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**TRIBECA FESTIVAL CELEBRATES BRAND STORYTELLING AT TRIBECA X  
WITH LEADING ENTERTAINMENT AND MARKETING VOICES**

*Keynote Conversation with OKX Global Chief Marketing Officer Haider Rafique*

*Nike's Jarvis Sam, P&G's Marc Pritchard, Thirty Five Ventures' Rich Kleiman, Mast-Jägermeister US's Cliff Rigano, and Converse's Sejal Shah Miller to Anchor Conversations on Future of Creative Advertising*

**NEW YORK - June 3, 2022** - The **2022 Tribeca Festival™** announced today that Tribeca X, co-sponsored by Roku, Inc. is returning to celebrate the intersection of advertising and entertainment. The annual event recognizes the achievements of companies and creators who share a mission to connect with consumers through the power of storytelling. Tribeca X will convene industry leaders on June 15 to examine the landscape of branded entertainment.

This year's panel conversations and intimate fireside chats kick off with a keynote from **Haider Rafique**, Global CMO of OKX – one of the world's most innovative cryptocurrency exchanges with advanced financial services. P&G's Chief Brand Officer **Marc Pritchard** returns to the Tribeca X stage to discuss accelerating diverse and inclusive storytelling to drive growth. Roku Brand Studio's Director, Head of Content **Brian Toombs**, Mast-Jägermeister US Creative Director, and Head of Culture **Cliff Rigano** will explore the value of storytelling. Thirty Five Ventures Co-Founder **Rich Kleiman**, New York Giants Running Back **Saquon Barkley**, and former MLB pitcher **CC Sabathia** will discuss building businesses outside of traditional endorsement deals. Additional speakers include Converse Chief Marketing Officer **Sejal Shah Miller** and Senior Vice President of Disney Advertising Local at The Walt Disney Company **Jennifer Donohue**.

"Tribeca X was designed to bring together entertainment and brand executives to celebrate storytelling. We're proud to create a platform for powerful voices to share important lessons in creating innovative content that resonates with audiences," said **Tribeca CEO and Co-Founder Jane Rosenthal**. "This year, Tribeca X will spotlight global leaders who are transforming the world of advertising and reaching audiences in both traditional and nontraditional ways through Web3 and the metaverse."

Tribeca Festival also named the finalists and jury for the 2022 Tribeca X Awards, which celebrate the best story-driven filmmakers and brand collaborations of the year in four categories: Feature Film, Short Film, Series, and Immersive. The finalists represent brands including **Apple, Mast-Jägermeister US, Square, Bulgari, Grindr, Nike, Zendesk, Sephora, PepsiCo Beverages North America, Meta, Verizon, and Z by HP**. Their work will be screened online during the Festival from June 8th to June 19th at

[tribecafilm.com/festival/tribecax2022](https://tribecafilm.com/festival/tribecax2022).

Winning projects will be selected by a jury that includes Adobe CMO and Executive VP Corporate Strategy & Development **Ann Lewnes**; Mediabrands Global Chief Content Officer **Brendan Gaul**; Mastercard Chief Marketing & Communications Officer and President, Healthcare **Raja Rajamannar**; Pfizer Inc Executive VP, Chief Corporate Affairs Officer **Sally Susman**; and Indeed VP, Global Brand Marketing and Creative **Jennifer Warren**.

See below for the full Tribeca X programming, awards, and jury lineups. For more on Tribeca X visit <https://tribecafilm.com/festival/tribecax2022> and for the latest updates on the 2022 Tribeca Festival follow @Tribeca on [Twitter](#), [Instagram](#), [Facebook](#), [YouTube](#), and [LinkedIn](#) or visit <https://tribecafilm.com/> and sign up for the official Tribeca [newsletter](#). Tickets to live events and in-person screenings are available for purchase now at [tribecafilm.com](https://tribecafilm.com). X visit [Tribecafilm.com](https://tribecafilm.com)

## **TRIBECA X CONVERSATIONS**

### **“Designing a Diverse Future presented by Nike Inc.”**

**Speakers:** Jarvis Sam, VP, Head of Diversity & Inclusion, Nike; Brandice Daniel, Founder and CEO of Harlem’s Fashion Row; Dr. D’Wayne Edwards, Founder of Pensle Lewis College

### **“How Mast-Jägermeister US is Re-Defining Brand Storytelling”**

Join Roku Brand Studio’s Brian Toombs and Mast-Jägermeister US’s Cliff Rigano discuss going beyond the :30 second TV ad to win the entire streaming journey. Toombs and Rigano will discuss how they identify authentic stories to create true streaming entertainment and will deep-dive into the role of content in marketing.

