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SAWA Global Cinema Advertising Association and Magnific Partner for Cannes Lions 2026 Seminar Exploring Human Control and Premium AI in Brand Storytelling

Industry experts from Pearl & Dean, Magnific, Virgin Voyages, and Native Foreign to break down how to deploy advanced artificial intelligence without compromising cinematic craft and brand trust.

CANNES, FRANCE — June 15, 2026 — SAWA, the Global Cinema Advertising Association, and Magnific (formerly Freepik), the leading AI platform for creative professionals, have announced a joint seminar at the Cannes Lions International Festival of Creativity 2026. Titled "Creative Control - Premium AI Meets the Big Screen," the session will take place on Monday, 22 June, 2026, at 13:15 in the prestigious Debussy Theatre inside the Palais des Festivals et des Congrès.

As artificial intelligence becomes ubiquitous across the global advertising landscape, modern audiences are already pushing back against executions that sacrifice quality, authorship, and artistic integrity. This exclusive seminar directly addresses critical industry friction points: How do brands scale with AI without losing craft and trust? What does true creative control look like across technology platforms, production studios, brands, and media networks? Most importantly, how can AI-generated content achieve the rigorous aesthetic and technical standards required for the big screen?

Using cinema as the ultimate benchmark for visual storytelling, the panel brings together world-class leaders from cinema advertising, creative technology, filmmaking, and brand marketing. Together, they will explore how premium AI, when guided by rigorous human intent, discipline, and artistic vision, acts as a powerful collaborative instrument rather than an automated shortcut.

"Audiences return to the cinema because it remains the ultimate space for high-caliber brand storytelling, where craft and visual perfection are absolute non-negotiables," said Kathryn Jacob OBE, SAWA President and CEO of Pearl & Dean UK. "As AI continues to reshape the media landscape, our industry must draw a clear line between thoughtless automated shortcuts and intentional, premium creative execution. True creative control means using technology to expand human imagination, ensuring that every story remains worthy of the big screen."

The panel of elite speakers, representing each aspect of the creative supply chain, will share proprietary insights, real-world case studies, and strategic frameworks showcasing how tools can be bent to the will of director-led and brand-led storytelling.

"At Magnific, we have always believed that technology should empower creators, not replace them," said Joaquín Cuenca, Founder & CEO of Magnific. "The future of advertising isn't about fully automated generation; it's about giving artists and brands precise, granular control over their visual assets. By pairing premium AI capabilities with human discipline and intent, we can unlock an unprecedented scale of creativity that meets the massive technical demands of global cinema."

The engaging seminar promises to deliver a masterclass for global brands, agencies, and filmmakers looking to confidently integrate next-generation workflows while strengthening their commitment to creative excellence and consumer authenticity.

Cannes Lions 2026 Seminar Details

- **Session Title:** Creative Control - Premium AI Meets the Big Screen
- **Date:** Monday, 22 June, 2026
- **Time:** 13:15 - 13:45
- **Location:** Debussy Theatre, Palais des Festivals et des Congrès, Cannes, France
- **Speakers:**
 - **Moderator: Kathryn Jacob OBE** — SAWA President and Pearl & Dean CEO
 - **Joaquín Cuenca** — Founder & CEO, Magnific
 - **Billy Bohan Chinique** — VP, Marketing & Digital Innovation, Virgin Voyages
 - **Nik Kleverov** — Chief Creative Officer, Native Foreign

Festival attendees are encouraged to arrive early at the Debussy Theatre to secure seating. For more information regarding the seminar or to arrange interviews with the speakers, please contact the respective media representatives.

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About SAWA Global Cinema Advertising Association

SAWA is the global trade body for the Cinema Advertising industry. It develops international standards, facilitates advanced audience measurement frameworks, and promotes cinema as the ultimate premium medium for brand storytelling. Through its worldwide network of member companies, SAWA champions the unique impact and creative possibilities of the big screen. Learn more at www.sawa.com

About Magnific

Magnific is the AI platform trusted by creative professionals to produce studio-grade ads and films. Built to place technical control back into the hands of filmmakers and brands, it bridges the gap between the latest AI video models and high-end collaborative workflows. Formerly known as Freepik, Magnific serves more than 1 million paid subscribers worldwide. Learn more at <https://www.magnific.com>