President of **L’Oréal Paris** Delphine Viguier-Hovass, CEO of **McCann Worldgroup** Daryl Lee, SVP of Strategy & Innovation of **General Motors** Alan Wexler, global Chief Marketing Officer at **Cadillac** Melissa Grady Dias, and co-founder and Chief Creative Officer at **WeTransfer** Brian Newman. Participants can look forward to dynamic conversations about the convergence of Hollywood and marketing, the creator economy, cutting-edge technological innovations, strategic brand transformation, and driving global impact through storytelling.

“Since its inception, Tribeca has championed the intersection of Hollywood and brands, and over the past eight years, Tribeca X has become the leading destination for the world’s best brand storytelling,” **said Tribeca CEO and co-founder Jane Rosenthal**. “Building upon this legacy, we are excited to expand Tribeca X into a two-day signature event, convening the most innovative minds across entertainment, media, technology, creative marketing, and advertising.”

Alongside its lineup of speakers, the Tribeca X recognizes the most outstanding story-driven filmmakers and brand collaborations. Today, Tribeca Festival announced the official selections for the 2024 Tribeca X Award across TK categories: Feature Film, Short Film, Episodic Series, Audio, Video Game, Immersive, Movie or Series Trailer, Commercial Spot, and Creator/Influencer Collaboration. Brands represented include: **Adidas, Apple, Arc’teryx, Audrey’s Children (Ronald McDonald House), Brawl Stars, CeraVe, Coca-Cola, Cyberpunk 2077, Delta, Diageo - Johnnie Walker, Dramamine, e.l.f. Beauty, Google, Google Arts & Culture, Headspace, Meta, HBO and Pushkin Industries, Jacksonville Jaguars, Les Mills, Mercedes-AMG, Max and TCM, Mozilla Foundation, NFL, NYU Langone Orthopedics (NYU), PUMA x Noah, Pfizer, Procter & Gamble, Project Maji, Rababan Clothes, Sabali Bicycles, Savannah College of Art and Design (SCAD), Sephora,**

***** EMBARGOED UNTIL THU, MAY 16 AT 11:00 AM ET *****

ServiceNow, State Farm, Uber, Warner Bros. Discovery Global Themed Entertainment & Neon, and Weekday.

Unveiled for the first time, the Tribeca X Award Jury includes Founder and Creative Director at Guest In Residence, **Gigi Hadid**; Global Chief Content Officer at IPG Mediabrands **Brendan Gaul**; Vice President at Google Creative Lab **Robert Wong**; President at Games for Change **Susanna Pollack**; Director of Innovation at Droga5, Accenture Song **Justin Durazzo**; Senior Vice President and Head of Marketing at Activision **Tyler Bahl**; General Manager of The Signal Awards and Co-Creator of On Air Fest **Jemma Rose Brown**; Executive Vice President of Podcasting and Audio at Paramount Steve Raizes; and COO at PRX **Jason Saldanha**.

“It is a prestigious honor to be recognized with a Tribeca X award. It means that you are creating work that defies convention, is innovative, thoughtful, and brave,” said Tribeca X juror and Global Chief Content Officer of IPG **Brendan Gaul**. “I’m grateful to return to the Tribeca X jury again this year and, with the addition of new categories, and look forward to seeing the best storytelling from the industry in all of its forms.”

See below for the Tribeca X speaker lineup and Tribeca X Award official selections. For more on Tribeca X visit <https://www.tribecafilm.com/festival/tribecax2024> and for the latest updates on the 2024 Tribeca Festival follow @Tribeca on [Twitter](#), [Instagram](#), [Facebook](#), [YouTube](#), and [LinkedIn](#) or visit <https://tribecafilm.com/>.

2024 Tribeca X Partners

The 2024 Tribeca Festival is presented by OKX. Thank you to our Tribeca X partners: Ad Age, Bloomberg Screentime, Brand Innovators, Canva, Convene, DIRECTV Advertising, Forbes, NBCUniversal, ReelShort, Variety, The Wall Street Journal, and Whalar.

About Tribeca Festival

The Tribeca Festival, presented by OKX, brings artists and diverse audiences together to celebrate storytelling in all its forms, including film, TV, music, audio storytelling, games, and immersive. With strong roots in independent film, Tribeca is synonymous with creative expression and entertainment. Tribeca champions emerging and established voices, discovers award-winning talent, curates innovative experiences, and introduces new ideas through exclusive premieres, exhibitions, conversations, 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. The annual Tribeca Festival will celebrate its 23rd year from June 5–16, 2024 in New York City.

In 2019, James Murdoch’s Lupa Systems bought a majority stake in Tribeca Enterprises, bringing together Rosenthal, De Niro, and Murdoch to grow the enterprise.

Press Contacts

***** EMBARGOED UNTIL THU, MAY 16 AT 11:00 AM ET *****

Annie Davis - adavis@tribecafilm.com

Emma Greis - emma@elementbrandgroup.com

TRIBECA X SPEAKERS - JUNE 10

The Future of Advertising: How AI & Commerce Will Shape Consumer Experiences of Tomorrow

Publicis Groupe recently announced a bold new vision and approach that puts AI at the core of its business. Companies across every industry and vertical are exploring AI and leveraging it in new ways across creative, media, production and more. Publicis Media CEO **Dave Penski** will be joined by editor-in-chief of Ad Age, **Jeanine Poggi**, to discuss the future of AI in advertising and media, the promise it holds for brands, and how it will power a new era of connected commerce to drive continued business growth for marketers.

SPEAKERS: Dave Penski, CEO, Publicis Media

MODERATOR: Jeanine Poggi, Editor-in-Chief, Ad Age

Rightness Over Greatness: The Creative Battle of Experience Over Theory

Daniel (DC) Cherry III is SVP & General Manager on the global Adidas Originals, Basketball, & Partnerships team, leading Originals L.A. – a cultural lifestyle innovation footwear, apparel, & accessories business unit based in Downtown Los Angeles. As one of the driving creative forces in brand storytelling and cultural marketing in the 21st century, DC will discuss lessons he's learned to connect more credibly to culture to drive brand creativity, confidence, & results.

