

THE GO-TO **CONTENT HUB** FOR LATIN AMERICA AND THE U.S HISPANIC MARKET

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17-20 November | Moon Palace, Cancun

MIP CANCUN ANNOUNCES HEADLINER FEATURING PUBLICIS, NESTLÉ AND HEINEKEN

*Senior Brand and Agency Executives to Open MIP CANCUN Conference
Programme Exploring New Entertainment Partnerships*



Paris, 29 October 2026 – MIP CANCUN today announced a major Headliner for its 2026 edition, bringing senior executives from *Publicis*, *Nestlé* and *Heineken* to the stage to explore how brands and entertainment companies are forging new partnerships as the boundaries between content, culture and commerce continue to evolve.

Entitled "Beyond the Deal: Turning Brands into Entertainment Partners," the session will open the **MIP CANCUN** conference programme on Wednesday, 18 November, from 9:45–10:15am at the Cancun Theater, Moon Palace Resort, as part of the new **MIP CANCUN BrandStory Hub**.

The Headliner will feature **Victor Castellon**, Creative Director at **Publicis**; **Ian Serrano**, Director of Communications & Content Studio at **Nestlé**; and **Veronica Meneses**, Brand Manager at **Heineken**.

As brands look to entertainment to engage audiences and build communities, the session will explore opportunities for producers, studios and media companies to develop more strategic and valuable partnerships with brands.

Through two real-world case studies, the speakers will examine a branded content initiative from concept to execution, offering both brand and agency perspectives, alongside the role brands can play in creating social impact through major entertainment properties, including Formula 1, the UEFA Champions League and music festivals.

The discussion will offer first-hand insights into what brands look for in entertainment partnerships, how branded entertainment creates value and how content companies can build more effective collaborations with brand partners.

María Pérez-Belliére, Director of **MIP CANCUN** said:

"We're delighted to welcome executives from Publicis, Nestlé and Heineken to open this year's **MIP CANCUN** programme. Brands are playing an increasingly important role in the entertainment business, and bringing these decision-makers directly into a content market creates exciting new opportunities for our industry. Through BrandStory Hub, we're connecting the worlds of brands and entertainment, giving producers, creators and media companies the opportunity to hear first-hand what brands are looking for, explore new business models and build partnerships that can take projects forward."

The Headliner is a key part of the newly launched **MIP CANCUN BrandStory Hub**, developed in collaboration with strategic partners **Roadmap** and **Cave76**. Running from 18–20 November, the initiative brings together brands, agencies, producers, creators, studios, platforms and investors to explore opportunities in content partnerships, IP development, financing and monetization.

The BrandStory Hub programme also includes **BrandFront: What Brands Want Next**, Brief-to-Business, and sessions exploring audience behaviours, creator ecosystems and new monetization opportunities. The programme also includes Diageo and Grupo Tova.

MIP CANCUN 2026 will take place 17-20 November in Cancun, Mexico at the Moon Palace Resort.

More information

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Notes to Editors:

About MIP CANCUN - MIP CANCUN, the leading international content market and conference for Latin American and US Hispanic television, brings together the acquisition, distribution and production communities to develop content deals for the fast growing Latin American and US Hispanic TV markets. www.mipcancun.com

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