



June 18, 2015

SapientNitro Brings Boundary-Breaking Content to the 61st Annual Cannes Lions Festival

SapientNitro's "Meet the Disruptors" series returns to the Main Stage in "How Tinder Coupled Technology with Human Experience," featuring Sean Rad, President and co-Founder of Tinder

BOSTON--(BUSINESS WIRE)-- SapientNitro, part of Publicis.Sapient, announced today the agency's programming at the 2015 Cannes Lions Festival, taking place in both the Palais des Festivals and the SapientNitro Rooftop Penthouse. Throughout the week, SapientNitro will inspire audiences with speakers and experiences that stand at the intersection of story and technology.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150618006312/en/>

"We have curated discussions and experiences that showcase innovations that are changing the way brands engage with consumers," said Bill Kanarick, CMO of SapientNitro. "From social discovery to gamification to mobile and virtual reality, we are exploring the latest boundary-breaking ideas that have potential to disrupt the status quo and alter the way brands enhance the human experience and create stronger connections with their audiences."

SapientNitro is kicking off the week with its latest installment of the "Meet the Disruptors" series in, "How Tinder Coupled Technology With Human Experience" on Sunday, June 21 at 11AM on the Main Stage (Grand Auditorium Theatre, Palais des Festivals, Cannes, France). The seminar will feature President and co-founder of Tinder, Sean Rad, who will speak with Caroline Daniel of the *Financial Times* about how his app is disrupting the way humans connect.

Another area ripe for disruption is retail, with the emergence of virtual reality. On Friday, June 26 at 2:25PM on the premier Innovation Stage, SapientNitro's Chief Creative Officer for North America, Gary Koepke, and CEO of Sixense, Amir Rubin, will discuss how virtual reality is about to transform how retailers and brands can bring inspiring journeys of discovery from the physical world into the digital realm, in both in-store and e-commerce scenarios. SapientNitro will also demo a virtual reality retail experience throughout the week in the agency's Rooftop Penthouse (as detailed below).

SapientNitro will also be hosting a series of talks and experiences at the SapientNitro Rooftop Penthouse, located at 2 Boulevard de la Croisette, 5th floor, directly across the street from the Palais des Festivals:

Virtual Reality Experience: The Apartment by The Line

Monday, June 22, through Friday, June 26, 9AM-2PM

In a curated virtual reality experience, SapientNitro will bring this immersive technology to life by transporting Cannes attendees to New York's Soho District to shop at "The Apartment by the Line," a place to discover and purchase gorgeous articles in the intimate context of a home. See firsthand how close we are to shopping and transacting in a virtual realm.

Stop Creating Ads, Start Creating Worlds: A Storyscaping Workshop

Monday, June 22, 12PM - 1:15PM

Drawing from their *New York Times* bestseller *Storyscaping*, Gaston Legorburu and Daz McColl of SapientNitro will walk through the recipe for creating adaptive "story systems" peppered with real brand examples.

Native Brand Storytelling: A Tinder Conversation

Tuesday, June 23, 12PM - 1:15PM

An up close and personal conversation about contextual brand storytelling through Tinder technology, with the pairing of Tinder co-founder Sean Rad and Neil Dawson, Chief Strategy Officer, SapientNitro Europe.

How Stories Are Spread: A Conversation with BuzzFeed's Jonah Peretti

Wednesday, June 24, 12PM - 1:15PM

Join the founder and CEO of BuzzFeed to uncover the ways in which his company combines sophisticated analytical technology with story to create shareable delicious content. Hosted by DigitasLBI, Razorfish and SapientNitro.

Adland Uncovered

Wednesday, June 24, 4PM- 5PM

Ask the tough questions about how the marketing trade magazines work and hear what adland editors have to say about how they cover the advertising industry. Meet the editors behind *Campaign*, *Marketing Week* and *The Drum*, in partnership with

Propeller Group.

Humans Are Predictable

Thursday, June 25, 12PM - 1:15PM

Simon James, VP Global Performance Analytics at SapienNitro, will discuss how to exploit raw human predictability for better storytelling and offer insights into what brand marketers should know about data analytics.

For more information, please click [here](#).

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About SapienNitro

SapienNitro®, part of Publicis.Sapient, is a new breed of agency redefining storytelling for an always-on world. We're changing the way our clients engage today's connected consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. We call it our Storyscaping® approach, where art and imagination meet the power and scale of systems thinking. SapienNitro's unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target and Vodafone, in 31 cities across The Americas, Europe and Asia-Pacific. For more information, visit www.sapiennitro.com.

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