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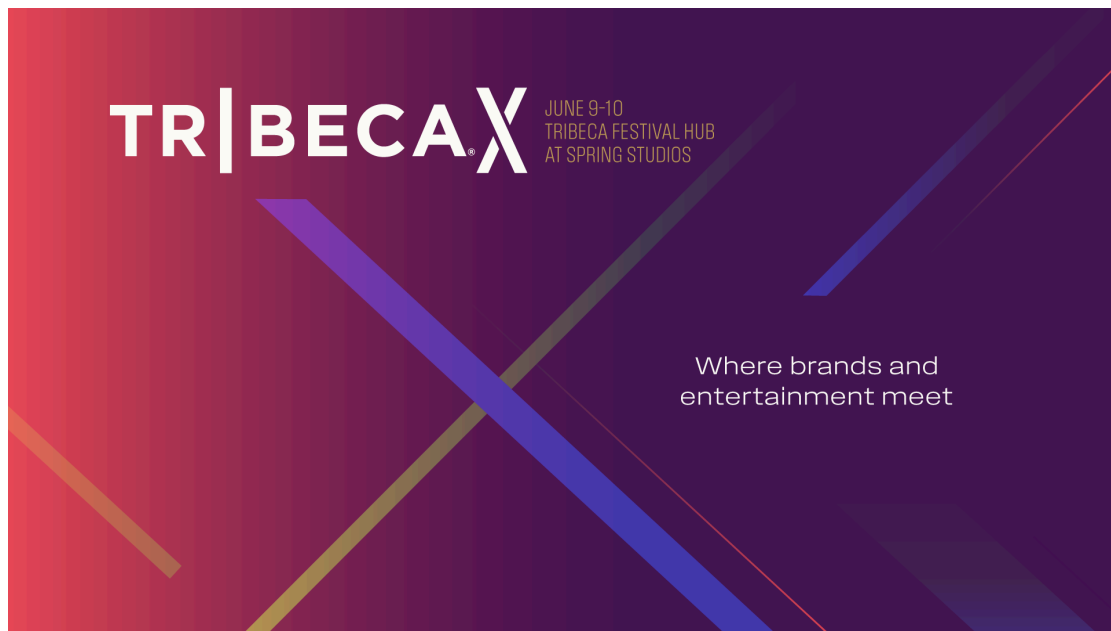
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TR|BECA[®]X

TRIBECA X 2025 ANNOUNCES SPEAKER LINEUP AND OFFICIAL AWARD SELECTIONS

Bryan Cranston, Paris Hilton, Lena Waithe, Kenneth Cole, Steve Zahn, and Chazz Palminteri Join Top Business Leaders Mattel CEO Ynon Kreiz, Mastercard CMO Raja Rajamannar, Ally Financial CMO Andrea Brimmer, and Kraft Heinz CMO Todd Kaplan at June 9-10 Event in NYC

Tribeca X Expands Year-Round with Activations at TIFF, the Emmys, and Art Basel Miami Beach, Establishing Itself as a Premier Platform for Brand Storytelling Across Entertainment and Marketing



Tribeca X Passes Available at [TribecaFilm.com](https://tribecafilm.com)

New York, NY, May 12, 2025 – Tribeca X, the Tribeca Festival's flagship program for brand-driven storytelling, today announced its speaker lineup and official selections for the Tribeca X Awards. Taking place June 9–10 at Spring Studios, the event convenes top talent from Hollywood, advertising, and business for two days of high-impact conversations and networking at the intersection of creativity, commerce, and culture. The program continues to solidify its position as the premier destination for C-suite executives, CMOs, and marketers looking to shape the future of storytelling and brand engagement. The 2025 Tribeca Festival is presented by OKX.

This year's lineup showcases how entertainment powerhouses and influential brands are redefining storytelling by blending Hollywood craft with marketing strategy:

- **Bryan Cranston**, Emmy-winning actor and co-founder of Dos Hombres, shares his journey from *Breaking Bad* to brand building, emphasizing authenticity and craft in both film and business.
- **Paris Hilton**, Co-founder and CEO of 11:11 Media, and company President & COO **Bruce Gersh** unpack creator-led storytelling, community building, and the evolving landscape of modern brand engagement.
- **Steve Zahn** and **Rick Gomez**, co-Founders of Macaroni Art Productions, and Chef Ouita Michel, all based in Lexington, Kentucky, speak about the incomparable production experience in Lexington and the episodic series *YOU BELONG HERE*.
- **Kenneth Cole**, fashion icon and founder of the Mental Health Coalition, reflects on four decades of using fashion as a platform for storytelling, activism, and social impact.
- **Lena Waithe**, Emmy-winning writer, producer, and founder of Hillman Grad, records a special live episode of her hit podcast *Legacy Talk*, exploring storytelling as a tool for preserving Black cultural memory and shaping inclusive narratives in Hollywood.
- **Haider Rafique**, CMO of OKX, and actor Chazz Palminteri present *Mild Mild West*, a first-of-its-kind Western that fuses crypto and cinema in a groundbreaking cross-industry collaboration.
- **Ynon Kreiz**, Mattel CEO, on scaling legacy through culturally relevant brand storytelling.
- **Raja Rajamannar**, CMO of Mastercard, shares insights on how brands are transforming into experience curators by blending innovation, entertainment, and emotional connection.

