

R T L



From attention economy to trust economy

5 key learnings from RTL Beach at the Cannes
Lions that will shape the industry tomorrow

Cannes Lions, the international festival of creativity

The biggest marketing & advertising festival in the world:

- 15 000 delegates
- 500 speakers
- 90 country represented
- 27 000 award entries
- 60 global CEOs
- Famous speakers in 2026: Oprah Winfrey (TV Host & Producer), Jerry Bruckheimer (Movie director & producer) Priyanka Chopras (Actress), Questlove (Musician)...
- Global CMOs and agency CEOs: Artur Sadoun (Publicis) Marc Pritchard (P&G), Takeshi Sano (Dentsu), Dana Katz (Heineken)



Key learnings from the palais



AI doesn't replace creativity

While tech is optimizing the speed of work – creatives should still take the time to explore, feel & confront



Culture beats uniformization

Brand should take a stand on who they want to reach and create a strong differentiated positioning



Teamwork & care build success

Creating strong cohesion among teams and focusing on feedback of co-workers support successful creative work



Consistency delivers across fragmentation

In a world where marketing touchpoints multiply, delivering a unique message boosts marketing effectiveness

RTL Beach, the Plage to be

RTL Beach
by RTL AdAlliance

The Plage to be.



RTL Beach in a nutshell

31 speaking slots in total, 100 speakers

- **39 Brand & Agency speakers:** Nestlé, SharkNinja, Backmarket, Opella, L'Oreal, Coca-Cola, BMW, EasyJet, Luxottica, GetYourGuide, Lenovo, HP, Volvo, Velux, Beiersdorf, Accor, Reckitt, Unilever, PepsiCo...
- **20 Media speakers:** RAI, RTL Nederland, RTL DE, ITV, Samsung, WarnerBros, NBCU, MagentaTV, Disney, Paramount, Samsung Ads...

Top speakers

Advertisers & Agencies

- Melanie Brinbaum (CMO Nestle Europe) Jenny Treiber (CMO Mini) Joy Howard (CMO Backmarket) Katja Brandt (CEO Dentsu Germany)

Media:

- Kelly Williams (ITV) Rak Patel (Channel 4), Frank Vogel (AdAlliance), Fabrice Mollier (Canal+) Inga Leschek (RTL Deutschland)

Celebrities / Key voices:

- Rory Sutherland (Ogilvy) Marc Ritson (MiniMBA) Sir John Hegarty (Business of creativity), Ian Russel (Molly Rose Foundation) Jorge Gonzalez (Let's Dance)



Our top 5 learnings of the week

1. Trust is the ultimate currency for marketers
2. Premium content strikes back
3. AI is an infrastructure for creativity
4. Let's learn do the basics right again
5. Measure what matters
6. Building a bright future for European video