**Speakers:** Brian Toombs, Director, Head of Content, Roku Brand Studio, Roku, Inc.; Cliff Rigano, Creative Director and Head of Culture, Content and Experiential Marketing, Mast-Jägermeister US

### **“Dear Santa: From X to ABC”**

With branded features on the rise in Hollywood, the fundamentals of storytelling are changing. What do brands and marketers need to consider when developing a successful story for today’s entertainment market? As branded content evolves to become mainstream entertainment, it’s clear that identifying a great story is not enough. In this session, the team behind the 2021 Tribeca X Best Feature winning film, Dear Santa, share their thoughts on where the industry is headed and weigh in on what other criteria brand film marketers should consider.

**Speakers:** Brendan Gaul, Global Chief Content Officer, Mediabrands; Dana Nachman, Director / Writer / Producer; Chris Karpenko, Executive Director, Brand Marketing, USPS; Jennifer Donohue, Senior Vice President of Disney Advertising Local at The Walt Disney Company

### **“How Converse Creates Next with Its All-Stars”**

Converse is the original brand of youth culture, adopted around the world for decades. Today, the brand is powered by youth creativity. Chief Marketing Officer Sejal Shah Miller will be joined in a fireside chat by members of Converse All Stars, the brand’s global grassroots community of emerging creators for a conversation on creating access and opportunity, offering mentorship and striving for self-expression and representation.

**Speakers:** Sejal Shah Miller, Chief Marketing Officer, Converse

### **“A Whole New Ballgame: How Sports is Driving the Creator Economy”**

Today’s professional athletes are the ultimate influencers. From the way they build and monetize their brands to the evolution of direct-to-fan access, the power of an athlete’s name and likeness can propel their career long after they retire from the game. This session will join Co-Founder of Thirty Five Ventures Rich Kleiman in conversation with New York Giants running back, Saquon Barkley, and former MLB pitcher and current special assistant to the Commissioner CC Sabathia, for a discussion around building businesses outside of traditional endorsement deals (hello NFTs!) and the specific experience of playing in New York, the center of the sports world.

**Speakers:** Rich Kleiman, Co-Founder Thirty Five Ventures; Saquon Barkley, Running Back, New York Giants, CC Sabathia, former MLB pitcher

### **“Advancing the Culture and Currency through Inclusive Storytelling”**

Widen The Screen is an expansive content creation, talent development, and partnership platform supported by P&G that celebrates and invests in the visions and voices of Black creators whose work shares the full richness of the Black experience. This thought-provoking session will include P&G’s Chief Brand Officer Marc Pritchard and a select group of Widen The Screen partners and creators, in a conversation about the power of Black creativity to influence the culture, Widen the View of the Black experience, and transform the media ecosystem through inclusive growth. This session will also cover the platform’s future impact on Black creators and how this can extend to creators from all underrepresented communities with an intention to Widen the Screen for all audiences.

**Speakers:** Marc Pritchard, Chief Brand Officer, P&G; Widen the Screen participants

**Moderator:** Rose Pierre-Louis, Chief Operating Officer, McSilver Institute

### **TRIBECA X AWARD FINALISTS**

#### **Feature Film:**

**Title:** The Beauty of Blackness

**Brand:** Sephora

**Agency:** Epic Digital, VOX Creative, Digitas, Ventureland

**Director(s):** Kianna Moore, Tiffany Johnson

**Synopsis:** In 1973, Eunice Johnson, the founder of Ebony and Jet, noticed a problem: Black women had to mix their own foundation in order to find a color that matched their skin. To tackle the problem, Johnson launched Fashion Fair, the first national cosmetics company that focused entirely on Black women. The brand triggered a renaissance in style among Black women and the global cosmetics industry took notice. Now, Fashion Fair is staging its comeback as a Black-owned business in a new era defined by massive cultural shifts and increased competition. The Beauty of Blackness follows current Fashion Fair CEO Desiree Rogers and President Cheryl Mayberry McKissack as they face the massive undertaking that goes into reviving an iconic beauty brand amidst a new cultural context and gives a front-row look to how the industry has changed, and how much progress we still have to make.

