

# MediaCom on stage

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MediaCom will be taking to the main stage at the Cannes Advertising Festival to reveal How To Survive a Zombie Apocalypse, while also harnessing cultural trends to grow brands.

The session on Sunday June 21 will feature the stars and producers of the AMC Drama The Walking Dead as well as Josh Sapan, President and CEO of AMC Networks.

The AMC team will talk about how The Walking Dead has become a major global hit and the cultural resonance of the show while Jon Gittings, Global Business Development Strategy Officer at MediaCom will explain how brands can use similar insights to become cultural phenomena too.

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