Trend #1

Trust as the ultimate curre



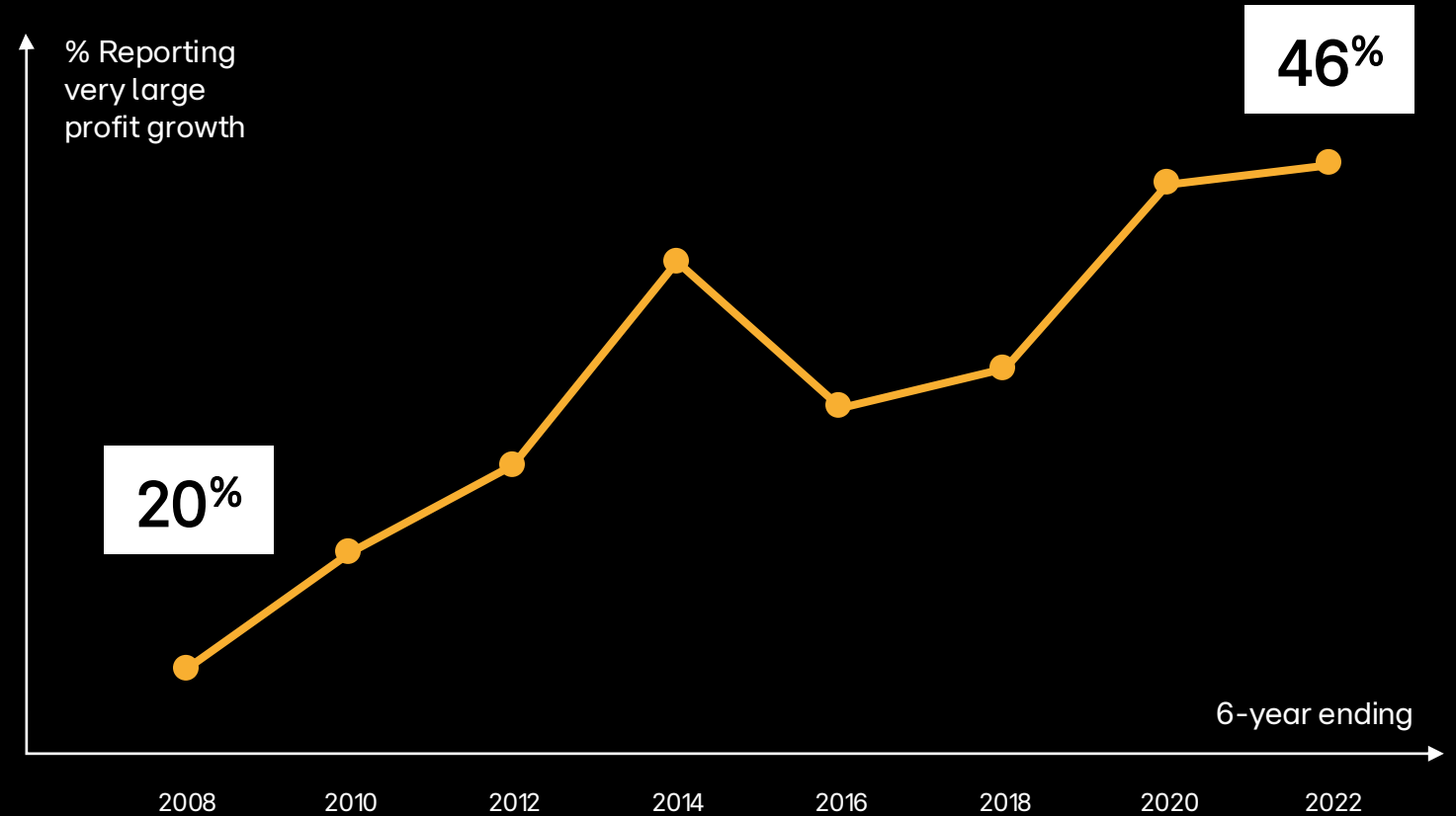


**Trust is the single most important metric
for us.**

Why trust matters?

Correlation between brand trust and profit has doubled in the last 15 years...

% Cases with strong trust growth reporting strong profit growth



Trust is a universal matter in marketing & advertising

E-commerce

« Trust is our #1 barrier to growth »

Joy Howard, CMO Backmarket

Petcare

« Trust is non negotiable »

Ricardo Prieto Ortiz,
Marketing Director,
Purina Europe

Beauty

« Our product go onto people's skin, trust is paramount »

Myralda Derks
Chief Consumer & Market
Intelligence Officer, L'Oreal

Insurance

« Insurance has an history of being trustworthy and reliable »

Conny Kalcher, Chief Customer
Officer, Zurich Insurance

Food

« Trust on a broader spectrum is a key benefit »

Rafael Narvaez
CMO, Mutti

Tourism

« Sponsorship is a trust trigger »

Lucie Metzger, VP Brand & Media
Accor

Consumer electronics

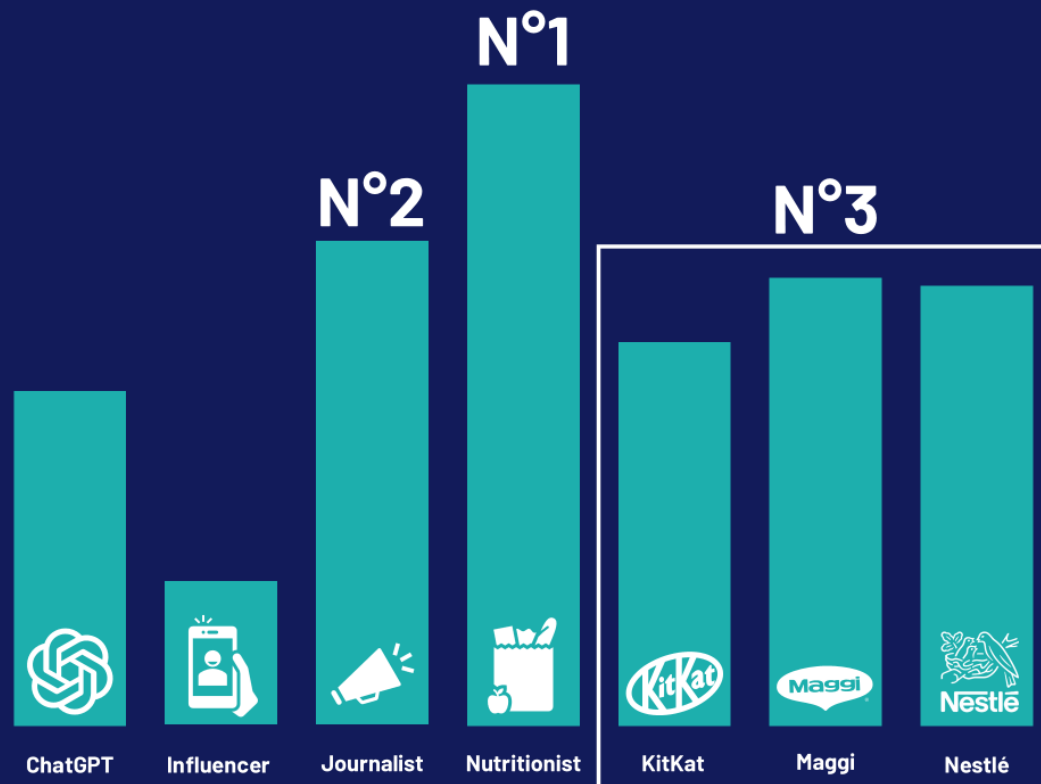
« Trust encompasses quality, innovation & solutions »