SPEAKERS: Daniel (DC) Cherry III, SVP & General Manager, Adidas Originals L.A.

Every Mother Counts: Inspiring Action and Driving Change Through the Power of Storytelling

Every mother has a story. Catalyzed by her own harrowing experience, **Christy Turlington Burns** founded the nonprofit Every Mother Counts with the mission to make pregnancy and childbirth safe, respectful, and equitable for women across the globe. Recognizing that statistics alone cannot capture the impact of maternal mortality, Turlington Burns placed storytelling at the core of Every Mother Counts' advocacy strategy. Using filmmaking, like their *Giving Birth in America* documentary series, Every Mother Counts has humanized the maternal crisis, making it relatable and compelling for a broad audience and underscoring the importance of authentic communication to drive social change.

In this illuminating conversation, **Christy Turlington Burns** will be joined by CNN anchor **Abby Phillip**, who is herself a powerful advocate for maternal health. Phillip shared her own personal and heartrending experience with childbirth in her episode of *The Whole Story* on CNN "*Homebirth Journey: Saving Black Moms*", driving much-needed awareness for the Black maternal health crisis. Together, Turlington Burns and Phillip will spotlight the power of storytelling to inspire action and create meaningful change for every mother, everywhere.

SPEAKERS: Christy Turlington Burns, CEO and Founder, Every Mother Counts; Abby Phillip, *NewsNight with Abby Phillip*, CNN

Super Serious - Everything is Entertainment

Hollywood stalwart and live television sensation, **Terry Crews**, is taking a bold step into the creative agency realm with the launch of his new company Super Serious. The venture aims to redefine entertainment across various mediums including TV, movies, concerts, art, live events, physical products and branded content. The inception of Super Serious also marks a reunion for Crews with Co-Founder **Matt O'Rourke** – the pair worked together on the now legendary Old Spice campaign while O'Rourke was at Wieden and Kennedy, which revolutionized brand

***** EMBARGOED UNTIL THU, MAY 16 AT 11:00 AM ET *****

engagement through entertainment. Joining Crews and O'Rourke is COO and Partner **Paul Sutton**, a legend in the advertising world with a track record of bringing innovative campaigns to life for disruptive agencies like CP+B. Together. This trio is set to explore the expansive landscape of entertainment, guided by their shared philosophy that 'Everything is Entertainment.'

SPEAKERS: Terry Crews, Actor, CEO and Co-Founder, Super Serious; Matt O'Rourke, Co-Founder, Super Serious; Paul Sutton, CCO and Partner, Super Serious

Molson Coors: Transforming a Legacy

Michelle St. Jacques has spent the past five years on a mission to invigorate Molson Coors and its portfolio of brands in North America. After joining the company in 2019 as chief marketing officer, St Jacques was promoted to chief commercial officer in 2023. Through both roles, she has implemented a bold vision for Molson Coors' brand portfolio, helping to transform the legacy beermaker into a full-fledged beverage company. In her role as chief commercial officer, St. Jacques is harnessing the power of marketing, sales, innovation, and digital capabilities to unlock the next phase of cultural resonance for seminal brands like Coors, Miller, Blue Moon, Simply Spiked and more. In this enlightening session, **Kerry McKibbin**, President of Mischief @ No Fixed Address, will sit down with Michelle St. Jacques to illuminate how she's been able to drive transformative growth for Molson Coors as it boldly pursues its next chapter.

SPEAKERS: Michelle St Jacques, Chief Commercial Officer, Molson Coors

MODERATOR: Kerry McKibbin, President, Mischief @ No Fixed Address

The Marketing Industry's Hollywood Aspirations

In the wake of *Barbie*, new opportunities have emerged for brands to co-create — and consequently, own — the entertainment they have historically interrupted. Rising up to meet the demand are a roster of Hollywood producers who understand that the future of marketing lies in harnessing the power of premium storytelling to connect with consumers on a deeper and more authentic level. Two key architects of this new paradigm of fluidity between talent, brands, and entertainment are **Michael Sugar** (*Spotlight*, *The Knick*) and **Daniel Rosenberg** (*Inside Man*, *Odd Mom Out*). Sugar is the CEO and Founder of Sugar23, a management, production company which is deeply invested in the convergence of brands and Hollywood. Sugar has been awarded the Oscar® for Best Picture for *Spotlight*, and has been nominated for multiple Emmys and Golden Globes, and has received two Television Academy Honors, two AFI awards, and two Peabody Awards. Rosenberg is a writer, award-winning producer and co-founder of Piro, a creative shop and production company specializing in premium branded and mainstream entertainment. Alongside AdWeek's **Olivia Morley**, Sugar and Rosenberg will illuminate why the marketing industry is going all-in on Hollywood and why brands should seize the opportunity to make original, mainstream entertainment—not advertisements—to drive culture resonance, long-term brand awareness and ultimately, profit.

SPEAKERS: Michael Sugar, CEO and Founder, Sugar23; Daniel Rosenberg, CEO and Co-Founder, Piro

MODERATOR: Olivia Morley, AdWeek

ReelShort: Every Second is Drama

ReelShort is the new big thing in short-form storytelling, delivering smartphone-friendly melodramas to millions of viewers worldwide. In this illuminating conversation with **Joey Jia** – CEO and Founder of Crazy Maple Studio, the company behind the ReelShort app – he will share insights into the profitable business of producing ultra-short, binge-worthy shows with emotionally charged storylines delivered directly to smartphone devices and right into the hands of drama-hungry viewers. This session will provide insights into how vertical streaming shows have become a billion-dollar industry in China, how Jia aims to make the bite-sized sensation

***** EMBARGOED UNTIL THU, MAY 16 AT 11:00 AM ET *****

equally successful in the United States, and why serialized short-form storytelling is the future of streaming. In partnership with ReelShort.

