

MEDIACOM

BLOG

Sir Martin Sorrell on Cannes, the ad industry, and 2018 predictions

SIR MARTIN SORRELL

CEO
WPP

CANNES OPINION

01 SEP 2017

In this exclusive video interview, WPP CEO Sir Martin Sorrell talks Cannes, what he would change about the advertising industry and what to look out for in 2018

What would you change about the advertising industry? What stood out at Cannes Lions 2017? And what will impact the industry in 2018?

In these exclusive video interviews, WPP CEO Sir Martin Sorrell shares his opinions with MediaCom. Click below to find out what he had to say.

Sir Martin on Cannes 2017:

Sir Martin on what he would change about advertising:

Sir Martin's 2018 predictions:

Get insights in your inbox

Interested in the future of media and marketing?

Get actionable advice, insights and opinion from MediaCom experts every month

[Sign me up](#)

[CANNES](#) [OPINION](#)