Dave Kersey,
VP Global Media
SharkNinja

Consumers still strongly trust brands in a world overflowed with information

Brands are the
3rd most credible
source, **right**
before AI

How much do you
believe this food claim:
(endorsed by...)
average across claims



Powered by Ipsos CreativeLabs and Remesh

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8



PART 2 TRUST AND MEDIA



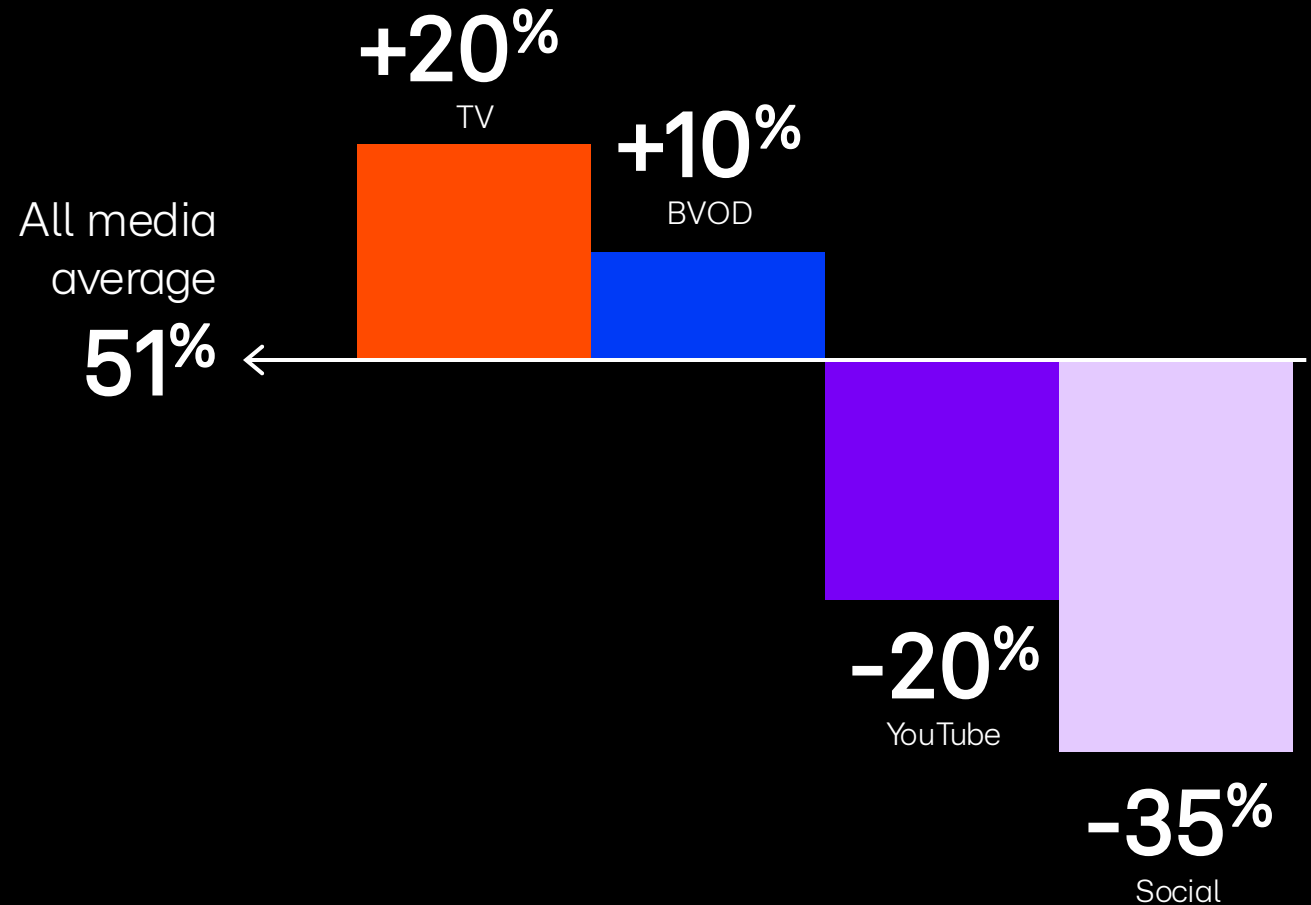
“Half of health-related content on social media is inaccurate – brands need to scale the truth ”

Severine Autret,
Global Creative Lead
Opella

Trusted media build trusted brands.

« I can trust a brand that I discover for the first time through an ad on the following media.

(Any agree, Europe)





“More than ever, media is the message: it brings trust because not everybody can afford it”

