

UNDERCOVER **ARTS** x **SNAPCHAT** 

CANNES LIONS · 21 TO 25 JUNE 2027

Nice Airport And Cannes OOH Proposal

Arrivals, departures and street-level formats across the Riviera for Snapchat, timed to Cannes Lions 2027. Prepared by Undercover Arts.

THE BRIEF

Own The Journey In And Out Of Cannes Lions

Cannes Lions brings over 15,000 delegates from more than 100 countries to the Croisette, and nearly all of them come through Nice Côte d'Azur Airport. This plan pairs airport impact with formats that sit outside the official inventory.

01

Arrive

Welcome banners, boards, windowscapes and baggage reclaim, so Snapchat is the first brand delegates see when they land.

02

In Town

Roadside screens, buses, rail stations, street posters, floor stickers, a digital truck and projections, all outside the festival's own sites.

03

Depart

Departure gates, terminal screens, private aviation and the helicopter routes, so Snapchat is the last thing they see on the way home.

TIMING

Four Weeks At The Airport Through Cannes Lions

10 May 17 May 24 May 31 May 7 June 14 June 21 June

Film Festival, 11 to 22 May



Monaco Grand Prix, 4 to 6 June

Cannes Lions, 21 to 25 June



Airport formats, 4 weeks: 31 May to 27 June TBC

Town formats, around Lions week

The plan is built around Cannes Lions week. A four-week airport booking from 31 May runs to 27 June, and may also cover Monaco Grand Prix traffic through Nice. Shorter town formats are timed around the festival. 2027 start dates are still to be confirmed by the media owners.

GETTING TO CANNES

Every Route Into Town Is Covered

15,000+

Cannes Lions delegates

100+

Countries represented

27 km

Nice Airport to the Palais

Nice T1 And T2

The main gateway for delegates, with arrivals and departures in both terminals.

Helicopter

Nice to Cannes by air, landing at the heliport by the Croisette.

Private Aviation

Business jets into Cannes-Mandelieu, minutes from the festival.

Coastal Rail

Cannes, Antibes, Nice Riquier and Menton stations along the coast line.

SECTION 01

Nice Airport

Arrivals and departures across Nice T1 and T2, from the first welcome banner to the last departure gate.

Grid: Arrivals

Format	Units	Description	Size (W x H)	Start Date	Duration	Impressions	Offer Rate	Standard Rate
Airport	48	Welcome Banners, Nice T1 and T2	97m ²	June TBC	4 Weeks	TBC	£88,435	£106,125
Airport	3	Welcome Boards, T1 and T2 arrivals	40m ²	June TBC	4 Weeks	TBC	£63,515	£76,220
Airport	2	Welcome Windowscapes, T2 Schengen	9.7m ²	June TBC	4 Weeks	TBC	£13,160	£15,795
Airport	1	Welcome Giant Poster, T2 reclaim exit	11.6m ²	June TBC	4 Weeks	TBC	£29,905	£35,890
Airport	5	T1 Schengen & International Domination	50m ²	June TBC	4 Weeks	TBC	£106,975	£128,370
Airport	2	Welcome Domination A1 & A2 staircases	Various	June TBC	4 Weeks	TBC	£39,715	£47,660
Airport	1	T2 Immersive Arrivals Banner	6.8m ²	June TBC	4 Weeks	TBC	£19,770	£23,725
Airport	10	Luggage Claim Stickers, T1 and T2	Various	June TBC	4 Weeks	TBC	£50,645	£60,775