**Title:** The Show

**Brand:** PepsiCo Beverages North America

**Agency:** The Pepsi Content Studio

**Production Company:** Boardwalk Pictures

**Director:** Nadia Hallgren

**Synopsis:** THE SHOW is a 90-minute verité documentary that takes audiences on the creative journey behind The Weeknd's Pepsi Super Bowl LV Halftime Show, for the first time ever – proving that it takes a village of talent at the top of their game to bring the most watched 12 minutes on television to life, especially amidst a global pandemic. To extend the equity beyond the performance and keep it in the cultural conversation, award-winning director Nadia Hallgren showcased not only the story of bringing a cultural moment to life, but also the story of personal meaning for all those who made it happen. Premiering on Showtime six months after filming wrapped, Pepsi was able to meet its objective of extending the equity of the Super Bowl Halftime Show beyond the performance and keep it at the forefront of the cultural conversation.

### **Short Film:**

**Title:** The Comeback

**Brand:** Apple

**Agency:** TBWA\Media Arts Lab Shanghai

**Director:** Zhang Meng

**Synopsis:** The story follows a disheartened young stunt double-slash-wannabe director, his father, and a rag-tag crew of villagers as they set out to shoot an out-of-this-world movie in hopes of reviving their fading village and making it “internet famous”. This 23-minute heartwarming story is set to encourage everyone to never stop believing in their dreams, even if that dream is as far away as Mars. Will they succeed in the end? A multi-genre movie mixes up Hollywood sci-fi, traditional Kung Fu action and nostalgic feel-good comedy, entirely shot on iPhone.

**Title:** If You Have

**Brand:** UNICEF

**Agency:** Breakwater Studios

**Director:** Ben Proudfoot

**Synopsis:** If You Have, is an inspiring documentary from Academy Award®-winning director Ben Proudfoot (The Queen of Basketball), Breakwater Studios, and Executive Producers UNICEF Goodwill Ambassador Orlando Bloom and UNICEF Ambassadors Sofia Carson and Lucy Liu, celebrating 75 years of UNICEF's lifesaving work around the world as told through the eyes of those who were there, past and present. From World War II to COVID-19, during some of the world's most trying moments, UNICEF has shown that the goodness of humanity can always match the size of the challenge. If You Have is a transcontinental tour de force chronicling the powerful impact that everyday people can and should make in uniting to protect the health, development and rights of the world's most vulnerable citizens, including children from around the globe.

**Title:** The Lesbian Bar Project

**Brand:** Jägermeister

**Agency:** Civic Entertainment Group

**Director(s):** Erica Rose, Elina Street

**Synopsis:** In the 1980s there were roughly 200 lesbian bars in the U.S., today that number is fewer than 25. The Lesbian Bar Project, supported by Jägermeister's global #SAVETHENIGHT initiative, spotlights the lesbian bar owners, community activists, archivists, and patrons in three cities (New York, NY; Mobile, AL; and Washington, DC) and their struggles during the pandemic, their hopes for the future, and the impact on their communities. Executive produced by Lea DeLaria ("Orange Is the New Black") and The Katz Company, and co-directed by Erica Rose and Elina Street, the documentary short seeks to promote and restore these vital queer establishments helping them not only survive but thrive in a post-pandemic landscape. The Lesbian Bar Project's corresponding crowdfunding campaign raised over \$150K in 2021 to support the participating bars.

**Title:** Our Chinatown

**Brand:** Square

**Agency:** Even/Odd

**Director:** Red Gaskell

**Synopsis:** Legacy business owners in New York City's Chinatown reflect on 2020 and the importance of family as a through line of the past, present, and future of their neighborhood.

**Title:** Serpentine

**Brand:** Bulgari

**Production Company:** Evasion Pictures

**Director:** Eva Doležalová

**Synopsis:** A covert snake cult finally breaks the genetic code to bring about a new snake-human interspecies.

**Series:**

**Title:** Bridesman

**Brand:** Grindr

**Production Company:** rubbertape

**Director(s):** Julian Buchan, John Onieal

**Producer(s):** Katie White, Jeremy Truong

**Synopsis:** Bridesman is a comedic limited series that follows Terry, gay and awful, as he is forced to fulfill bridesmaid duties for his best friend despite his disdain for the construct of marriage and an electric sexual connection with the groom. The bold, irreverent and fast-paced series satirizes modern wedding culture and monogamy, while exploring the true meaning of lifelong partnership. Executive produced by Grindr, Bridesman was created by John Onieal, directed by Julian Buchan, written by Onieal and Frank Spiro, and produced by Katie White and Jeremy Truong.

**Title:** Moving Mountains

**Brand:** Nike

**Agency:** Revery

**Director(s):** Mackenzie Sheppard, Shern Sharma

**Synopsis:** Moving Mountains follows the stories of everyday athletes on extraordinary journeys to overcome obstacles in pursuit of their sport.