Ricardo Prieto Ortiz,
Marketing Director, Purina
Europe



**"Control the context, you
can't be trusted in a
context that is not"**

Conny Kalcher,
Chief Customer Officer,
Zurich Insurance

And in the end... trust the CMO



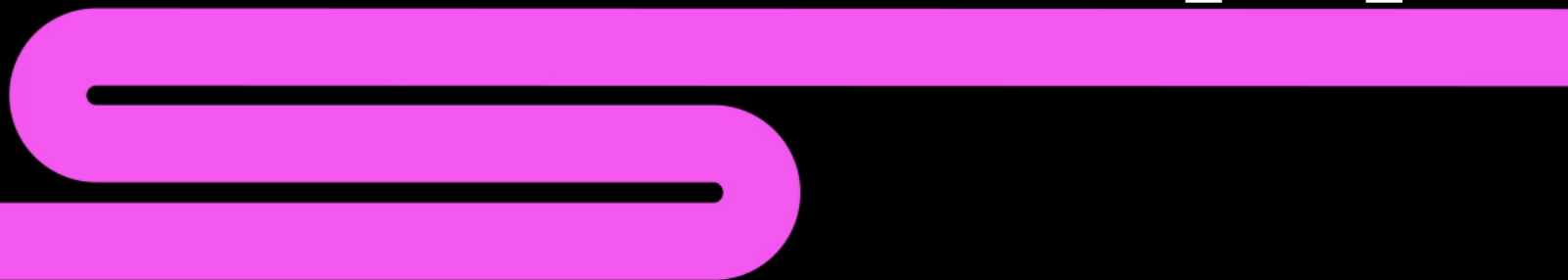
"My boss told me – it's just a brilliant idea – we don't need to show a dashboard or ROI against it – I trust you"

Melanie Brinbaum, CMO Nestle

Trend #2

Premium content strikes back

+44%



higher trust

when watching in professionally produced content vs. in non-professional content

Definition of premium media

1. Professionally produced
2. Ad & Content is controlled by humans
3. Independently measured
4. Trusted by the audience



We should have more pride in
what we do, talk about the
quality of the content we
provide...

Lee Sears

President Ad Sales International
Markets

Paramount



RTL 11:15 - 11:45

CANNES LIO

Content to reach the masses



Moderated by
Frank von
Adriaan

See full prog



Matthias Heinze
SVP Advertising, Warner Bros Discovery



Michael Radelsberger
SVP Advertising, Warner Bros Discovery

"It's not about more content it's about better content"

Matthias Heinze
SVP Advertising, Warner Bros Discovery

Bringing best of both worlds to the audience



Internationally acclaimed programmes



Relevant local sport & entertainment

The collaboration map

R T L

Global streamers and local champions

prime video

&

france.tv

rtve play

R T L



Disney+

&

itv

ATRESMEDIA



ZDF

NETFLIX

&

TF1
GROUPE

pluto tv

&



HBO
max

&

R T L



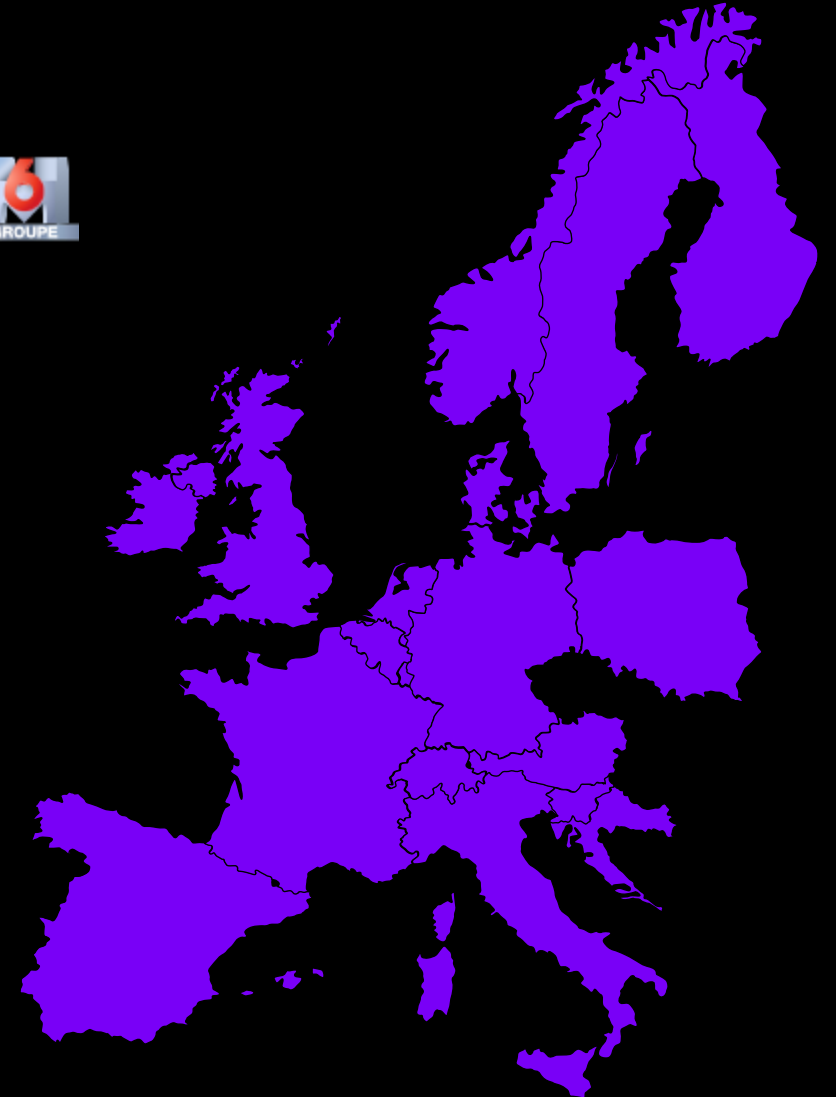
Samsung
TV Plus

&

rtve play

RMC
BFM

and more...