Previously announced speakers include brand leaders Kraft Heinz CMO **Todd Kaplan** on evolving legacy brands through real-time, consumer-first marketing; Ally Financial CMO **Andrea Brimmer** on championing equity and impact through bold investment in women's sports; Kansas City Chiefs Chief Media and Marketing Officer **Lara Krug** on leveraging fandom and storytelling to redefine brand expansion.; and 72andSunny CEO **Evin Shutt** on how optimism, purpose, and bold storytelling power a creative edge.

"In today's ever-changing media landscape, brands have evolved from sponsors to storytellers," said **Jane Rosenthal, Co-Founder and CEO of Tribeca**. "Tribeca X is a unique platform where creative visionaries and industry leaders converge to drive innovation, spark meaningful dialogue, and influence the cultural agenda."

In a major expansion, Tribeca X is going year-round. Activations in 2025 will appear at high-profile cultural moments—including the Toronto International Film Festival (TIFF), the Emmys (in partnership with The Female Quotient), and Art Basel Miami Beach—offering storytellers and marketers new platforms to connect, collaborate, and launch bold creative work.

“Tribeca X is scaling to meet the moment. Our year-round expansion positions Tribeca X as the leading platform where entertainment and marketing come together to shape what’s next,” said **Chris Brady, President, Global Chief Commercial Officer of Tribeca Enterprises**. “Building on the strength of our signature two-day program at the annual Tribeca Festival, this year, we’re activating at global tentpoles like TIFF, the Emmys, and Art Basel Miami Beach to foster new opportunities for meaningful connection, creative experimentation, and industry impact with a highly influential community of marketing and entertainment leaders.”

Tribeca X also announced the official selections for its Tribeca X Awards, recognizing the most creative and culturally impactful work across seven categories: Feature Film, Short Film, Episodic Series, Commercial Spot, Content Creator/Influencer Collaboration, Audio/Podcast and Games & Immersive.

This year’s selections feature work from the following brands, a testament to the evolving art and influence of brand storytelling: **Akris, Apple, Arc’teryx, Audible, BioWare, Brilliant Labs, British Airways Cityflyer, Coca-Cola, Delta, Diageo, DIZA, Electronic Arts, Flonase, Fordham University, Haleon & Sensodyne, Human Rights Campaign, Invisalign, Kate Spade New York, Kenneth Cole, Louis Vuitton, Mejuri, Montefiore, Netflix, NFL, Nike, Oatly, Playstation Studios, Reporters Without Borders Germany (RSF), Sephora, Sesame Workshop, Shondaland, Supercell, UberEats, Uniqlo, Team Kentucky/VisitLEX and Wicked/NBC Universal.**

This year’s jury includes: Creative Entrepreneur & Partner at FundamentalCo **Jenna Lyons**; CMO at UnitedMasters Inc. **Chaucer Barnes**; Global Head of Consumer Marketing for Canva **Kristine Segrist**; VP of Business Development at Higher Ground Productions **Carrie Brody**; Creative Executive for Apple TV+ **Kyle Wasserman**; and Co-Founder and CEO of Hark Audio **Don MacKinnon**.

Learn more about the Tribeca Festival programming team at [TribecaFilm.com](https://tribecafilm.com).

The full Tribeca X Speaker Lineup and Awards selection is detailed below. For more updates on programming, follow @Tribeca and #Tribeca2025 on [Instagram](#), [X](#), [Facebook](#), [LinkedIn](#), and [YouTube](#). A Tribeca Membership or 2025 Tribeca Festival passes and ticket packages can be purchased at tribecafilm.com.

2025 Tribeca X Partners

The 2025 Tribeca Festival is presented by OKX. Thank you to our Tribeca X partners: Arm, Canva, Delta Air Lines, DIRECTV, Film Lexington, Kentucky, Ford Motor Company, The ADVERTISING Club of New York, The Ankler, The Wall Street Journal, Tubefilter, Variety, and Whalar.