**Title:** Stories About Helpful People

**Brand:** Zendesk

**Creative Studio:** Even/Odd

**Director(s):** Sindha Agha, Erin Brethauer, Tim Hussin

**Synopsis:** As a customer support company, everything Zendesk does — from how they build their customer experience software to the way they work with customers, is all about being helpful. It's the spirit they believe in. "Stories About Helpful People" is a series of mini-documentaries and photo stories. It's a series intended to inspire the Zendesk community to rally around the spirit of helpfulness. In GOLDEN AGE KARATE, a high school student helps a group of senior citizens get through a vulnerable time, by teaching them karate. In ERIC AND THE BEES, a U.S. military veteran discovers that beekeeping helps him cope with PTSD — and teaches other vets the healing powers of the hive.

**Immersive:**

**Title:** Emerging Radiance

**Brand:** Meta

**Creator(s):** Tani Ikeda, Michelle Kumata

**Synopsis:** Emerging Radiance, directed by Tani Ikeda and illustrated by Michelle Kumata, celebrates the untold stories of Japanese American strawberry farmers who lived in Bellevue from 1920 to 1942. With a hand-painted mural and Spark AR Instagram filters, visitors have the opportunity to meet Toshio Ito, Rae Matsuoka Takekawa, and Mitsuko Hashiguchi, three survivors of the World War II incarceration camps, as

they share in their own words their connections to the land before World War II, during incarceration, and post-World War II. Produced by Meta Open Arts.

**Title:** Iago: The Green Eyed Monster

**Brand:** Verizon

**Creator(s):** Josh Nelson Youssef, Mary Chieffo, Camila Marturano, Julian Dorado

**Synopsis:** This musical prequel to a futuristic take on Shakespeare's Othello explores the psychology and origin story of the notorious villain Iago reimagined as a woman. Reviewing holographic memories, Iago muses on her schemes in a rock opera villain song that incorporates Shakespeare's original words into the lyrics. As her song crescendos, Iago is consumed by her jealousy and literally becomes "the green eyed monster," destroying everyone and everything in her path to vengeance.

**Title:** Unlocked

**Brand:** Z by HP

**Agency:** Giant Spoon

**Director:** Jonathan Pearson

**Synopsis:** Unlocked is an interactive adventure film that invites real data scientists to help solve an ancient mystery. The film introduces us to Dr. Eva Ramirez, who is searching for a mysterious flower rumored to cure the rare neurological disease that plagues her family. However she's not the only one looking for this elusive plant — a local cartel is dead set on securing it for themselves. When Eva gets caught in the cartel's crosshairs, she turns to her friends, data scientists Michaela and Damone, for help. As the action unfolds, the friends use their investigative instincts, custom datasets, and Z by HP high performance workstations to help protect Eva track down the plant's location, before it falls into the wrong hands.

## **TRIBECA X JURY**

### **Brendan Gaul**

Brendan Gaul is one of the world's foremost leaders in advertising and entertainment. His recent producing projects include the 2021 TribecaX Best Feature winner, Dear Santa, distributed by IFC Films which Gaul produced for USPS. Gaul is also responsible for the Johnson & Johnson commissioned documentary 5B. Co-directed by Academy-Award nominee Dan Krauss and Oscar winner Paul Haggis, the Verizon Media/RYOT distributed film was the first branded feature to ever earn, and to date, maintain a 100% Rotten Tomatoes score as well as premiere as an Official Selection at Festival de Cannes.

As Mediabrands' Global Chief Content Officer, Gaul is responsible for identifying and managing strategic content opportunities across the company's investment portfolio. Gaul also serves as Global President of Mediabrands' new indie development and production entity, TRAVERSE32. In that capacity, he oversees development, acquisitions, and distribution of original narrative and unscripted branded content projects for the company around the world. Previously, Gaul spent 14 years as Founder and Head of Mediabrands' UM Studios.

**Ann Lewnes**

Ann Lewnes is Chief Marketing Officer and Executive Vice President, Corporate Strategy & Development of Adobe, one of the largest and most diversified software companies in the world. Ann has held the position of Adobe CMO for over a decade. Under her leadership, the Adobe brand has become synonymous with creativity, digital marketing and the design and development of transformative digital experiences. In addition to its consistent focus on creativity, Adobe's marketing organization pioneered the company's shift to digital. As EVP of Corporate Strategy & Development, Ann also leads Adobe's corporate strategy and strategic M&A efforts globally.

