MediaCom China hosts ‘The Festival of Creativity’

The Festival featured industry-leading speakers, educational sessions based on creativity and inspirational workshops.

MediaCom China welcomed media partners and clients to its three offices for a four-day creativity event for employees across the country.

Taking a lead from The Cannes Lions Festival of Creativity, the purpose of the Festival was to explore the full potential of creativity in media.

Starting 30th June, Rupert McPetrie, CEO of MediaCom China and Patrick Xu, CEO of WPP China, launched the Festival at MediaCom Shanghai’s offices, which was followed-up with events at MediaCom Beijing and Guangzhou.
The beach-chic week of inspiration featured VIP guest speakers, including Clarence Mak, President Mars Wrigley China, Keren Cheung, Country Manager of Hasbro China, Jim Xue, General Manager of Brand & Marketing and Jenny Chan of WARC.

Workshops were also hosted by media partners such as Bilibili, Baidu, Bytedance and Tencent, as well as from thought leaders across MediaCom, including a virtual talk from MediaCom’s new Global CEO, Nick Lawson, who shared his view on the importance of creativity for the agency and its clients.

Additionally, A Xiaomi and Tencent Tech Garden was set up, a Cannes Cinema was unveiled, a DIY Canvas was constructed, and other activities were put on to challenge MediaCommers to think outside of the box.

Check out the video below for an insight into the week.

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