About Tribeca Festival

The Tribeca Festival, presented by OKX, brings artists and diverse audiences together to celebrate storytelling in all its forms, including film, TV, music, audio storytelling, games, and

immersive. With strong roots in independent film, Tribeca is synonymous with creative expression and entertainment. Tribeca champions emerging and established voices, discovers award-winning talent, curates innovative experiences, and introduces new ideas through exclusive premieres, exhibitions, conversations, and live performances.

The Festival was founded by Robert De Niro, Jane Rosenthal, and Craig Hatkoff in 2001 to spur the economic and cultural revitalization of lower Manhattan following the attacks on the World Trade Center. The annual Tribeca Festival will celebrate its 24th year from June 4–15, 2025 in New York City.

In 2019, James Murdoch's Lupa Systems bought a majority stake in Tribeca Enterprises, bringing together Rosenthal, De Niro, and Murdoch to grow the enterprise.

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TRIBECA X SPEAKERS JUNE 9-10

JUNE 9:

Timeless Brands, Timely Stories: Mattel at 80 and the Future of Cultural Storytelling

As Mattel celebrates its 80th anniversary, Chairman & CEO Ynon Kreiz joins Tribeca X to reflect on the brand's evolution from beloved toy company to global IP powerhouse. In this forward-looking conversation, Kreiz explores how Mattel is reimagining its iconic franchises—like Barbie, Hot Wheels, and Masters of the Universe—for a new generation of audiences. From theatrical releases to immersive experiences, the session will examine how Mattel is turning multi-generational appeal into fresh cultural relevance, and why the next era of storytelling is being built on the foundation of legacy.

Speakers: Ynon Kriez, CEO, Mattel

Haider Rafique in Conversation with Hollywood Icon Chazz Palminteri

Haider Rafique and Chazz Palminteri discuss the making of 'Mild Mild West,' -- a first of it's kind OKX Western film starring Palminteri, Vincent Cassel and Bonnie Chen that merges the worlds of crypto and cinema.

Speakers: Haider Rafique, CMO, OKX; Chazz Palminteri, Actor & Writer

Designing for Impact: Purpose, Platforms, and the New Creative Power

Canva's mission to democratize design has always centered on empowering people and organizations to tell their stories with impact. In this timely panel, creative leaders from across design, technology, and media explore how purpose-driven storytelling is evolving—and why platforms like Canva are playing a critical role in amplifying underrepresented voices, enabling community empowerment, and shaping culture at scale.

As Canva continues to evolve its Two Step Plan and align its impact work more closely with its broader brand narrative, this session will unpack how brands can effectively connect mission, message, and medium to drive meaningful change. From accessibility in design to platform strategy, the conversation will examine how creativity and values can come together to transform branding, civic engagement, and cultural leadership.

Speakers: Kate Marsden, Global Head of Brand Partnerships and Design School, Canva

YOU BELONG HERE: Where Food Meets Memory, and Memory Meets Home

A chef. Two storytellers. One place that holds them all. YOU BELONG HERE is a cinematic journey through food, memory, and belonging—told through the life and ethos of Lexington, Kentucky culinary icon Ouita Michel. With Steve Zahn and Rick Gomez behind the lens, the series is a beautifully rendered meditation on what we carry forward and what we pass down.

Filmed in and inspired by the cultural depth of Kentucky, YOU BELONG HERE is a love letter to a place where storytelling lives in the soil. The panel will explore how the series came to life, and why Kentucky is more than a setting—it's a soul.

Speakers: Producer Steve Zahn, Director Rick Gomez and Chef Ouita Michel

Moderator: Lucia Moses, Senior Media Correspondent at Business Insider
In Partnership with Film Lexington, Kentucky (FilmLEX)

The AD Club of New York's CONVERSATIONS WITH: Young Pro Edition

This session is part of The Club's unique and popular "Conversations With" series, curated and led by AD Club Young Professionals (35 and under). In these dynamic fireside-style chats, rising stars interview marketing executives about their career journey, relevant cultural/industry moments, and share career advice. We also flip the narrative, and the senior execs ask emerging thought leaders about their interests, career paths and aspirations. Everyone benefits from key insights on how to stay relevant today.

Speakers: To be announced

CMO Insights: The Power of Marketing That Happens

In today's fast-paced world, brands must be able to respond and adapt in real-time to stay relevant. But how can marketers effectively leverage culturally relevant moments and consumer truths to drive impact and growth?

