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## BBDO BRASS DISCUSS CREATING FAME FOR BRANDS

This interview of Andrew Robertson (president and CEO of BBDO Worldwide) and David Lubars (chief creative officer of BBDO North America) by Adweek, during the Cannes Lions International Festival of Creativity, discusses their hopes for the festival and viral marketing. They also discussed clients attending the festival and learning to appreciate the creativity in advertising and their hopes as far as the festival awards go. For more details on the article [Click Here](#) Looking for Advertising jobs? [Click here](#).

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