SPEAKERS: Joey Jia, CEO and Founder, Crazy Maple Studio

The Value of Independence in a Shifting Media Landscape

Byron Allen has always been fiercely independent. Driven by a desire to build something of his own, Allen founded Allen Media Group in 1993, which now encompasses AMG Entertainment Studios and its expanding portfolio of 10 cable networks, including the Weather Channel, JusticeCentral.TV, and Cars.TV, a theatrical movie distribution company and, most recently, a growing stable of Big Four-affiliate broadcast television stations.

In this robust conversation, Allen will discuss how to navigate content distribution in a shifting marketplace, the vitality of broadcast news and its foundational role in upholding the pillars of not just the media business but democracy as a whole, how AMG is breaking new ground in transparent data analytics and audience measurement, and why Allen has been a staunch champion of diversity, equality and creating a level playing field in all areas of the business. Hear why Allen's core ethos of staying self-reliant and independent is key to not just surviving, but thriving, in a shifting media landscape.

SPEAKERS: Byron Allen, CEO, Allen Media Group

Celebration of The Most Famous Line in Advertising and the Woman who Wrote It – World Premiere screening of *The Final Copy of Ilon Specht*

Attend the Global Premiere of *The Final Copy of Ilon Specht*, a new, short documentary about the late eponymous McCann Copywriter whose idea ignited a beauty revolution. From TRAVERSE32 and two-time Oscar-winning® director Ben Proudfoot now comes the intimate deathbed account of the unsung advertising genius who coined L'Oréal's iconic 'Because I'm Worth It' tagline in 1971, a four-word feminist manifesto that, against all odds, changed advertising forever. Through intimate interviews with Ilon and her daughter, this film captures the impact of one woman's extraordinarily courageous spirit and creative mind – and the ways in which her belief in the value of every individual – irrevocably transformed women's abilities to define their own worth.

The film will be followed by a powerful conversation with Tribeca Festival alum **Ben Proudfoot**, McCann Worldgroup Global CEO **Daryl Lee**, and L'Oréal Paris, Global Brand President, **Delphine Viguier-Hovass**, which will explore the themes presented in the documentary including notions of a woman's worth, the value of the female voice in the creative industry and the enduring impact felt by generations of women around the world when they hear the words "Because I'm Worth it."

SPEAKERS: Ben Proudfoot, Academy Award-winning director and Tribeca Festival alum, and Delphine Viguier-Hovass, Global Brand President, L'Oréal Paris

MODERATOR: Daryl Lee, CEO, McCann Worldgroup

Fostering Authentic Engagement with Fans & Audiences

During this session, we'll delve into the pivotal strategies necessary for brands to foster lasting loyalty with their audiences. By leaning into the successes of Diageo's portfolio of brands, we'll demonstrate how marketers can master the art of crafting genuine connections and innovative storytelling to address the ever-evolving landscape of consumer-brand interactions. In partnership with Brand Innovators

SPEAKERS: To be announced

Beyond The Algorithm: Why Brand Communities are the Future of Media and Entertainment

***** EMBARGOED UNTIL THU, MAY 16 AT 11:00 AM ET *****

We all have heard the news: artificial intelligence, algorithms and embedded advertising are transforming the future of media and entertainment. But what about community? In this engaging panel we will hear from leaders who are leveraging media and entertainment catalyzed communities to foster connections, curate content and create impact.

SPEAKERS: To be announced

MODERATOR: Seth Cohen, Chief Impact Officer, Forbes

The Convergence of Hollywood and Silicon Valley

Through his weekly Screentime newsletter, Bloomberg's **Lucas Shaw** gives readers a front row seat to the collision of Hollywood and Silicon Valley. A frequent guest on Matt Belloni's hit podcast *The Town*, Shaw is one of the most prolific and trusted voices reporting on the state of the media and entertainment industry today. In this insider conversation, Lucas Shaw will discuss the convergence of media, entertainment, technology and business. In partnership with Bloomberg Screentime

SPEAKERS: Lucas Shaw, Managing Editor Media & Entertainment, Bloomberg News

Beyond Type 1: Harnessing the Power of Authentic Storytelling to Change the Conversation

Over half a billion people worldwide live with diabetes, yet many still go undiagnosed and lack access to proper care, education and resources. Beyond Type 1 is a global movement working to help those with diabetes not only survive — but thrive. In order to course-correct the way diabetes has been vastly underrepresented and often mischaracterized in media and pop culture, Beyond Type 1 partnered with writer/director Kelsey Bascom on her feature film *Quarter*, a powerful coming-of-age drama that authentically depicts the real day-to-day experiences of living with type 1 diabetes. Featuring the always-iconic Brooke Shields, *Quarter* proved a rare opportunity to bring to life a story about diabetes, told by those living with it. In this powerful session, writer/director **Kelsey Bascom**, actress **Brooke Shields**, her daughter **Rowan Henchy** and Beyond Type 1's SVP Growth & Partnerships **Jae Trevits** will sit down with ESPN's **Adam Scheffer**, a strong advocate for diabetes awareness, to illuminate the power of storytelling to drive impact, inspire the community, and change the global conversation around what it really means to live with diabetes.

SPEAKERS: Brooke Shields, Actress, Author and Entrepreneur; Rowan Henchy; Kelsey Bascom, Writer & Director, *Quarter*; and Jae Trevits, SVP Growth & Partnerships for Beyond Type 1

MODERATOR: Adam Scheffer, Senior NFL Insider, ESPN

The Future of Fear

Storytellers at the top of their game share a unique look into the innovations around original story development, novel ways to package stories, and the power of partnerships across film, TV, publishing and beyond. With a focus on the evolution of horror, film producer **Roy Lee** (*The Ring*, *Barbarian*, *Late Night With the Devil*), Comic Book Publisher **Axel Alonso** (*Hotell*, *The Ribbon Queen*, *Not All Robots*), and Hollywood Executive **Zach Studin** (*Hotell*, *Old Haunts*, *The Forest*) invite you to peek behind the bloody curtains to learn about the storytelling process straight from creators who will bring you the future of fear.

