

'The PR industry has always been a bit stiff ... and the ad guys are too loose. But I think the key to our success has been mashing the two together and Cannes allowed us that. After winning a few Silvers and Golds this year, we opened up in New York and Brussels. If you want to play the international scene, you need to play the big arena.'

Tom Beckman
Executive Creative Director, Senior Partner
Prime

Great stories start in Cannes