Grid: Terminal And Digital

Format	Units	Description	Size (W x H)	Start Date	Duration	Impressions	Offer Rate	Standard Rate
Airport	17	Access SAS Domination, T1 and T2	107m²	June TBC	4 Weeks	TBC	£114,725	£137,670
Airport	4 + Podium	Podium & Atrium Domination, T1	Various	June TBC	4 Weeks	TBC	£80,590	£96,710
Airport	90	Nice Digital Network (Min. 12.5% SOV)	Various	June TBC	4 Weeks	TBC	£86,300	£103,560
Airport	3	Digital Iconic Trio (100% SOV)	6.6m² & 8.3m²	June TBC	4 Weeks	TBC	£190,020	£228,025
Airport	3	Digital Iconic Trio (Min. 50% SOV)	6.6m² & 8.3m²	June TBC	4 Weeks	TBC	£102,570	£123,085
Airport	3	Digital Gate Duo (Min. 25% SOV)	Various	June TBC	4 Weeks	TBC	£53,720	£64,465
Airport	3	Digital Gate Duo (Min. 50% SOV)	Various	June TBC	4 Weeks	TBC	£97,735	£117,285
Airport	3	Digital Gate Duo (100% SOV)	Various	June TBC	4 Weeks	TBC	£167,755	£201,310
Airport	10 Screens, 1 Wall	Immersive Channel, T1 (100% SOV)	Various	June TBC	4 Weeks	TBC	£56,660	£67,995

NICE AIRPORT · ARRIVALS

Welcome Banners

Banners across Nice T1 and T2, 97m² of branding in total.

Units	48
Size	97m ²
Duration	4 Weeks
Start	June TBC

Offer Rate, 4 Weeks

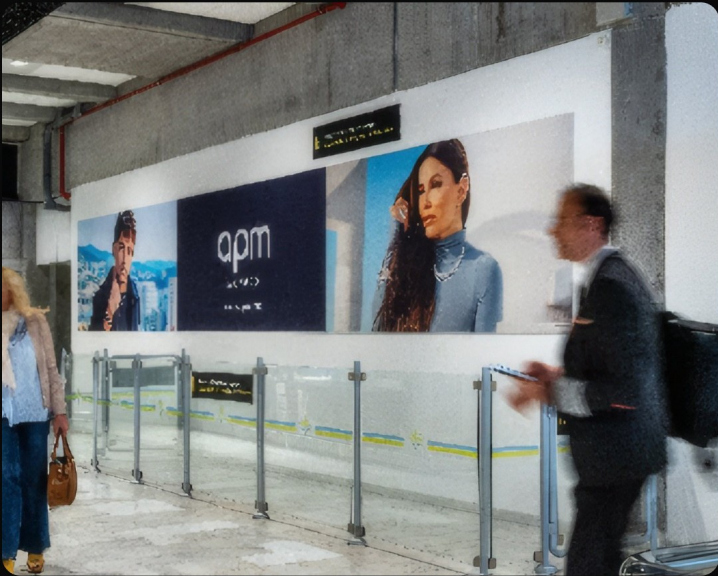
£88,435

Standard Rate £106,125



Welcome Boards

Three large boards in the arrivals halls of Nice T1 and T2.



Units

3

Size

40m²

Duration

4 Weeks

Offer Rate, 4 Weeks

£63,515

Standard £76,220

Welcome Windowscapes

Window branding in the Schengen arrivals area of Nice T2.



Units

2

Size

9.7m²

Duration

4 Weeks

Offer Rate, 4 Weeks

£13,160

Standard £15,795

NICE AIRPORT · ARRIVALS

Welcome Giant Poster

A giant poster at the A3 baggage reclaim exit in Nice T2.

Units	1
Size	11.6m ²
Duration	4 Weeks
Start	June TBC

Offer Rate, 4 Weeks

£29,905

Standard Rate £35,890



NICE AIRPORT · ARRIVALS

T1 Schengen & International Domination

Covers both arrivals areas of Nice T1, Schengen and international.



Units

5

Size

50m²

Duration

4 Weeks

Offer Rate, 4 Weeks

£106,975

Standard £128,370

NICE AIRPORT · ARRIVALS

Welcome Domination A1 & A2

Two staircase wallscape installations greeting arriving passengers.

