

Clear Channel Outdoor Showcases Power of Integrated Out-Of-Home and Mobile Advertising at Cannes Lions 2014

CANNES, France--(BUSINESS WIRE)-- [Clear Channel Outdoor \(CCO\)](#), one of the world's largest outdoor advertising companies, is showcasing the powerful combination of Out-Of-Home (OOH) and Mobile at this year's [Cannes Lions International Festival of Creativity](#). Utilizing the world's largest rooftop digital screen atop the landmark Le Grand Hotel and interactive digital totems at locations along the Croisette, Clear Channel Outdoor is featuring dynamic OOH advertising from a number of brand partners including Samsung, L'Oreal, McDonald's, Weather Channel, Unilever and YouTube. CCO will also display the 2014 Outdoor Lions winners when named. Additionally, a giant mobile interactive soccer game called *Le Grand Kick* is available to festival attendees with the competition taking place for all of Cannes to see on the rooftop digital screen.

Clear Channel Outdoor is proudly sponsoring the Outdoor Lions for the fifth consecutive year. For the first time since the festival began, the Outdoor category is the most popular in 2014, attracting over 5,600 entries and demonstrating that the oldest and most enduring advertising medium has never been more exciting for creatives.

Clear Channel Outdoor will be unmissable in Cannes with digital displays in the Palais des Festivals and at Centre d'art La Malmaison in addition to the roof of Le Grand Hotel. An innovation and creative leader in out-of-home, CCO is driving reappraisal of the medium's role in the media mix with visually captivating displays at the biggest creative gathering of the year, as well as pioneering initiatives and groundbreaking research year-round.

William Eccleshare, CEO, Clear Channel Outdoor commented: "In the last six months, Clear Channel Outdoor has rolled out Connect, the first global out-of-home mobile interactive advertising platform, an innovation that has helped to transform out-of-home into one of the most contemporary, relevant and effective mediums. It demonstrates our belief in the powerful creative and consumer engagement opportunities which Outdoor and Mobile offers advertisers.

"We are delighted to be showcasing this potential throughout Cannes week. This will include offering the chance to compete in a giant interactive mobile soccer game; a creative digital outdoor showcase featuring our partner brands such as Samsung, L'Oreal and McDonald's, and inviting people to our interactive exhibition area – our 'Playground' – to test-drive the powerful consumer engagement opportunities our medium can deliver through Connect."

Commenting on the mobile interactive soccer game, *Le Grand Kick*, **Pru Parkinson, Global Chief Marketing Officer at Clear Channel Outdoor**, added: "We loved the idea of merging the addictive fun of a simple, well-loved soccer game with pioneering digital out-of-home and interactive mobile technology.

“With World Cup anticipation reaching fever pitch, this is a great way for Cannes Lions attendees to experience the huge potential of combining OOH with the mobile platform. The combination is an incredibly powerful mix, offering advertisers unmatched visibility and engagement across any medium. OOH and mobile is going to be front of mind for creatives and planners going forward, and Le Grand Kick is just one example of what is possible.”

Details of Clear Channel Outdoor’s Cannes Lions Program:

Le Grand Kick – a mobile interactive penalty shoot-out game

CCO is tapping into World Cup soccer fever to give all event attendees the chance to take a virtual ‘penalty kick’ in front of the crowds on the Croisette. The game, called “Le Grand Kick,” is powered by mobile interactive technology and will be played on the largest digital outdoor rooftop screen in the world, positioned 12 stories high on the top of the Grand Hotel (see ‘Grand Screen’ for more details below). The only ‘kit’ a player needs is their smartphone.

CCO collaborated with [Grand Visual](#) to create the bespoke soccer game which will allow players to easily sync up their smartphone with the Grand Screen during their allotted match. Players register to take part in the game by simply tapping / swiping their smartphone on one of Clear Channel Outdoor’s Connect tags located around the festival. The game is modeled on the classic table-top soccer game, Subbuteo, and requires skilled finger swiping on the mobile phone to get the ball in the back of the net on the massive screen. Whoever scores the most goals, wins.