Join Kraft Heinz North America CMO Todd Kaplan for a discussion on the industry's evolution and the power of advancing marketing that 'happens'—the kind that hijacks the group chat, sparks a cultural moment no one saw coming, or prompts a friend or family member to text you saying they saw a piece of work.

Kaplan will explore how deepening the relevance of iconic brands through consumer-driven marketing can both move culture and drive business results. In an era of saturation and short attention spans, leading with relevance is what separates the forgettable from the unforgettable.

Speakers: Todd Kaplan, CMO North America, Kraft Heinz

Why Being Funny Is Good For Business

Laughter cuts through the clutter — and drives results. Actor and comedian Adam Pally, SmartLess Media President Richard Korson, and VP, Head of Global Revenue Partnerships for

SiriusXM Kelli Hurley join moderator Marissa Ronca to unpack how brands and media companies are using humor to connect, convert, and grow fandom. From podcasts to partnerships, they'll share insights on how humor can mean serious business.

Speakers: Richard Korson, President, SmartLess Media; Adam Pally, Actor, Comedian, Host of SmartLess Media's *Staying Alive*; Kelli Hurley, VP, Head of Global Revenue Partnerships, SiriusXM; Moderated by Marissa Ronca, Creative Brand Consultant, Contrast Media

Playing to Win: How Optimism Fuels Creative Impact

In a world increasingly defined by disruption and reinvention, 72andSunny is proving that optimism is more than a mindset—it's a competitive edge. In this keynote, CEO Evin Shutt shares how the agency has embraced optimism as a core value and creative strategy across its work, partnerships, and pitch culture. From redefining failure as a path to growth, to fueling bold storytelling that resonates far beyond campaign metrics, Evin offers a candid look at what it means to "play to win" - marrying a creative culture with a high performance mindset.

This keynote will spotlight 72andSunny's long-standing collaboration with the NFL, including a closer look at *Somebody*, a moving campaign created in partnership with Big Brothers Big Sisters that highlights the league's commitment to community impact. Recently submitted to the Tribeca X Awards, *Somebody* offers a powerful case study in how storytelling rooted in humanity, purpose, and partnership can move culture forward.

Speakers: Evin Shutt, CEO, 72andSunny

Building A New Media Empire: How Paris Hilton's 11:11 Media is Rewriting the Script

Global entrepreneur, pop culture icon and CEO of 11:11 Media, Paris Hilton, takes the stage with Co-Founder and President Bruce Gersh for a conversation about building a global next-generation media company where content, community, and commerce converge. From launching culture-defining brand campaigns and compelling cross-platform content to leading advocacy-driven initiatives and global product lines generating over \$4 billion in retail sales, Hilton and Gersh explore how innovative storytelling is reshaping brand-building. The conversation will offer insights into the power of authenticity, the role of innovation, and how 11:11 Media is rewriting the playbook for engaging audiences and creating lasting cultural impact.

Speakers: Paris Hilton, Co-Founder and CEO of 11:11 Media; Bruce Gersh, Co-Founder, President and COO of 11:11 Media

Legacy in the Making: Lena Waithe on Storytelling, Impact, and Cultural Memory

Lena Waithe has never just told stories — she's preserved legacies. In this live taping of Legacy Talk, her award-winning podcast series produced by Hillman Grad, the Emmy-winning writer, producer, and cultural force reflects on the importance of honoring those who have paved the way. With *Legacy Talk*, Lena takes an intimate and curated look into the careers of some of the most iconic voices in the industry, documenting firsthand the journeys of Black trailblazers in the hopes of shaping a more truthful and expansive cultural narrative of Hollywood and beyond.

This special Tribeca X session will spotlight Lena's approach to legacy-building, the intentionality behind her guest curation, and why storytelling must serve as both archive and action. More than an interview, it's a cultural tribute—and a masterclass in honoring the past while creating the future.

Speakers: Lena Waithe, Emmy-winning writer, producer, actor, & founder of Hillman Grad

JUNE 10:

Redefining Storymaking: Building Brands that Move Culture

In today's fragmented world, traditional marketing no longer cuts through the noise—it's cultural storytelling that drives true connection. Raja Rajamannar, Chief Marketing & Communications Officer of Mastercard joins Tribeca X to explore how brands must evolve from advertisers to architects of experience. In this candid fireside chat, Raja will share how Mastercard is embracing passion, entertainment, and innovation to create brand moments that are not just seen, but felt. From breakthrough campaigns to the future of brand-driven storytelling, this conversation will unpack how modern marketers can stay relevant, create impact, and move at the speed of culture.