Prior to Adobe, Ann spent 20 years building the iconic Intel Inside brand as VP of Marketing. Ann has been named one of the world's most influential CMOs by Forbes and one of the most innovative CMOs by Business Insider. The American Advertising Foundation elected her into its Hall of Achievement. In 2019, Ann was inducted into the American Marketing Association's Hall of Fame. In 2020, she received the New York Women in Communications Matrix Award.

She currently serves on the boards of Mattel and Sundance Institute. Believing everyone has a story to tell, Ann is a strong advocate for empowering diverse creators, including women, youth and other under-represented groups.

**Sally Susman**

As Executive Vice President and Chief Corporate Affairs Officer, Sally Susman leads engagement with all of Pfizer's external stakeholders overseeing communications, corporate responsibility, global policy, government relations, investor relations and patient advocacy. She also serves as vice chair of The Pfizer Foundation.

Before joining Pfizer in 2007, Susman held several senior communications and government relations roles at Estée Lauder and American Express. Earlier in her career, she spent eight years on Capitol Hill focused on international trade issues and was Deputy Assistant Secretary for Legislative Affairs in the Clinton Administration.

Currently, Susman serves as co-chair of The International Rescue Committee, one of the world's largest humanitarian aid organizations, and on the board of WPP, the U.K.-based global advertising and marketing company. She is also a member of the Council on Foreign Relations. In 2021, Forbes named Susman one of the World's Most Influential CMOs for leading Pfizer's brand refresh and shaping the narrative around the company's Covid-19 vaccine.

**Raja Rajamannar**

Raja Rajamannar is leading Mastercard's innovative marketing transformation, including the development of its Priceless experiential platforms and the creation and deployment of cutting-edge



marketing-led business models. He continues to evolve the brand's identity, pioneering Mastercard's transition to a symbol brand and launching its breakthrough sonic architecture.

Raja serves as President of the World Federation of Advertisers. In 2021, he was listed in the Top 5 of Forbes' World's Most Influential CMOs and named Adweek's Grand Brand Genius. He is among Business Insider's Top 25 World's Most Innovative CMOs and was recognized as the Association of National Advertisers Educational Foundation's Marketer of the Year. He is the author of the Wall Street Journal best-selling book "Quantum Marketing."

### **Jennifer Warren**

Jennifer Warren is Vice President of Global Brand Marketing and Creative at Indeed, responsible for growing Indeed's brand leadership position globally. She has held this position for over 4 years. She is most proud of being a part of Indeed's mission in Helping All People get jobs, and her team's work in amplifying their mission and values to champion inclusive hiring. Last year, Fast Company recognized Indeed as a Brand that Matters, and they were listed on Fortune's list of Brands that are Changing the World.

Prior to Indeed, Jennifer is a three-time CMO who started her career on the advertising side where she found her passion in developing and growing purpose based brands, and saw the impact of great creativity. She has used that experience to lead 2 successful SuperBowl campaigns: RadioShack's "The 80's Called" which was ranked among USA Today's Ad Meter's Top 5 SuperBowl Ads; and Indeed's "The Rising" which was one of 3 SuperBowl Ads receiving Ad Age's 5 Star Review and won Twitter's SuperBowl Audible award for the associated #NowHiring social campaign.

Jennifer has received the notable ANA Hall of Achievement award; is an Ad Age Woman to Watch; and is a Top CMO for creativity recipient awarded by the The CMO Club.

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### **About Tribeca Festival**

The Tribeca Festival brings artists and diverse audiences together to celebrate storytelling in all its forms, including film, TV, VR, games, music, and online work. With strong roots in independent film, Tribeca is a platform for creative expression and immersive entertainment. Tribeca champions emerging and established voices; discovers award-winning filmmakers and creators; curates innovative experiences; and introduces new technology and ideas through premieres, exhibitions, talks, 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. Tribeca will celebrate its 21st year from June 8–19, 2022.

In 2019, James Murdoch's Lupa Systems, a private investment company with locations in New York and Mumbai, bought a majority stake in Tribeca Enterprises, bringing together Rosenthal, De Niro, and Murdoch to grow the enterprise.

**About 2022 Tribeca Festival Partners**

The 2022 Tribeca Festival is presented by OKX and with the support of our partners: AT&T, Audible, Bayer's One a Day, Bloomberg Philanthropies, CHANEL, City National Bank, CNN Films, Converse, Diageo, Discovery+, DoorDash, Indeed, Meta, NYC Mayor's Office of Media and Entertainment, Sephora, Spring Studios New York, P&G, United Airlines and Unreal Engine.

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