SPEAKERS: Roy Lee, Producer and Founder, Vertigo Entertainment; Axel Alonso, Co-Founder & Chief Creative Officer, AWA; Zach Studin, Studios President, AWA

MODERATOR: William Earl, Editor, Variety.com

TRIBECA X SPEAKERS - JUNE 11

Building Trust: How to Empower the Global Community as Innovation Accelerates

***** EMBARGOED UNTIL THU, MAY 16 AT 11:00 AM ET *****

Albert Bourla, Chairman and CEO of Pfizer, is committed to building trust because patients must first trust breakthroughs before they can change lives. In a time of change and disruption in healthcare, Pfizer is advancing innovation and working to help patients as they make the best choices about their health. Behind-the-scenes documentaries, podcasts and innovative ways of sharing patient stories are among Pfizer's key strategies for strengthening understanding with patients and other key stakeholders. With a focus on driving scientific and commercial innovation needed for a transformational impact on human health, Dr. Bourla leads Pfizer in its purpose, "Breakthroughs that change patients' lives."

One of the preeminent voices in purpose-driven storytelling is award-winning journalist and #1 New York Times best-selling author **Katie Couric**. Couric co-founded Katie Couric Media, a multimedia news and production company on a mission to drive important conversations around today's biggest issues. In this rousing session, Couric and Dr. Bourla will discuss the power of storytelling and innovation to inspire action, build trust in communities around the globe and move the world forward.

SPEAKERS: Albert Bourla, Chairman and CEO, Pfizer; Katie Couric, Co-Founder, Katie Couric Media

Unlocking the Power of Purpose: How Your Brand Can Lead with Impact

Empowerment and unlocking possibilities has always been at the core of Canva's DNA. On the journey to empower every business globally, discover how, by leading with impact as the north star, Canva has unlocked substantial growth and created a loyal community of brand advocates. In this vivid keynote, Canva's VP of Consumer Marketing Kristine Segrist will illuminate how brands can successfully unlock the power of purpose. In partnership with Canva.

SPEAKERS: Kristine Segrist, VP Consumer Marketing, Canva

Transforming Culture in Big Business

Having the right level of resources is important for driving growth, but oftentimes, innovation and creativity are born out of scarcity. **Alan Wexler**, SVP of Strategy & Innovation at General Motors, and **Melissa Grady Dias**, Global Chief Marketing Officer at Cadillac, will discuss how large, legacy companies like General Motors are nurturing innovation, and driving results by being nimbler, scrappier with resources, learning to fail fast, and focusing on accountability and performance. In this enlightening conversation, learn how this type of cultural transformation is guiding the way General Motors tells stories and reaches audiences. In partnership with Brand Innovators.

SPEAKERS: Alan Wexler, SVP of Strategy & Innovation, General Motors; Melissa Grady Dias, Global Chief Marketing Officer, Cadillac

Company Fundamentals with FundamentalCo

After leaving a long career in advertising, **Jonny Bauer** joined Blackstone – the private equity juggernaut to found the company's brand strategy and transformation practice. Recently, Bauer spun out his team out of Blackstone to an independent operation called FundamentalCo, with Blackstone as their founding anchor client. FundamentalCo is a brand-led value creation company that's changing the consultancy model from an efficiency-based model to a vision based one. For Bauer, a company's brand should be thought of as a filter to inform decision-making, not a wrapper to justify decision-making.

Tapped to spearhead the product and experience arm of FundamentalCo as Executive Creative Director is former J. Crew president, television personality, fashion icon and brand visionary **Jenna Lyons**. Lyons has been at the forefront of creative influence for decades, from cementing the J. Crew brand's legacy, being named Editor in Chief at Large for The Coveteur magazine, to co-founding her own direct-to-consumer beauty brand, LoveSeen. In this illustrious

***** EMBARGOED UNTIL THU, MAY 16 AT 11:00 AM ET *****

conversation, Bauer and Lyons will come together to illuminate why mastering the fundamentals of brand strategy is key to any company's success.

SPEAKERS: Jenna Lyons, Executive Creative Director, FundamentalCo & Founder & CEO, LoveSeen; Jonny Bauer, Founder and CEO, FundamentalCo

The Future of Marketing Through the Lens of AI and Tokenomics

OKX CMO **Haider Rafique** and BBDO Worldwide CEO **Andrew Robertson** delve into the future of marketing, particularly exploring how advancements in technology and web3 will play a crucial role in shaping the industry's future.

SPEAKERS: Haider Rafique, Global Chief Marketing Officer, OKX; Andrew Robertson, CEO, BBDO Worldwide

Uniting Artistic Collaboration and Strategic Distribution for Lasting Influence

From film to art or music, new patrons from the corporate world have reimagined what is possible for creative storytelling in the brand arena. While the opportunities to create inspired and impactful content are immense, pairing corporate DNA with the right storytelling channels can be a delicate balancing act. Join the co-founder and Chief Creative Officer of WeTransfer **Damian Bradfield** and **Brian Newman**, founder of Sub-Genre, for an eye-opening discussion on what happens to branded content once the artist has done their part, how brands can use the art of storytelling to bolster their value proposition, and how picking the right avenue for distribution can help bolster impact and influence. In partnership with WeTransfer

SPEAKERS: Damian Bradfield, Co-Founder and Chief Creative Officer, WeTransfer; Brian Newman, Founder, Sub-Genre

Creativity and AI – Friends or Foes?

Every storyteller knows that AI will change how we generate ideas and insights, as well as how we create and innovate. But what if a smarter world powered by AI turns out to be one where ideas are less differentiated? Will these tools democratize and spark creativity, or lead to more homogeneity across the spectrum of creative expression? In this conversation, CEO of IPG Philippe Krakowsky will explore the role of human craft and imagination as we enter this new era.

