

CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY 2015

CANNES, GLOBAL VILLAGE



CONTEXT

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- Cannes stands apart from other cities because of its international influence due to the tourist and business traffic which inject it with energy, and also because of its exceptional quality of life and its people-friendly living conditions.
- The purpose is to give value to the success of the Cannes model, which reconciles international reach and the authenticity of a Southern French town, formerly a simply fishing port, where the living is good.



WHAT IS CANNES?

- **Sites known all over the world**
 - La Croisette: its palaces, its casinos, its beaches.
 - The Palais des Festivals et des Congrès is among the most successful in Europe, through its quadruple ISO certification, its location facing the sea, its famous 24 steps, and its International Film Festival. Cannes is a vital platform for the world's largest markets.
- **Prestigious international meetings**
 - The Festival de Cannes, the International Festival of Creativity - Lions Cannes, the Tax Free World exhibition, the MIPTV, the MIPCOM, the MIDEM, the MIPIM, etc.
- **An application to register the Bay of Cannes, La Croisette and the Lérins Islands on the UNESCO World Heritage List.**



- **Typical districts and encounters**

- Le Suquet, the historical centre of this city with incomparable charm, where the houses form a labyrinth of narrow, cobbled streets and shaded squares follow on from each other and a residency for artists.
- Five unique ports symbolising the beauty and particularity of Cannes, where luxury yachts contrast with traditional fishing boats, known as *pointus*.
- Forville market, the loveliest Provence market in the region, where every day market gardeners, fruit and vegetable sellers, flower growers and farmers exhibit the colours and scents of the Mediterranean.
- Protected natural sites and unique routes, such as the Croix-des-Gardes, the lowland area of the lower Siagne Valley, California hill and Siagne Canal.
- Rue d'Antibes, La Croisette, Rue Hoche and Rue Meynadier, a paradise for conference participants and shopping fans.



- **Places steeped in history**

- Ile Sainte-Marguerite, the largest of the two islands off Cannes, genuine jewels in the Bay of Cannes, is home to Fort Vauban, which is home to the Musée de la Mer, former prison of the famous Man in the Iron Mask who was imprisoned there at the end of the 17th century.
- Ile Saint-Honorat which house the oldest Cistercian Congregation of the Immaculate Conception in the archipelago made it a spiritual centre in the Mediterranean. The monastery, which is still in activity, is one of the oldest centres of Western. Christian monasticism with its fortified monastery dating from the end of the 11th century and its cloister from the 12th century.
- The Villa Domergue, a sumptuous Tuscan villa with a French formal style garden offering a breathtaking view of the Suquet district and the islands.



- **An exceptional geographic situation**

- 300 days of sunshine per year and a light which inspired the greatest artists from the 19th and 20th centuries.
- A high number and great diversity of accommodation options and restaurants.
- Easy to access with many daily connections: Nice international airport, Cannes- Mandelieu airfield and Cannes heliport, the city-centre train station and an excellent bus service.



- **Dynamic economic fabric**
 - More than 11,000 businesses, the majority SMEs and micro-businesses.
 - Many foreign-owned companies representing 31 different countries directly linked to the international tourism and luxury markets.
- **An economic development strategy geared towards the hi-tech industry and creative innovation**
 - Site and head office of Thales Alenia Space (2,000 employees), world leader in satellite imaging and only satellite integration centre in Europe.
 - CréACannes business incubator accommodating start-ups in creative economy in a fully-renovated building of 800m², under attractive condition.



- Technopôle de l'image Bastide Rouge (The Bastide Rouge Image Technopole) on four hectares, focusing on digital technologies and the creative economy with an university campus and student accommodation, a business hub, shops and services and a 12-screen multiplex, fitted with the latest film projection technology.
- **A rapidly-growing hub of expertise**
 - Creation of a university campus devoted to the film industry, communication, digital technology and tourism, at the heart of The Bastide Rouge Image Technopole.
 - Internationally-renowned cultural training: Rosella Hightower Dance Academy of Cannes and the regional Conservatory of Music and Drama.



- **An international geographic brand: Cannes, the world's capital for the film**
 - The city of Cannes Film Festival, the world's largest cultural event.
 - The film market, the most important event in the global film industry.
 - A policy to attract and welcome the many film crews shooting in Cannes.



BRIEF

- **Creation of a brand identity with a strong slogan articulating Cannes' unique character of "Worldwide Village", which is both :**
 - on the one hand, the international reach of the city of festivals,
 - on the other hand, the authenticity of a typical fishing village and its quality of life,**to promote the region faced with the extreme competition with other destinations.**

- **The target**
 - Business tourism: conferences, seminar, incentive, MICE
 - Leisure tourism:
 - Well-being: golf, spa, nature, yachting
 - City break: gastronomy, culture, shopping, luxury
 - Family: sea / mountains, cinema, culture, sports

BRIEF

- **Key words: creativity, innovation, attractiveness, cinema, authenticity, and quality of life**
- **Mandatory inclusion: ‘Cannes, Côte d’Azur’**
- **The brand identity must be able to be adjusted to different media, such as:**
 - Print: press ads and posters (city centre billboards or event posters/large format such as covering the Palais des Festivals et de Congrès or in airports).
 - Digital: website of the city and of the Palais des Festivals et des Congrès, buying space on the web, mobile app.
 - Associated items (advertising or protocol)