Bringing sport back to the people (and the advertisers)

Streaming brings more visibility to niche sport and more content for hardcore fans



Broadcast develops further side content to enhance the experience of fans



Towards less fragmentation and more distribution of the content



Roland Garros 2026 final in Germany was broadcasted on 5 channels/platforms



Overperformed in every channel

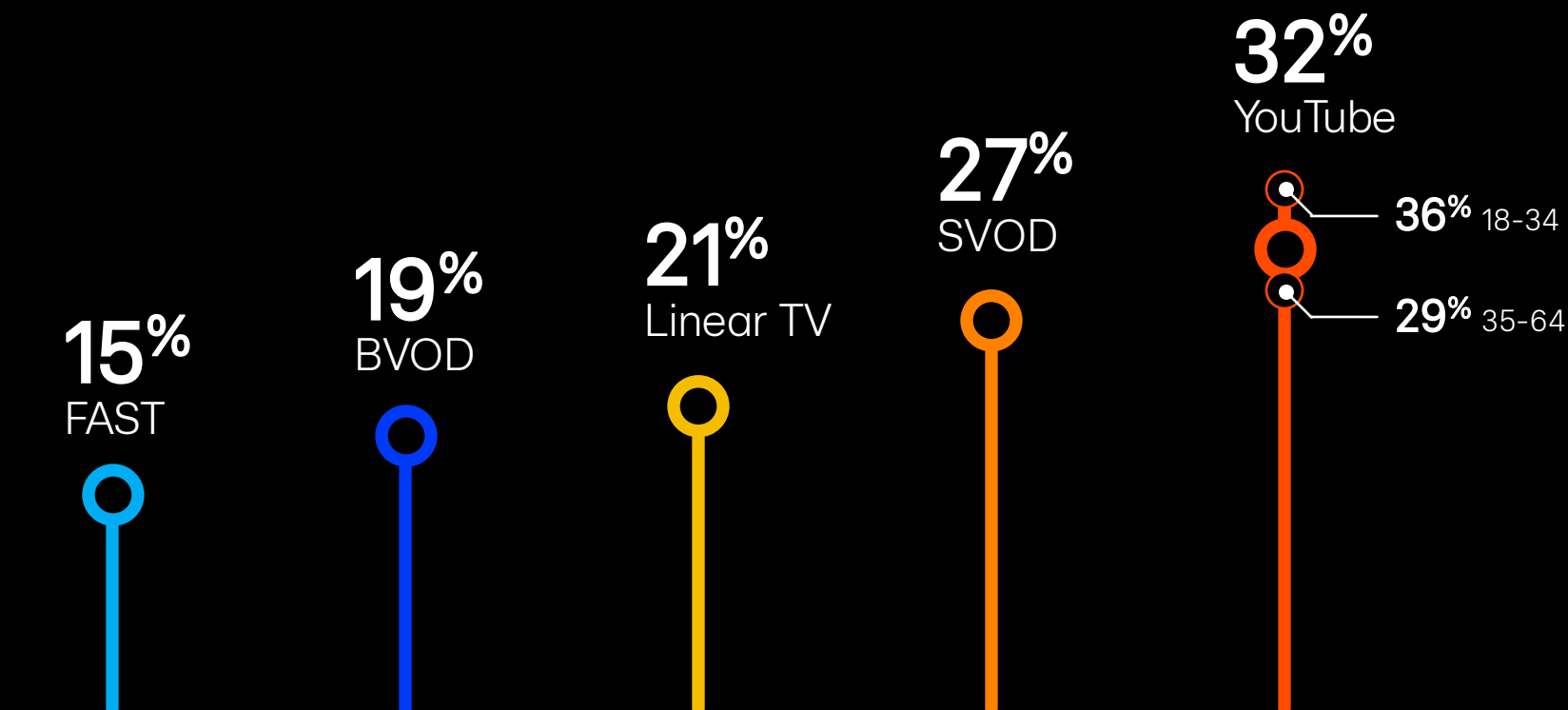
"Trust matters in
Entertainment, once we have
people's attention, we don't
want to waste their precious
time."

Inga Leschek, chief content
officer RTL Deutschland



"The content hooks me but I often regret wasting time on it"

Any agree



Trend #3

AI as an infrastructure for creativity



AI generated content can feel uncomfortable especially in advertising...

Challenge: Discomfort with AI generated content



46%

Trust a generative AI tool less if they knew its answers were influenced by advertisers (global population).



60%

The French show the highest level of discomfort with AI creating content for brand advertising.

Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.

© Ipsos | Ipsos At Cannes 2026 | The Pledge for Trust



« Our AI empowered creative team employs 50 people – human first/human last. Talented humans to brief & control the machine »

Severine Autret, Global Creative Excellence Lead , Opella

Creativity
is at the heart
of Bertelsmann



« AI and creativity often feel like a race the bottom – everybody talks about more content, faster, cheaper. We need more meaning rather than more noise»

Philipp Schmidt,
CEO Webedia Brand
Xperience





« All the money that AI can save you on production cost goes into media, that makes creatives resonate more»

Marco Gijsen
Director ALLY
Ad Alliance Netherlands



« When you manage to achieve something that was not possible before, technology disappears, emotion kicks in »

Philipp Schmidt,
CEO Webedia Brand
Xperience

AI is also fueling the next
level of content production



Trend #4

Doing the basics right



Talent is getting harder to find in marketing

51%

of marketing leaders say access to talent has become harder in the last 2 years

Source: Mediasense, the future of marketing talent



"Marketing is a profession, not just a sensibility"

Claudia Navarro, SVP Global Marketing
Experience at Coca Cola

"Just use AI to enable you to be even more experts"

Isabelle Massey , Global head of media &
integrated brand experience, Unilever

**"Critical thinking, scepticism and questioning
will become more critical"**

Anne Fritzsche, Head of media infrastructure
and commercials, Amazon





**“Marketers need to
know marketing”
Mark Ritson**

Marketers are a widely undertrained profession..

