

JCDecaux  
**Stimulibox<sup>2</sup>**

## **New ephemeral site dedicated to creativity during the Cannes Lions Festival 2007**

**Innovative advertising experiences, lounge atmosphere on the beach,  
interactive and original musical programme,  
JCDecaux Stimulibox<sup>2</sup> seeks to be an in place for relaxation  
during the 54th International Advertising Festival at Cannes.**

### **Why the JCDecaux Stimulibox<sup>2</sup> ?**

At a time when media creativity is at the center of brand strategies, JCDecaux, official Festival partner, decided to provide a meeting place under the sign of innovation. In a relaxing atmosphere, festival-goers will be able to discover surprising advertising possibilities, fresh and never seen before.

### **What is the JCDecaux Stimulibox<sup>2</sup> ?**

A friendly place to relax, 200 square meters in size, on the beach and right next door to the Palais des Festivals, where everything has been done to stimulate the senses in a fun and innovative manner.

#### **+ The scenography of the place ...**

Directly inspired by the 1960's artistic op'art trend, it pays a new visit to JCDecaux urban advertising sets: the bus shelter becomes a DJ booth, and the CIP (City Information Panel) become video game consoles, a chromatherapy spa or a jukebox...

#### **+ The programme ...**

Lounge chairs on the beach, original snacks and finger food, eclectic programme music, all of which combine VJ performances, DJ battles, lounge or electric sessions...

**Come see us at the JCDecaux StimuliBox<sup>2</sup>  
beginning on June 17th for an experience  
that will titillate your mind  
and get your creative juices flowing!**

# **Relax + Eat + Drink + Play!**

**JCDecaux Stimulibox<sup>2</sup>**

Located on the Gray D'Albion beach in Cannes, open from 12:00 PM to 9:00 PM, from June 17th to June 23rd.  
Free access for festival-goers upon presentation of their badges. For more info, go to [www.jcdecaux.com](http://www.jcdecaux.com)

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