

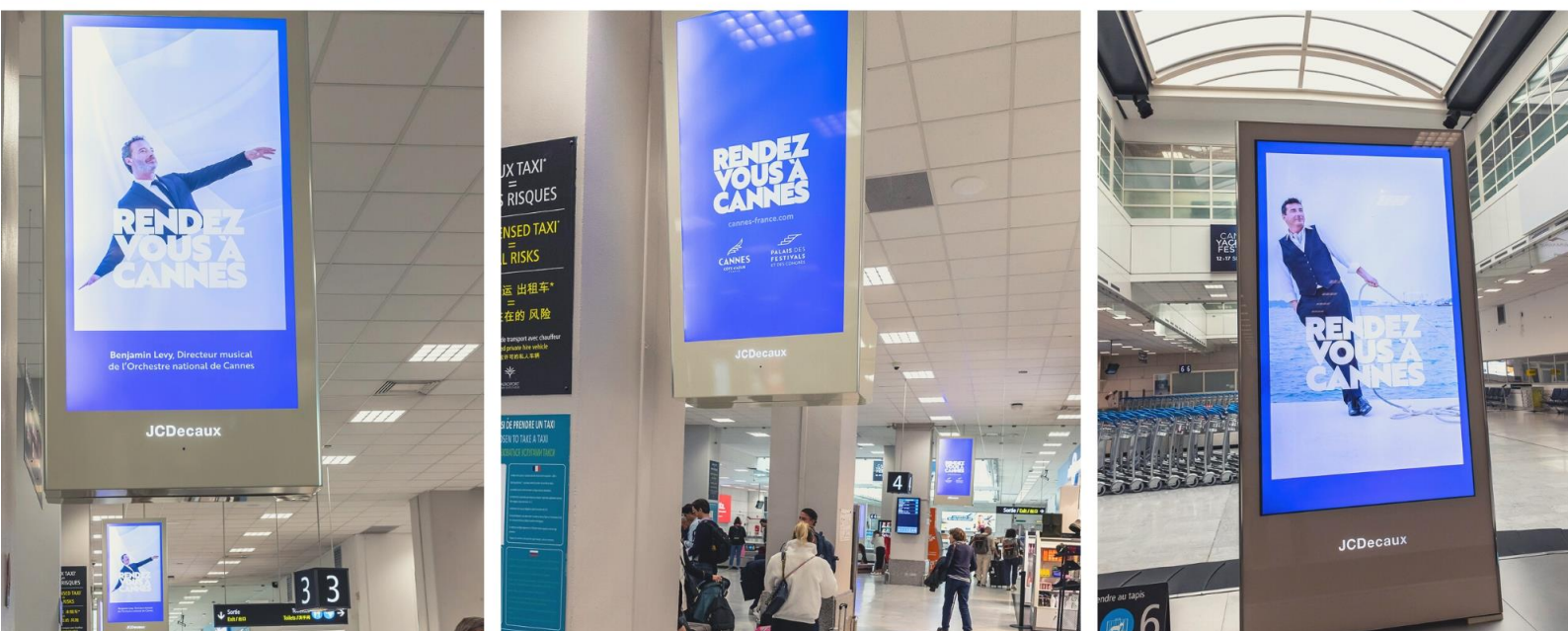
COMMUNIQUÉ DE PRESSE

PALAIS DES
FESTIVALS
ET DES CONGRÈS

CANNES
CÔTE d'AZUR
FRANCE

Cannes, 6 November 2023

« Rendez-vous à Cannes ! » The destination showcases its talents



The campaign at Nice airport



The campaign at Paris La Défense

An international campaign highlighting the talents of Cannes

The "Rendez-vous à Cannes" creative choice is based on the brand's strategic positioning as "Cannes, where talent is expressed".

To give concrete expression to this promise, personalities recognised for their expertise are committed to promoting the city as ambassadors.

The aim here is to **showcase the skills of the men and women who work to make the city dynamic, thereby contributing to its constant renewal. All areas of hospitality, culture, the arts and sport are or will be represented.**

A network of Cannes talent has been developed and will be showcased through testimonials, portraits and videos, to inspire the world to give of themselves... Rendez-vous à Cannes!

"Cannes is proud of its talents, those who breathe new energy into our destination. With this "Rendez-vous à Cannes" campaign, we are highlighting the talents from all walks of life who are shaping our city, in hospitality, culture, the arts, business, sport, science and more. Together, we are showcasing the personalities who embody our city, sharing their stories, portraits and videos, and inviting the world to join us... Rendez-vous à Cannes!