Speakers: Raja Rajamannar, CMO, Mastercard

From Gridiron to Greenlight: How the Chiefs Are Rewriting the Rules of Sports Media

Kansas City Chiefs Chief Media and Marketing Officer Lara Krug sits down for a candid fireside conversation about the creation and vision behind Foolish Club Studios, the NFL's first team-led entertainment venture. From scripted films and docuseries to branded content and digital storytelling, Krug unpacks how the Chiefs are redefining what it means to be a sports brand in today's media landscape. The conversation will spotlight key milestones—including their Hallmark partnership and upcoming docuseries—while exploring how storytelling, fandom, and innovation are driving the next playbook for brand expansion.

Speakers: Lara Krug, Chief Media and Marketing Officer, Kansas City Chiefs

The International Andy Awards presents Next Gen Creators

A special screening showcasing award-winning student projects across various disciplines. Experience the creativity, innovation, and storytelling that earned these works top honors. Following the screening, a discussion exploring the elements that define truly outstanding work—what sets it apart, how it's created, and why it resonates.

Narrative Intelligence: Where Brands and AI Converge

AI has reached a tipping point. What was once experimental is now essential and it's reshaping how we create, connect, and push the limits of human progress. From indie storytellers to global brands, a new generation is using AI to unlock creativity at an unprecedented scale. And behind it all is Arm, delivering the compute that makes this transformation possible; from the cloud to the edge, and everywhere in between.

In this session, Arm CMO Ami Badani brings together leaders from across the AI ecosystem to explore how this moment is igniting a global movement—one where the intersection of intelligence, imagination, and infrastructure is set to change billions of lives for the better.

Speakers: Ami Badani, CMO, Arm

Doing Good Together: Corporations Shining a Light on Nonprofit Partners (Ford Motor Company)

Ford is proud to premiere the powerful short Call to Serve at Tribeca X. Call to Serve tells the story of Dean Wagner, a former Army combat engineer haunted by two tours in Iraq who deploys to Asheville, N.C., with Team Rubicon, a vet-led humanitarian organization dedicated to helping communities before, during, and after disasters and crises. The short — produced by Emmy Award-winning storytellers — showcases how rebuilding homes for homeless veterans, helps Dean begin to rebuild himself. The subsequent panel discussion (speakers to be announced) will discuss the role of corporate philanthropy, how storytelling is just one part of the important work Ford Motor Company and Ford Philanthropy are doing to support nonprofits like Team Rubicon, and the roles leaders, filmmakers, and brands can play in lifting up the good work of their partners.

Speakers: TBA

Executive Producers: Lauren Vrazilek, Mark Truby, Mary Culler, Jim Baumbick, Caroline Morales, Al Uzielli, Ian Cohen, Cole Sax, Phil Hessler, and Mack Woodruff

A Man With Sole – A Conversation with Designer and Founder of the Mental Health Coalition Kenneth Cole

With heart & 'sole' and unflinching determination, global fashion icon and activist Kenneth Cole has put 'cause' before 'commerce' for 40 years, igniting social awareness and change, giving voice to the voiceless, defying and shattering stigmas and inspiring and empowering action for good. On the eve of the premiere of the documentary A MAN WITH SOLE at the IFC in New York, join us for an engaging 1-1 conversation with Kenneth about his career, his passion for advertising, his work with the Mental Health Coalition and his hopes for the future. Following the conversation, Kenneth will take questions from the audience and do a special ticket giveaway for the NY premiere of the documentary.

Speakers: Kenneth Cole, Designer and Founder of the Mental Health Coalition

Equity is the Endgame: How Ally is Rewriting the Rules of Women's Sports Media Investment

Ally has always been a disruptor – and nowhere is that more evident than in its commitment to leveling the playing field for women's sports. In this conversation, Andrea Brimmer, Chief Marketing and PR Officer at Ally, shares how the brand is challenging the long-standing status quo in sports media coverage and investment—across leagues like the WNBA, NWSL, and beyond.

From launching bold media investment pledges to partnering with athletes and reimagining what brand equity really means, Andrea reflects on Ally's broader mission to drive impact through action. And as the intersection of sports, media and purpose grows more powerful than ever, she'll be joined by voices shaping the future of the game—from the court to the front office. This session is a call to rethink investment, visibility, and what it truly means for a brand to show up in culture.

Speakers: Andrea Brimmer, Chief Marketing and PR Officer, Ally Financial Inc.