SPEAKERS: Philippe Krakowsky, CEO, Interpublic Group

The BET Brand Revolution: Championing Black Culture Through Authentic Expression

Kimberly Paige had nearly two decades of brand marketing experience under her belt when she joined BET Media in 2019 as EVP, Chief Marketing Officer, just as the company was entering their 40th year. Paige was presented with a unique opportunity to redefine, and revitalize, the BET legacy brand. For Paige, it was essential that the company move beyond a one-dimensional view of its audiences to consider the broad range of contexts these consumers occupy in order to connect with audiences in more meaningful ways. Paige knew the BET brand revamp hinged on building a strong relationship between brand and consumer through authentic means of cultural expression. In this session, **Kimberly Paige** will illuminate her strategic approach to the BET brand revolution and why it wasn't just about future-proofing the BET brand, but ensuring the brand reflected the world we live in.

SPEAKERS: Kimberly Paige, EVP & Chief Marketing Officer, BET Media Group

More Than Just Content: Creativity in the Age of Social Media

In today's digital world, the lines that separate a filmmaker from a writer from a content creator have become increasingly blurred. A new class of creatives are pushing the boundaries of content creation by diversifying the mediums they use - from social media to advertising to mainstream entertainment - and the types of audiences they reach. **Nicolas Heller** is a

***** EMBARGOED UNTIL THU, MAY 16 AT 11:00 AM ET *****

commercial director and documentarian best known to his 3m social media followers as @newyorknico where he celebrates New York's colorful side, earning him the nickname "The Unofficial Talent Scout of New York." Heller will be joined in conversation by writer, actor, director **Asher Grodman**, who recently wrote and directed the mega-viral short film *Jacksonville Jaguars Schedule Release Video* (a 2024 Tribeca X Award Official Selection), and comedian, producer, Tribeca alumni and internet multi-hyphenate **Kareem Rahma**, best known for his two critically acclaimed and massively viral internet TV shows @keepthemeterrunning and @subwaytakes. Alongside President of Whalar Talent **Victoria Bachan**, Heller, Grodman and Rahma will discuss how to creatively collaborate with brands and the art of cultivating your own voice in the age of social media. In partnership with Whalar.

SPEAKERS: Nicolas Heller (aka New York Nico), Filmmaker; Asher Grodman, Writer, Director, *Jacksonville Jaguars Schedule Release Video*; Kareem Rahma (@subwaytakes, @keepthemeterrunning), Comedian, Producer

MODERATOR: Victoria Bachan, President, Whalar Talent

Hampton Water: A Father-Son Brand Story That's Hitting all the Right Notes

Father-son duo, music icon **Jon Bon Jovi** and his son **Jesse Bongiovi**, shared a vision to disrupt the rosé wine category with a wine brand unlike anything on the market. In collaboration with award-winning winemaker Gérard Bertrand, Jon and Jesse created a rosé that perfectly blends the sophistication of French wine with the laidback Hampton's lifestyle – and in a stroke of branding genius, they named it Hampton Water. With an evocative design, a catchy name and a transportive brand story, Hampton Water first took over every pool on Long Island and quickly went on to become one of the top selling rosé wines in the country. In this delicious session, get immersed in Hampton lifestyle with Jon, Jesse and moderator **Donny Deutsch**, *On Brand* Podcast Host and one of leading branding mavens of our time, as they come together to discuss the creative evolution behind their mega-successful brand story, the future of Hampton Water, and the brand's charitable causes.

SPEAKERS: Jon Bon Jovi, Music Icon & Co-Founder, Hampton Water; Jesse Bongiovi, Co-Founder, Hampton Water

MODERATOR: Donny Deutsch, *On Brand* Podcast Host and Former CEO and Chairman of Deutsch Inc.

Ready, Set, Drama!

ReelShort is the next big thing in smartphone-based, short form content. The key ingredient to ReelShort's success? Their unique and innovative approach to storytelling. On the ReelShort app, viewers are able to escape the real world and immerse themselves in minute-long, highly addictive episodes. The ReelShort creative team – **Archer Zhao**, **Sophie Xiong**, **Sunyin Zhang**, and **Kate Tucker Fahlsing** – will take audiences on an awe-inspiring journey through the creative evolution of how they bring their stories and content to life. You won't want to miss this exclusive peek behind the curtain to see how the drama is created. In partnership with ReelShort

SPEAKERS: Archer Zhao, Product Director & Head of Project Management and Operations, Sophie Xiong, Head of Content Strategy; Sunyin Zhang, Executive Producer; Kate Tucker Fahlsing, Head Of Studio at Elastic Heart

Brand Storytelling: The Art of Creative Collaboration

As the industry shifts and evolves through new mediums and new modes of distribution, brands are increasingly moving away from traditional advertising and tapping into the power of storytelling and entertainment to reach new audiences, inspire culture and foster community across the globe. Creative collaboration between a brand and an artist is the heartbeat of brand storytelling, but in the streaming era, partnering with the right platform can be just as

***** EMBARGOED UNTIL THU, MAY 16 AT 11:00 AM ET *****

instrumental to a project's success. In this collaborative session, **Jamie Cutburth**, EVP of Marketing and Content Partnerships at NBCUniversal will sit down with **Kate Oppenheim**, EVP of Tribeca Studios and Managing Partner at mssng peces, to discuss how media companies, brands and agencies can creatively collaborate to create meaningful content that resonates, while leveraging multiple platforms to deliver brand stories at the right time, on the right screen to audiences everywhere. In Partnership with NBCUniversal

SPEAKERS: Jamie Cutburth, EVP, Marketing and Content Partnerships, NBCUniversal; Kate Oppenheim, EVP, Tribeca Studios, Managing Partner, mssng peces

Should Your Brand Have a Podcast?