The game is Monday to Friday of festival week, at 1pm, 8pm and 11pm on the Croisette in front of the Grand Hotel.

The Grand Screen

CCO has partnered with [CURB](#), for exclusive rights to host the biggest outdoor digital HD screen in Cannes. Located 12 stories up at Le Grand Hotel, an iconic site on the Croisette and equivalent in size to two double-decker buses, it is visible and unmissable day and night - from the entire Cannes bay and as far away as 3.5 miles. The screen is showcasing the best in OOH advertising, as well as Le Grand Kick (see above for details).

Below is a partial list of showcased partners:

Art Everywhere	Samsung
Cheil	Sky
Le Grand Kick	Starwood
Emakina	Unilever
Girl's Lounge	Weather Channel
L'Oreal - Armani Si	Your Troll
Maxus	YouTube
McDonald's	Buzzfeed

CCO will also be using the immediacy of its digital capabilities to showcase the Grand Prix

and Gold Lions winners on the Grand Screen as soon as they are revealed.

The Playground & Connect Mobile Platform

CCO's Playground is an interactive OOH exhibition and hospitality space in a prime location on the Croisette, directly in front of the La Malmaison Hotel (between Le Grand Hotel and JW Marriott). Agencies and advertisers will view inspiring OOH creativity and innovation from leading advertisers across the globe. Visitors will use the interactive capabilities of the digital totems to choose among a menu of inspiring creative they'd like to view. Additionally, the totems are outfitted with Connect tags which will allow visitors to engage in interactive experiences with their smartphone, including registering to play Le Grand Kick.

Summary for editors:

All week

The Grand Screen

World's largest rooftop digital outdoor screen

Time: 24 hours a day

Venue: Rooftop, Le Grand Hotel
45 Boulevard de la Croisette, 06400 Cannes,
France

Monday, June 16th - Friday, June 20th

Le Grand Kick - mobile interactive soccer penalty game

Time: 1pm, 8pm, 11pm

Venue: in front of Le Grand Hotel
45 Boulevard de la Croisette, 06400 Cannes,
France

Tuesday 17th – 19th June

Playground @ Malmaison

OOH interactive showroom and hospitality space

Time: 9am-9pm

Venue: Playground at Malmaison
47 Boulevard de la Croisette, 06400 Cannes,
France

Tuesday 17th June

Clear Channel Outdoor Cocktail Party

Time: 4.30pm-7pm

Venue: Playground at Malmaison
47 Boulevard de la Croisette, 06400 Cannes,
France

Outdoor Lions Awards

Time: 7pm-9pm
Venue: Le Palais des Festivals
Boulevard de la Croisette, 06400 Cannes, France

About Clear Channel Outdoor (CCO)

Clear Channel Outdoor Holdings, Inc., (NYSE: CCO) is one of the world's largest outdoor advertising companies, with more than 675,000 displays in over 40 countries across five continents, including 47 of the 50 largest markets in the United States. Clear Channel Outdoor Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a growing digital platform that now offers over 1,000 digital billboards across 37 U.S. markets. Clear Channel Outdoor Holdings' International segment operates in nearly 30 countries across Asia, Australia, Europe and Latin America in a wide variety of formats.

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Like us on Facebook at facebook.com/CCOutdoor

About Grand Visual

Grand Visual is a creative technology and production house offering platforms and services that unlock the potential of the Digital Out of Home medium – where digital experiences meet the real, physical world.

We combine creative thinking, technology expertise and production technique to help brands and agencies target audiences across the emerging range of digital media opportunities and environments in the UK and increasingly abroad.

www.grandvisual.com

About CURB

CURB is a group of the fastest growing companies in the marketing industry. Their purpose is inspire brands to be extraordinary, delivering iconic impact and long term commercial value through innovation.

www.curbmedia.com

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20140616005897/en/>

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