Built to Last: Storytelling, Authenticity, and the Future of Founder-Led Brands

Simon Huck (Co-Founder, Lemme; CEO, Command Entertainment Group) and Melissa Wood-Tepperberg (Founder, Melissa Wood Health) sit down for a candid conversation about building brands that stand the test of time. From wellness to supplements, the two founders share lessons from turning personal passion projects into thriving businesses—and how community, vulnerability, and authenticity have replaced perfection as the new currency of brand loyalty. Together, they'll explore how founders today must lead with transparency, turn audiences into co-creators, and redefine success in an era where trust is everything.

Speakers: Simon Huck, Co-Founder, Lemme; CEO, Command Entertainment Group; Melissa Wood-Tepperberg, Founder, Melissa Wood Health

The Creator Era: Redefining Influence, Identity, and Impact

From angel updates and comedic sketches to storytelling that heals, mobilizes, and moves culture—today's creators aren't just influencing trends, they're reshaping the fabric of entertainment, media, and marketing. In this candid conversation, presented in partnership with Whalar, some of the entertainment's most resonant voices come together to explore the new creative frontier: where storytelling meets business-building, community-building, and personal evolution. What does it mean to hold influence in 2025? How are creators navigating brand relationships, public vulnerability, and sustained relevance? And where is this all heading next? This session peels back the layers of platform-building, partnership dynamics, and identity in the age of authenticity.

Speakers: Jo Cronk, President of North America, Whalar; Taryn Delanie Smith, Writer, Actor, & Digital Creator; Adam Waheed, Comedy Actor and Filmmaker

From Breaking Bad to Dos Hombres: Storytelling Beyond the Screen

Bryan Cranston sits down for a candid conversation exploring the intersection of storytelling, entrepreneurship, and brand building. From his award-winning acting career on stage, and in film & TV, to creating television series, to the birth of Dos Hombres Mezcal, founded with his Breaking Bad co-star Aaron Paul, Cranston has consistently demonstrated the power of narrative to connect with audiences on and off the screen. This conversation will unpack the lessons he's learned about authenticity, creativity, and building a brand that resonates far beyond celebrity — offering insights into the next chapter of modern storytelling.

Speakers: Bryan Cranston, Actor & Co-Founder of Dos Hombres

TRIBECA X AWARD OFFICIAL SELECTIONS

Curated by the Tribeca programming staff, these competitive sections represent the year's best in brand-storyteller collaborations.

FEATURE FILMS:

Akris: Fashion with a Heritage (Akris) To mark the 100th anniversary of Swiss fashion house Akris, filmmaker Reiner Holzemer traces the remarkable journey of one of the last family-run

luxury brands. Offering exclusive behind-the-scenes insights, it is both an intimate family portrait and a captivating reflection on fashion as a form of art and legacy. Director: Reiner Holzemer

Andrea (Arc'teryx) Nina Caprez, climbing icon, sets off on the most thrilling adventure of her career, accompanied by her partner Jérémy Bernard, an extreme sports photographer, and their daughter Lia. The journey and life's unforeseen twists will reveal their joys, anxieties, and deep personalities. Director: Maxime Moulin

A Man with Sole: The Impact of Kenneth Cole (Kenneth Cole) With heart & 'sole' and unflinching determination, global fashion icon and activist Kenneth Cole has put 'cause' before 'commerce' for 40 years, using his brand to ignite social awareness and change, to give voice to the voiceless, to defy and shatter stigmas and to inspire and empower action for good. Director: Dori Berinstein

The Premiere (Diageo) A mockumentary about a documentary about making a musical about a movie. Directors: Sam Pezzullo, Chris Bouckoms

Sensory Overload (Haleon & Sensodyne) In a world that still largely views neurodivergence as negative, and sensory sensitivities as strange, the groundbreaking documentary *Sensory Overload* profiles a collection of extraordinary individuals whose stories prove that these things aren't deficiencies — they're just differences. Director: Kiana Moore

Why We Dream (Delta Airlines) When a group of centenarian WWII veterans pilgrimage to Normandy, France, to commemorate the anniversary of D-Day, we witness how these landscapes, scarred by war and frozen in time, unlock memories of the lives lost and lived thereafter. *Why We Dream* weaves an emotional, subjective history of twentieth century society as told by the diverse voices of those who lived it. Director: Meredith Danluck

SHORT FILMS:

Daniel Really Suits You (Human Rights Campaign) Daniel's story is about the quiet milestones of youth that connect us all as he finds the freedom to be himself. While these experiences may be universal, for Daniel and his family, they often feel under threat because Daniel is one of more than two million people who are transgender and non-binary in the United States. Director: Karimah Zakia Issa

First Speech (Reporters Without Borders Germany/RSF) Reporters Without Borders Germany marked their 30th anniversary with a campaign that celebrates their dedication to holding accountable those who oppose democracy and the free press - in a year when democracy faces its toughest challenge in history, with over half of the world's population heading to the polls. Director: Giordano Maestrelli