Brands have a plethora of different tools at their disposal to reach the audiences they want, but none are as intimate and engaging as audio storytelling. Podcasting provides an exciting growth opportunity for brands as the medium itself offers a unique opportunity for listeners to get immersed in the storytelling, creating a new kind of connection to the content they hear. The right podcast for the right audience can build deep connections that are measured in minutes and hours, not just fleeting seconds. And podcast listeners take their favorite shows into parts of their lives that can't be reached with a newsletter, a YouTube video, or even an Instagram post. When brands engage podcasting as part of their storytelling repertoire, they can build familiarity and affinity with consumers - but only if they do it right. The brands that have the most success in podcasting build great listening experiences that stand out by blending in; making the brand not an interruption to the story but part of the story itself. This session brings together insights from brands, creators and podcast industry researchers to reveal the methods and the magic of audio as a powerful tool for brand storytelling.

SPEAKERS: Tom Webster, Sounds Profitable; Karen Burgess, Pacific Content; Rebecca Smith, Mozilla Foundation (Mozilla's podcast, produced by Pacific Content, *IRL: Online Life is Real Life*, is a 2024 Tribeca X Official Selection).

MODERATOR: Jamie Roð, Executive Director and Head of Digital Content, Morgan Stanley & Host of the award-winning podcast *What Should I Do with my Money?*

Beyond Streaming: How to Get Your Brand Film Seen Without a Big Distribution Deal

You've made a beautiful brand-funded film but don't have access to a big distribution platform. Now what? This session will explore how you can use other channels — earned media opportunities to unexpected theatrical venues to emerging content platforms and educational distribution — to reach your target audience without breaking your marketing budget. Alongside moderator **Angela Matusik**, founder of A.M. Stories, Passion Point Collective Founder & CEO **Marcus Peterzell**, Founder & CEO of Kinema **Christie Marchese**, and WaterBear Chief Content Officer **Megan Wells**, will come together to discuss how to do a lot with a little, measuring success, not just impressions, getting your film integrated into pop culture media, the value of holding community screenings in unexpected venues, and what brands can learn from both traditional and nontraditional distributors.

SPEAKERS: Marcus Peterzell, Founder & CEO, Passion Point Collective; Christie Marchese, Founder & CEO, Kinema; Megan Wells, Chief Content Officer, WaterBear

MODERATOR: Angela Matusik, Founder, A.M. Stories

Taking Fragmentation and Making Lemonade: Navigating a Convergent Landscape with an Audience-First Mindset

Finding viewers in a shifting media landscape can pose problems for marketers as audiences further fragment across platforms and devices. DIRECTV Advertising's convergent solutions across linear and streaming ensure the juice is always worth the squeeze for audiences and advertisers alike. **Brian Cordes**, Head of Client Partnerships & National Offices at DIRECTV, will illuminate how advertisers can deftly navigate across platforms with an audience-first

***** EMBARGOED UNTIL THU, MAY 16 AT 11:00 AM ET *****

mindset to make sure their messages are meeting viewers wherever and whenever they consume the premium content they love. In partnership with DIRECTV Advertising
SPEAKERS: Brian Cordes, Head of Client Partnerships & National Offices, DIRECTV

Standing Out Through Uplifting Brand Storytelling

In today's fragmented media market, how can brands carve out distinct identities and forge deep connections with their audiences? Indeed and Mazda, although different, are united by a shared vision: harnessing the transformative power of storytelling to elevate the lives of their customers and stand out in a crowded marketplace. This compelling discussion will feature **Jennifer Warren**, VP of Global Brand Marketing at Indeed, and **Julia Svoboda**, Director of Marketing at Mazda North American Operations. They will explore how storytelling not only enhances brand reputation but also serves as a strategic tool to differentiate and strengthen their market presence. By focusing on emotive and inspiring narratives, they demonstrate that storytelling is not just an art but a crucial business strategy that brings brands closer to their audiences in meaningful ways.

SPEAKERS: Jennifer Warren, Vice President of Global Brand and Creative, Indeed; Julia Svoboda, Director of Marketing at Mazda North American Operations

MODERATOR: To be announced

TRIBECA X AWARD OFFICIAL SELECTIONS

Curated by the Tribeca programming staff, these competitive sections represent the year's best in brand-storyteller collaborations.

FEATURE FILMS:

Audrey's Children (Ronald McDonald House Charities) Philadelphia. 1969. British physician, Dr. Audrey Evans, is newly recruited to a world-renowned children's hospital and battles sexism, medical conventions, and the subterfuge of her peers to develop revolutionary treatments, purchase the first Ronald McDonald House for families of patients and, ultimately, impact millions of lives. Based on a true story. Director: Ami Canaan Mann

Black Girls (Procter & Gamble) *Black Girls* is a chaptered documentary that follows the stories of women who transcend beyond their adversities to become advocates in their community. This film exemplifies how necessary it is to invest in Black stories if we dare to create a world that honors each other in unprecedented ways. Director: B. Monét

On the Shoulders of Giants: The History of NYU Langone Orthopedics (NYU) NYU

Langone Orthopedics film explores hardscrabble beginnings of a pioneering dispensary and its work to innovate, diversify, and advance scientific achievement. Highlighting the institution's commitment to research, teaching, and patient-centered care, the film shapes the evolution of U.S. orthopedics from the first Bellevue professor to today's leaders in the field. Director: Peter Nicholas Sanders

Project One (Mercedes-AMG) When Mercedes-AMG set out to build the first street legal Hypercar with F1 Technology in 2015, big promises from the Management raised the highest expectations. But problems, delays and tensions within the team soon jeopardized the project and the image of the entire Mercedes Group. Failure was not an option. Director: Jochen Schmoll

SHORT FILMS:

***** EMBARGOED UNTIL THU, MAY 16 AT 11:00 AM ET *****

109 BELOW (Arc'Teryx) *109 Below* tells the tale of two rescue volunteers who go out of their way to save the lives of strangers. A rescue on Mount Washington in 1982 changed not only two climbers' lives, but those of the rescuers who attempted to save them, and the future of prosthetics, forever. Directed by: Nick Martini

