

Cannes Lions developers new digital platform

The Cannes Lions International Festival of Creativity has developed a new digital resource, The Work. The digital platform offers ways to search over 200,000 global pieces of creative work, curated playlists, and spotlights on the work of individual brands and agencies.

It also contains user insights from 250 global agency and in-house stakeholders, along with data science and data engineering. The Work will officially launch at the Cannes Lions International Festival of Creativity in June 2018.

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