The Rarest Stars Shine Brightest (Montefiore) An inspiring group of kids with rare diseases tap into their resilience to save the holidays. Their journey is a testament to the power of

determination, hope and the unbreakable bonds of friendship, showing that The Rarest Stars Shine Brightest. Director: Steve Rogers

Nowar (Sesame Workshop) Nowar, who fled Syria during the war, portrays a character on Ahlan Simsim, the Arabic Sesame Street created for children affected by conflict and crisis. Through his puppeteering, he sends laughter and learning to his daughter in Damascus — and the millions of other children whose lives have been upended by war. Director: Ryan Heffernan

Swimming with Butterflies (Invisalign) After missing bronze by 1/100th of a second at Rio, para swimmer Lizzi Smith shares her intimate journey to redefine her identity, and bring confidence to the next generation of female athletes. Director: Karl Stelter

Westside's Finest (Coca-Cola) Co-created with Kenya Barris, *Westside's Finest* stars some of Hollywood's biggest names, showcases a half century of Coca-Cola products (18 in total), and pays homage to legendary filmmakers. It's everything portfolio marketing isn't supposed to be. Director: Kenya Barris

EPISODIC SERIES:

24 Hours with Roger Federer (Uniqlo) In his first world tour since retirement, Roger Federer travels light—fewer rackets, more curiosity, and abundant joie de vivre. Visiting familiar places with a fresh perspective, Roger steps beyond his comfort zone to reflect on how embracing the unknown and trying new things positively impacts the human spirit. Director: Kate Kunath

A New York Minute (Mejuri) Mejuri partnered with Gia Coppola to create a raw, unscripted film series capturing real-life moments of young women in New York. Shot on 16mm, *A New York Minute* emphasizes authenticity while redefining jewelry marketing through intimate, cinematic narratives rooted in everyday experiences. Director: Gia Coppola

A Vital Sun (Fordham University) *A Vital Sun* is from Fordham University and Lightbeam's *Better Business* digital series, which highlights business leaders driving positive change. Narrated by Ben Stiller, the film profiles SEKEM, an Egyptian company that transforms desert land into fertile farmland using biodynamic farming methods. Director: Alison Bartlett

Faces of Music (Sephora) Sephora's *Faces of Music* docuseries features Chappell Roan, Victoria Monét, and Becky G exploring the connection between beauty and music, bare-faced and recreating their iconic looks. Through deeply personal stories and conversations, the series transcends a campaign, becoming a cultural moment that celebrates self-expression and the power of artistry. Director: Ting Poo

You Belong Here (Team Kentucky/VisitLEX) *You Belong Here* is an exploration of memory, generational legacy, and the seasonality of life through the eyes of Chef Ouita Michel. In this series, she will delve into universal human themes while celebrating the food, people, and places that are the fundamental ingredients of her community. Director: Rick Gomez

COMMERCIAL SPOTS:

Audible Global Brand Campaign - There's More to Imagine When You Listen (Audible)

Audible's campaign features the film "Cosmic Vacuum," which opens in a sci-fi universe and towering aliens prepare for battle before they get sucked into the atmosphere. It cuts to a man vacuuming his living room, utterly absorbed while listening to Audible. Director: Antoine Bardou-Jacquet

Century of Cravings (Uber Eats)

Uber Eats celebrates the history of football in this Super Bowl spot, featuring Matthew McConaughey reimagining the origins of the sport with a funny twist: that football was invented to sell food. *Century of Cravings* also features McConaughey's famous co-conspirators: Martha Stewart, Charli XCX, Kevin Bacon, Greta Gerwig and Sean Evans. Director: Jim Jenkins

Flonase x Shondaland: The Talk of the Ton (Flonase, Shondaland)

Flonase and Shondaland connected allergy season with pop culture to seamlessly integrate Flonase into Bridgerton's Regency-era world. The partnership leveraged anticipation for the show's third season to make Flonase the talk of the Ton. Director: Tim James Brown

Love Departed (British Airways Cityflyer)

A Valentine's Day romcom with a twist: spend less time in long lines and more time with the one you love with a little help from London's fastest airport. Director: Autumn de Wilde

So Win (Nike)

Women athletes can't stand out — or so they're told. They can't have an attitude. Can't deliver. Can't fill a stadium. They can't speak up, flex or make demands. And they can't show off or break records. As the leading champion of sport, Nike has a starkly different perspective, offering a call to athletes across the globe: Do it anyway — and redefine the expectations of sport along the way. Director: Kim Gehrig