The Last Barf Bag: A Tribute to a Cultural Icon (Dramamine) A documentary that explores the cultural impact of a humble but crucially useful invention. In it, we meet the barf bag collectors whose passion drives them to try to save it from extinction and their unlikely ally: the makers of the anti-nausea medication that threatens its existence. Directors: Niles Jeran, Joshua Martin, Taylor Pendleton, and Caleb Babcock (Sunny Sixteen)

Huracán Ramírez vs. La Piñata Enchilada (Apple) In *Huracán Ramírez vs. La Piñata Enchilada*, real Mexican Luchadores, Huracán Ramírez and Doctor Wagner Jr., confront a surreal antagonist, an evil Piñata. Apple's collaboration with "Los Pérez" revitalizes Lucha Libre cinema in a legendary showdown as iconic heroes challenge tradition, injecting fresh excitement into the forgotten genre. Director: Los Pérez; Co-Directors: Tania Verduzco, Adrian Perez

Love (Rababan Clothes) Maria and Lea have known each other since they were five years old, however, Lea can't help but feel something for her best friend every time they are together. Director: Isabel Vaca

One Good Reason (ServiceNow) One year after the Russian invasion of Ukraine, more than 13 million people remain displaced from their homes. This film follows one family's heroic journey to seek refuge from war-torn Ukraine to rural Wisconsin. Their true story shows us how empathy and human ingenuity can make anything possible. Directors: Perri Peltz and Matthew O'Neil

UGO: A Homecoming Story (WhatsApp) After a life spent in Greece and a career in the US, Greek-Nigerian NBA superstar Giannis Antetokounmpo was ready to see his Nigerian homeland for the first time. The long-awaited homecoming became a 30-minute documentary, titled after Giannis' Igbo name, UGO. Creators: Rick Famuyiwa, Blessing Uzzi, and DA Yirgou

EPISODIC SERIES:

Adidas Originals CypHERS (Adidas) *Adidas Originals cypHERS* brought together the most unique underground female Hip Hop artists in Houston and Atlanta for an iconic collaborative session. Mass Appeal hand-picked artists and producers from both cities to create an original song, music video and mini-doc that celebrates women pushing the culture forward. Director: Maya Table

The Foundation of Belleza (Sephora) Adrienne Bailon-Houghton explores the essence of Belleza in the Latine culture unraveling generations of wisdom. Meeting three Sephora Latina beauty brand founders, she dives deep into beauty narratives, debunking stereotypes and embracing Latinidad. Through conversations with family and influencers, she champions cultural representation, shaping a legacy for future generations. Director: Gabriela Ortega

The Santa Stories (Coca-Cola) A collection of two magical Christmas short films that show why the world needs more Santas. Directors: Steven Caple Jr. (*Ho Ho Heist*), Bryce Dallas Howard (*The Note*)

You Are Here with Colman Domingo (Diageo - Johnnie Walker) *You Are Here* is an intimate travel memoir series hosted by Colman Domingo. Told through the lens of four cities –

***** EMBARGOED UNTIL THU, MAY 16 AT 11:00 AM ET *****

Savannah, Philadelphia, New York City and Chicago – Colman revisits the pivotal locations, sharing great conversations and great cocktails with the people and found family who lifted him up. Director: Nick Brigden

AUDIO:

Cautionary Tales x HBO/The Regime Podcast Episodes (HBO and Pushkin Industries) Tim Harford examines the true stories behind HBO's new series "The Regime". Cautionary Tales is all about the mistakes of the past and what we can learn from them. In this two-part special, Tim investigates real-life dictatorships and the social science that explains them. Executive Producers: Alice Fiennes, Michael Gluckstadt

IRL: Online Life Is Real Life - The Art of AI (Mozilla Foundation) Online life is real life, and artificial intelligence is having a huge impact. But how does AI change when people — not profits — come first? IRL tells the stories of people building responsible alternatives to the tech that's rewriting how we work, communicate, and even listen to music. Executive Producers: J. Bob Alotta, Karen Burgess

Science Will Win - Season 3 (Pfizer) Pfizer's Science Will Win podcast takes listeners under the microscope of some of the most promising medical innovations, exploring therapies which have the potential to shape the future of healthcare. Last season explores how AI can help the scientific community overcome one of the greatest challenges facing humanity: antimicrobial resistance. Creators: Erica Santiago (Pfizer)

Talking Pictures (Max and TCM) We all remember the first movie to really scare us, or the movie a parent loved and watched repeatedly. We know which movies changed us, inspiring a move or a new career path. Ben Mankiewicz collects these moviegoing memories from Hollywood's most interesting writers, actors, and directors in Talking Pictures. Executive Producers: Angela Carone and Michael Gluckstadt

GAMES & IMMERSIVE:

Brawl Stars: Starr Park CCTV (Brawl Stars) Brawl Stars is one of the world's most popular mobile games. For its 5th anniversary, we created a six-week long interactive scavenger hunt in the game itself, where players could access a fully immersive interactive CCTV Security Room to discover the origin stories of the game's setting and characters. Creator: Supercell In-House

Cyberpunk 2077: Phantom Liberty (Cyberpunk 2077) Cyberpunk 2077: Phantom Liberty is a spy-thriller expansion for Cyberpunk 2077. Players take on the role of V, diving deep into a story of espionage and political intrigue set in the heart of a brand-new area of Night City — the dangerous district of Dogtown. Creator: CD Projekt Red

The Forever Labyrinth (Google Arts & Culture) The Forever Labyrinth is an ever-changing maze of halls, rooms, clifftops and cellars, filled with the collected works of the late human race. And your friend is lost somewhere within its walls, as are several others... Will you escape? A rogue-like narrative adventure, made in collaboration with Google Arts & Culture. Director: Jon Ingold