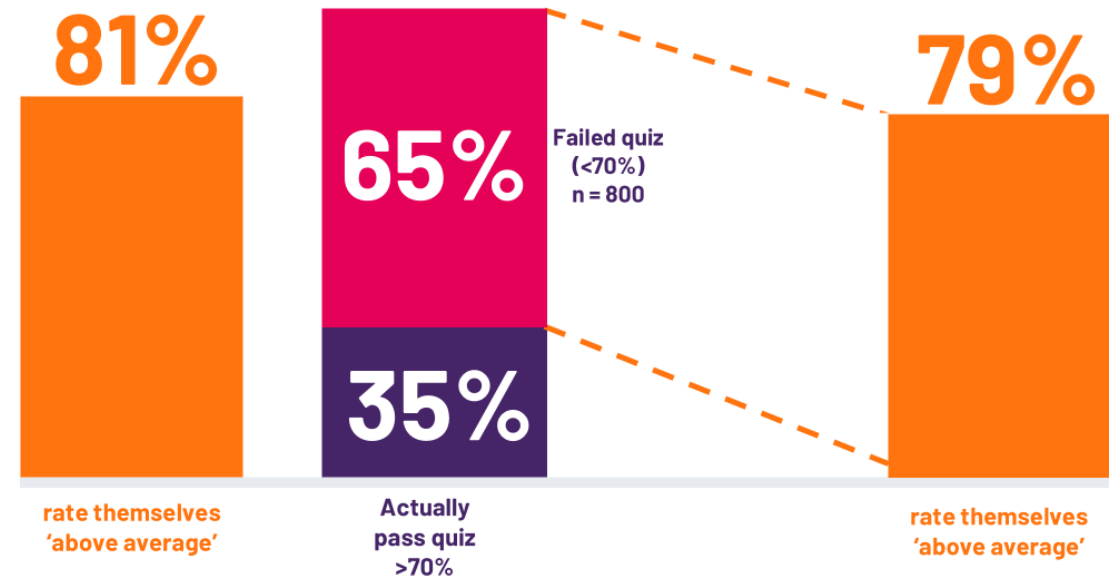
#	Profession	Training Requirement	Workforce	Trained	Training Coverage
1	Real Estate (Agents / Brokers)	Mandatory (licensed)	1,600k	100%	100%
2	Financial Advisers (RIA / BD)	Mandatory (regulated)	330k	92%	92%
3	Management Consulting	Recommended	900k	68%	68%
4	IT / Software Development	Recommended	1,850k	65%	65%
5	Accountancy (non-CPA)	Recommended	1,424k	58%	58%
6	Journalism / Media	Recommended	173k	55%	55%
7	Human Resources	Recommended	961k	55%	55%
8	Public Relations	Recommended	271k	52%	52%
9	Marketing	Recommended	375k	38%	38%
10	Sales (B2B / Enterprise)	Low / None	14,000k	15%	15%

Marketers think they're doing great even though they have limited basic knowledge...

RESULTS – BY TRAINING BACKGROUND

The Perils of Self Perception

Most marketers who fail the quiz still rate themselves **above average**.



Self-assessment: % rating themselves 'Above Average' or 'Outstanding' on confidence in marketing.. Base: Passed n=426, Failed n=800. | US,UK,CA,AUS marketers 18



But trained marketers are better at many things...

WHAT DOES TRAINING DELIVER?

Marketing training delivers broad, significant upsides

4.4×

more likely to pass
the knowledge test

+29pp

more likely to still be in
marketing in 10 years

+17pp

Better at advocating for
budget

+13pp

more influential
marketing teams

+20pp

higher career
happiness

+22pp

higher confidence
in role

+20pp

better knowledge
capture

+10pp

feel better
incentivised

Base: n = 1226 | Global marketers 18+ (UK n=317, US n=298, Australia n=306, Canada n=305).