Somebody (NFL)

Somebody demonstrates the NFL's commitment to empowering youth through the transformative power of mentorship. More than a message, it makes kids feel seen and important, and it encourages audiences to recognize the potential in children around them and to play an active role in their success. Director: Savannah Leaf

Squad Up (Supercell)

This genre-bending mashup brings together the best of Supercell's IP into a fast-paced, super accessible game where players battle each other with their squads of different characters. Director: Jody Hill

CONTENT CREATOR/INFLUENCER COLLABORATION:

A Robot's Guide to Happiness (Brilliant Labs)

After a series of traumatic personal events, a talented engineer creates AI glasses designed to help him find happiness. Part 1 of this short form documentary series covers the first 25 days of his journey. Director: Lucas Rizzotto

Along the Lines (DIZA)

Ukrainian artist Masha Reva embarks on a profound journey to weave her vision into a series of carpets. Through a delicate interplay of nature-inspired forms, Reva

challenges perceptions and invites a meditative engagement with the intersections of beauty and human condition. Director: Pavel Buryak

LV Murakami (Louis Vuitton) Artists Takashi Murakami and JP THE WAVY's latest collab under their MNNK Bro supergroup is a music video ode to the genius of Louis Vuitton x Murakami's collection. Director: BRTHR

Oatly's Sylvanian Drama (Oatly) "My wife's not home," suggests the husband to a woman he's having an affair with. Except they're both figurines from the Sylvanian Families collectibles set, whose characters play out this and many other perfectly chaotic dramas on TikTok. Director: Thea von Engelbrechten

Taryn Delanie Smith x Kate Spade New York: Starr, The Intern (Kate Spade New York) Starr is vibrant, bold, and quite outlandish. We're not sure how she manages to keep her internship at Kate Spade New York. She's pure entertainment to some, and a pure headache to others. One thing we can say is, she's always well dressed in the brand's collections! Director: Taryn Delanie Smith

AUDIO/PODCASTS:

Dragon Age: Vows and Vengeance (Electronic Arts, BioWare) A pair of heroes brought together by fate embark on a journey of revenge, redemption, and love. Along with the 7 Veilguard Companions and set in Thedas, *Dragon Age* fans will love this world-expanding adventure podcast. Executive Producers: Matt Sav, Rachael King, Anne Feuss

Nike On Air (Nike) *Nike On Air* is a series of conversations featuring some of the world's greatest athletes. Hear from the world's fastest woman Tatyana McFadden, breaking star Sunny Choi, basketball legends Dawn Staley and A'ja Wilson, fencing icon Ibtihaj Muhammad, and hammer thrower extraordinaire Janee' Kassanavoid. Host and Executive Producer: Jenny Kaplan

State Secrets: Inside The Making of The Electric State (Netflix) Host Francesca Amiker goes behind the scenes of the Russos' epic Netflix adventure, and explores how the filmmakers transformed Simon Stålenhag's graphic novel into a cinematic experience. Millie Bobby Brown, Chris Pratt, Stanley Tucci, and the Russo Brothers break down the film's visuals, emotional core, technology and creative secrets. Executive Producer: Kathryn Huyghue

GAMES & IMMERSIVE:

Wicked RP: The Official Experience on Roblox (Wicked, NBCUniversal) *Wicked RP* reimagined a beloved musical for Gen Z and Gen Alpha by creating an immersive, interactive world in Roblox. Players explored Oz through custom avatars, roleplay, and iconic locations like Shiz and Munchkinland, built using LiDAR and behind-the-scenes footage. With 10.6M+ visits and direct ticketing via Fandango, Wicked turned into a personal, playable story for a new generation. Executive Producers: Nic Hill, Blake Behnam, Eben Kostbar

EMBARGOED PRESS RELEASE UNTIL MON, MAY 12 AT 11:00 AM ET

MLB The Show: Negro Leagues Storylines Season 2 (PlayStation Studios) MLB The Show Storylines: The Negro Leagues Season 2, in partnership with the Negro Leagues Baseball Museum, showcases ten players, narrated by Negro Leagues Museum President Bob Kendrick. The goal of the project is to educate, enlighten, and celebrate the rich history of the Negro Leagues and pay tribute to these superstars. Creators: Jarred Schiff, Gavin Filipiak, Ramone Russell, Brandon Akiaten

Submerged (Apple) A WWII submarine crew combats a harrowing torpedo attack in this adrenaline-pumping thrill ride. From the filmmaker of the Academy Award-winning *All Quiet on the Western Front*. Writer and Director: Edward Berger

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