Harry Potter: Visions of Magic (Warner Bros. Discovery Global Themed Entertainment & Neon) Harry Potter: Visions of Magic is an interactive journey through a series of immersive and evocative environments, inspired by enigmatic places from the beloved Harry Potter and Fantastic Beasts film series. The experience celebrates the iconic, remixing it into something bold, artistic, and contemporary. Creator: Digital Kitchen

***** EMBARGOED UNTIL THU, MAY 16 AT 11:00 AM ET *****

Headspace XR: A Playground For Your Mind (Headspace, Meta) An immersive playground for the mind, *Headspace XR* is a first-of-its-kind XR product where users can move, play, meditate, relax, and explore in an open world with their friends, all while learning lifelong mindfulness skills they can benefit from in the real world. Creator: Nexus Studios

MLB The Show Storylines: The Negro Leagues (PlayStation Studios) *MLB The Show Storylines: The Negro Leagues*, in partnership with the Negro Leagues Baseball Museum showcases eight players, narrated by Negro Leagues Museum President Bob Kendrick. The goal of the project is to educate, enlighten, and celebrate the rich history of the Negro Leagues and pay tribute to these superstars. Creators: Jarred Schiff, Gavin Filipiak, Ramone Russell, Brandon Akiaten

Project Maji: Waters of Change VR Experience (Project Maji) Join thirteen-year-old Dagbe on an immersive virtual reality story as she works toward improving her community in rural Ghana. On this special day, her life will change forever when Project Maji, a sustainable water charity, arrives to install a clean water pump in the village. All with your help! Creators: Bilge Tekin, Dominic Clarke, Nicholas Masters-Waage

COMMERCIALS:

Choose Happy (Les Mills) To celebrate making joyful workout choices, we mimicked the fitness advertising world. Starting with showcasing stereotypical sports advertising motifs, including ominous cinematography and masculine archetypes. Only by painting a believable and entertaining 'fitness hell' could we emphasize the exact opposite— the joyful and optimistic workouts provided by Les Mills. Director: Andreas Nilsson

Dimensions (Savannah College of Art and Design) *Dimensions* metaphorically portrays the creative process through a multi-dimensional journey, delving deeper with each choreographed step into the landscapes of a creator's imagination. The film weaves design, animation, dance, live action, music, and stable-diffusion AI, into a rhythmic aesthetic filmed on SCAD's leading-edge LED volume stage. Director: Scholar, Chris Finn

Enjoy The Ride - Sabali Bicycles (Sabali Bicycles) Embark on a high-octane exploration through the inventive mind of Ali Sabbah, the visionary founder and master craftsman behind Sabali Bicycles. Director: Marco Baldonado

Home (Delta) In an unexpected journey, a woman finds a home and belonging with the help of Delta Airlines, narrated by the Academy Award-winning actress Viola Davis. This story reveals how stepping beyond your doorstep can lead to profound self-discovery. Director: Allison A. Waite

Like a Good Neighbaaa (State Farm) Arnold Schwarzenegger is cast to play Agent State Farm in Agent State Farm the movie. There's just one catch... he can't quite nail the slogan. Until his sidekick Danny DeVito steps in. Director: Jim Jenkins (O Positive)

Michael CeraVe (CeraVe) 'Michael CeraVe', directed by Tim & Eric, shows a lesser-known side of actor Michael Cera: his passion for human skin. In the fever-dream film, which debuted in this year's Super Bowl, Cera encounters a talking narwhal and weirdly handsome dermatologists along his journey which answers: did Michael Cera develop CeraVe? Directors: Tim Heidecker and Eric Wareheim

***** EMBARGOED UNTIL THU, MAY 16 AT 11:00 AM ET *****

Uber One | Uber Eats Best Friends (Uber) This launch film features Hollywood icon Robert De Niro and rising British actor, Asa Butterfield. They form an unlikely friendship after bonding over their uniquely shared passion for eating food and going places. During the film, they eat food from Uber Eats and go places in Uber rides. Director: Dave Shane

Winning Streak (PUMA x Noah) This irreverent spot for PUMA x Noah is part of the "Dare to unbare" campaign. It showcases the retro chic of the apparel line against the backdrop of a tennis match disrupted by a "streaker." "Winning Streak" takes its cue from the power of everyday rebellion. Director: Brian Billow

CONTENT CREATOR/INFLUENCER:

Google Chrome Speed Challenge (Google) When choosing a browser, speed matters most. To make Chrome synonymous with speed, we brought Lil' Yachty and Busta Rhymes together to create a song to match the speed of F1's Lando Norris' fastest lap. Users jumped into the challenge to create their own verses creating a groundswell of conversation. Director: Ehsan B - Arts & Sciences

Jacksonville Jaguars 2023 Schedule Release Video (Jacksonville Jaguars) This mockumentary reveals the "truth" behind the NFL: just like your favorite TV shows, the fate of your favorite football team is predetermined by a writers room. The Jaguars granted writer/director Asher Grodman unprecedented access for this satire; "It's not about winning, it's about putting on a show." Director: Asher Grodman

NFL Creator Of The Week - A janitor fulfills his dream, kicking for the Rams (NFL) Bad news: the Rams kicker was out and the game was about to start. Good news: a janitor overhears the coaching staff's predicament and seizes the opportunity. 'I can kick,' he tells them. He sounds confident and they have no other choice, so they give him a chance to fulfill his dream... Director: Max Goodrich

Show Your(s)e.l.f. - Chella Man (e.l.f. Beauty) Chella Man (they/he) deaf and queer artist explores self-expression, identity, art & how they intersect. Director: Dorothy Allen-Pickard

The Saturday Story featuring Deba for Weekday (Weekday) Deba lands a dreamy, lead role in a big film being made by Weekday. She tells everyone. She sets up a livestream for fans to watch along as she reacts to the trailer. Except, she's nowhere to be seen. She's been cut and she needs to find out why. Director: Deba Hekmat, Matthew Hearle, Michael Algeborg (TikTok)