**"Technology changes.
Human nature changes
very little."
Sir John Hegarty**

Storytelling pushes ad effectiveness

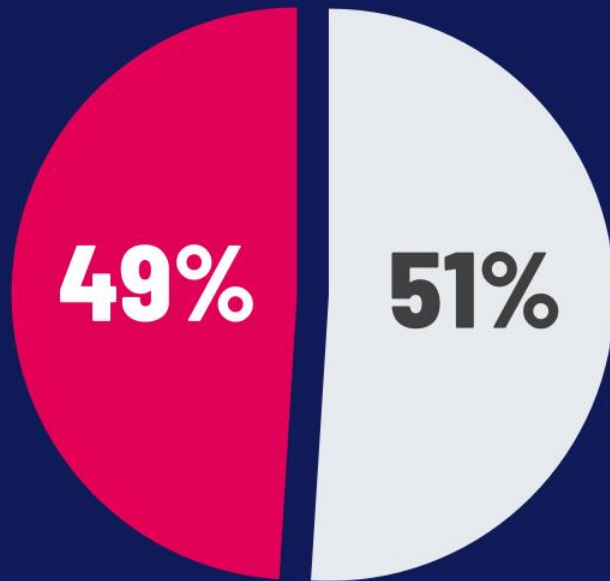
Ads with stories are more effective in changing Behaviour



Source: n=15,000 Ipsos CreativeSpark video ad evaluations. Video ads were processed through Generative AI models to classify if creative tactics were present Yes/No. Video ads were grouped by themes of tactics they most represented. Individual tactics are represented with their proportional % variance explained in driving the effects metric.

But only half of ads actually tell a relatable story...

Only half of ads tell a relatable story.



■ Tell a relatable story ■ Do NOT tell a relatable story

Source: n=15,000 Ipsos CreativeSpark video ad evaluations. Video ads were processed through Generative AI models to classify if creative tactics were present Yes/No. Video ads were grouped by themes of tactics they most represented. Individual tactics are represented with their proportional % variance explained in driving the effects metric.

© Ipsos | Ipsos At Cannes 2026 | The Power of Storytelling in Creative Effectiveness

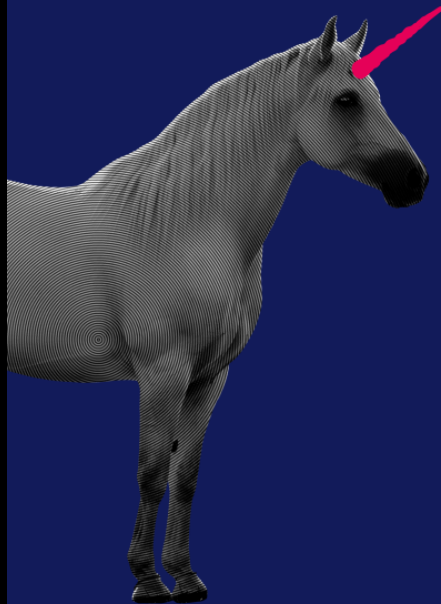
29





Marketers should dare more to surprise their audience to push ad recall!

is effectiveness sense in **nonsense**



Humour
+14%

X2.7
effect

Humour x
Illogical &
Unexpected
+38%

+% Likelihood to be a Top Third Performer on Memory Encoding

Source: n=15,000 Ipsos CreativeSpark video ad evaluations. Video ads were processed through Generative AI models to classify if creative tactics were present Yes/No. Video ads were grouped by themes of tactics they most represented. Individual tactics are represented with their proportional % variance explained in driving the effects metric.



Trend #5

Measure what matters!



95%

of people seeing an ad are not 'in-market' which makes performance-only focused measurement irrelevant

Kelly Williams
Managing Director, Commercial ITV





"A good measurement orchestration of the brand & performance effects of advertising makes every euro invested work twice"

Barbara Falanga
Media COE Lead EMEA,
Lenovo



“Brand consideration is the most important KPI for us as we can mathematically link it to revenue”

Matthias Riedl
Founder,
DCMN

Matthias Riedl
DCMN



"CPM, CPC, CPV are KPIs that make companies disregard TV – when you add quality layers, TV stands out"

Xavier Tardy
Head of Brand,
Get Your Guide



“What gets micro-measured tends to be micro-managed”

Rory Sutherland
Vice Chairman,
Ogivly UK



Trend #6

Creating a bright future for European video



"It's cool that there is robust traditional media here in Europe and I take pride in supporting it"

Joy Howard
CMO, BackMarket

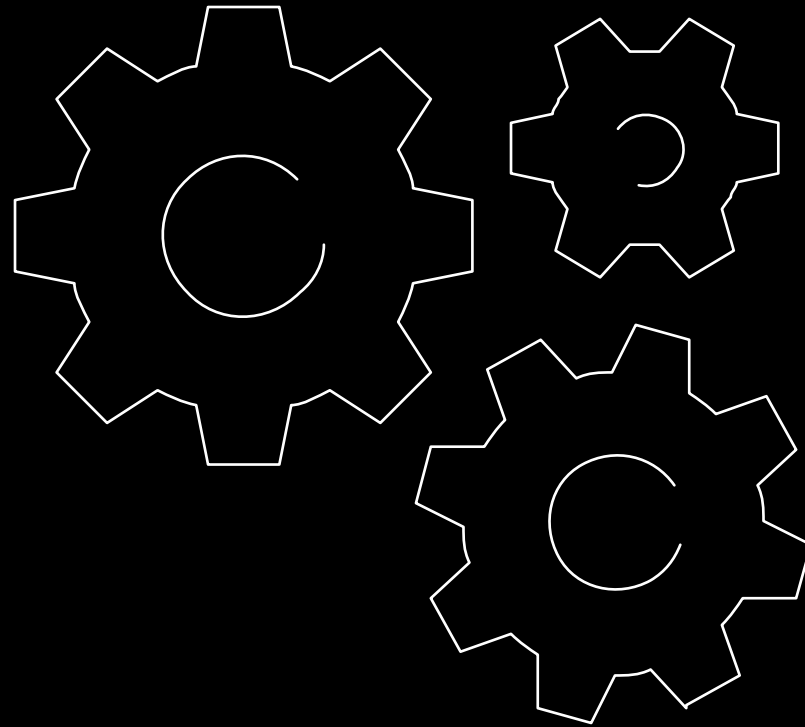


“Fragmentation is the issue; how do you make our life easier to reach our trust objectives?”

