

# MediaCom China hosts 'The Festival of Creativity'

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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 30<sup>th</sup> 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.

## PEOPLE