David Lisnard, Mayor of Cannes

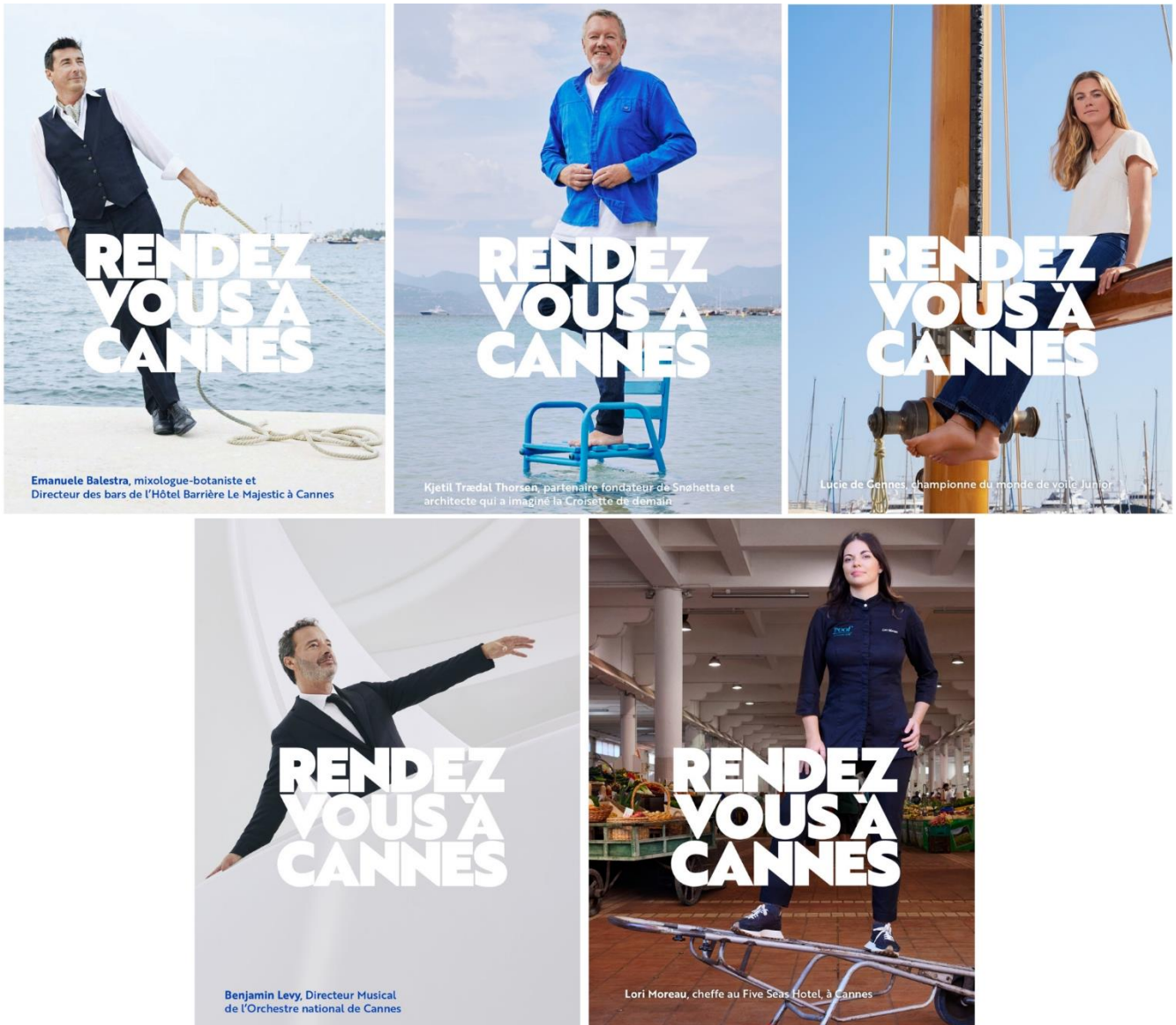
The campaign

The first phase of the campaign begins this autumn:

- **Digital billboards in Paris la Défense for 3 weeks and at Nice Côte d'Azur airport for 2 weeks**
- **Online advertising and social networks**
- **Media plan**

The campaign will continue in spring 2024 with a campaign in London, and other operations in priority markets for Cannes.

Cannes talent



For this first phase of communication, the first 5 'talents' posed under the watchful eye of photographer Audoin Desforges:

- **Emanuele Balestra**, Mixologist and botanist, Director of Bars at the Majestic Hôtel
- **Benjamin Levy**, Musical Director of the Orchestre de Cannes
- **Kjetil Traedal Thorsen**, Snøhetta Architect, who has designed the Croisette of Tomorrow
- **Lucie De Gennes**, Junior World Sailing Champion
- **Lori Moreau**, Chef at the Five Seas Hôtel restaurant

The Talent Network already involves 15 Cannes celebrities and is part of a dynamic programme to actively promote Cannes as a destination that is set to expand.

[Discover all the talents](#)

Discover the clip from Rendez-vous à Cannes



[Download photos of the campaign](#)

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