Dorit Posdorf
CMO, ManikoNail

Making our added value actionable

Quality and
impact have
to be measured



Trust matters

Collaboration
and simplification
are key

RTL 10:30 - 11:15

CANNES LION

Total Video Champions



Deborah Armstrong
The Walt Disney Company



Stéphane Coruble
RTL AdAlliance



Virginie Heloin
Warner Bros. Discovery



Moderated by
Justin Lebbon
Adwanted



“We’re busy putting definitions on things while we should be putting some simplicity”

Michael Radelsberger
Chief Customer Officer,
RTL Deutschland



"We come from the content perspective and need to come into the platform prospective"

Stéphane Coruble,
CEO RTL AdAlliance

EVM

Powered by  **R** **T** **L**



More and more partners
are joining
our European Video
Marketplace.

EVM

Powered by **R T L**

Current and upcoming partners



**GOLDBACH
AUDIENCE**



france•tv

media
FIGARO

MAGENTA TV

VIDAA

Rai Play

R T L +



ATRESMEDIA



CANAL+

HBOMAX



TCL



videoland.



**SPORT
EUROPE.TV**

molotov.TV

**Samsung
TV Plus**

TITANOS

LG Ad Solutions

**CANAL+ BRAND
SOLUTIONS**

**Trust is not a media KPI – you
need to translate it in Quality,
Attention, Relevance...**

Katja Brandt, CEO Dentsu
Germany



**You cannot just claim quality,
you have to prove it with a metric
that advertisers agree with...**

Deborah Armstrong,
VP EMEA, Disney Advertising



Measuring CTV quality using basic signals

A 0-100 point score across **three priority pillars**, independently validating premium video inventory quality across TV, streaming, VOD and display.

1

Addressability

Reaching consented, human endpoints legally and accurately.

Consent integrity	15 pts
ITV Rate	10 pts
Geo consistency	5 pts

2

Supply transparency

The supply path is consolidated, declared and contextually classified.

Direct / PMP demand share	10 pts
Source declared	5 pts
Genre category declared	5 pts
Placement	10 pts

3

Environment quality

Ad is in a brand safe, attentive and measurable environment.

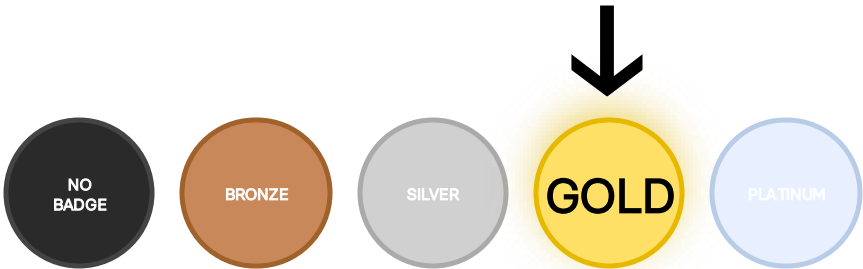
Video completion	15 pts
Viewable / on-screen	10 pts
Sound on	5 pts
Brand safe	5 pts
Frequency measurability	5 pts

Not all CTV is equal!

EVM CTV Inventory

Powered by **R T L**

+24% vs CTV benchmark



Training AI to plan European media the right way

We've tested media strategies generated by LLMs... it ignores traditional media and only plans global platforms, unless it's being trained on media effectiveness research, then TV, CTV and video surfaces again"

Stephane Coruble, CEO RTL AdAlliance



Conclusion

Taking responsibility in media & marketing

10%

of social ads lead you to fake shops...

Dorit Postdorf
CMO, ManikoNail





Big brands have
more skin in the
game when it
comes to trust

Rory Sutherland



"We should see more research about the damage that untrusted media can do to your brand"

Dino Myers Lamptey,
Founder
The Barber Shop



“Marketers live in FOFO – fear of finding out where their advertising money is going...”

**Rupen Desai, Founder,
The Shed 28**



“Conflicts, climate change, refugees...the issues UN is dealing with are being undermined by disinformation campaigns happening on social ”

Charlotte Scaddan, Senior Adviser on Information Integrity, UN



Our key takeaways

1. Trust is the number one focus for marketers and media plays a huge role in building it
2. Premium content matters in building trust and should be at the center of advertising discussions
3. GenAI is now embedded in the production of high-quality, human led content and advertising (and not only in AI Slop)
4. Training marketing talents with basic knowledge is key in a world when they can use AI to do the legwork for them
5. Educating business in the added value of brand advertising and long term effects is key in times of pressure on ad budgets
6. The European video ecosystem needs to pivot towards more simplicity and bolder narrative to thrive in the coming years
7. Responsibility is key as societal damage of untrusted environments surface more and more



Thank you