Units	2
Size	Various
Duration	4 Weeks
Start	June TBC

Offer Rate, 4 Weeks

£39,715

Standard Rate £47,660



T2 Immersive Arrivals Banner

An immersive banner in the arrivals area of Nice T2.

Units	1
Size	6.8m²
Duration	4 Weeks
Start	June TBC

Offer Rate, 4 Weeks

£19,770

Standard Rate £23,725



NICE AIRPORT · ARRIVALS

Luggage Claim Stickers

Ten branded baggage belts across Nice T1 and T2 arrivals.

Units 10

Size Various

Duration 4 Weeks

Start June TBC

Offer Rate, 4 Weeks

£50,645

Standard Rate £60,775



NICE AIRPORT · TERMINAL AND DIGITAL

Access SAS Domination

Branding across the access areas of Nice T1 and T2, covering departures and arrivals.

Units 17

Size 107m²

Duration 4 Weeks

Start June TBC

Offer Rate, 4 Weeks

£114,725

Standard Rate £137,670



NICE AIRPORT · TERMINAL AND DIGITAL

Podium & Atrium Domination

A central podium and four large event canvases in the public area of Nice T1, covering arrivals and departures.

Units	4 + Podium
Size	Various
Duration	4 Weeks
Start	June TBC

Offer Rate, 4 Weeks

£80,590

Standard Rate £96,710



NICE AIRPORT · TERMINAL AND DIGITAL

Nice Digital Network

90 screens across Nice T1 and T2, plus Cannes, Saint-Tropez and Toulon business aviation, covering arrivals and departures.

Units	90
Share of Voice	Min. 12.5%
Duration	4 Weeks
Start	June TBC

Offer Rate, 4 Weeks

£86,300

Standard Rate £103,560



Digital Iconic Trio

One Digital Elegance screen (6.6m²) and two Digital Inspiration screens (8.3m²) across Nice T1 and T2.



Units

3

Size

6.6m² & 8.3m²

100% SOV

£190,020

Standard £228,025

Min. 50% SOV

£102,570

Standard £123,085

NICE AIRPORT · TERMINAL AND DIGITAL

Digital Gate Duo

Two 98-inch screens in T1 and one 22m² screen in T2, at the gates.



Units

3

Duration

4 Weeks

Min. 25% SOV

£53,720

Standard £64,465

Min. 50% SOV

£97,735

Standard £117,285

100% SOV

£167,755

Standard £201,310

Immersive Channel

Ten digital screens and wall adhesive along Nice T1 departures, at 100% share of voice.

Units	10 Screens, 1 Wall
Share of Voice	100%
Duration	4 Weeks
Start	June TBC

Offer Rate, 4 Weeks

£56,660

Standard Rate £67,995



SECTION 02

Private Aviation And Helicopter

The VIP routes: business aviation at Nice and Cannes-Mandelieu, and the helicopter transfers that land by the Croisette.

Grid: VIP Routes

Format	Units	Description	Size (W x H)	Start Date	Duration	Impressions	Offer Rate	Standard Rate
Airport	1	VIP Panorama Screen (100% SOV)	80"	June TBC	4 Weeks	TBC	£30,995	£37,195
Airport	5 Screens, 1 Sticker	Cannes Digital Domination (100% SOV)	Various	June TBC	4 Weeks	TBC	£40,480	£48,580
Airport	13	Cannes Outdoor Canopy Takeover	80m²	June TBC	4 Weeks	TBC	£62,935	£75,525
Airport	4	Cannes Airside Domination	15.2m²	June TBC	4 Weeks	TBC	£18,270	£21,925
Airport	1	Cannes Heliport Takeover	100m²	June TBC	4 Weeks	TBC	£104,120	£124,945
Airport	8 Columns, 1 Sticker	Nice T1 Helicopter Domination	42m²	June TBC	4 Weeks	TBC	£21,880	£26,260
Airport	2 Walls, 3 Windows	Nice T2 Helicopter Domination	50m²	June TBC	4 Weeks	TBC	£18,795	£22,555

PRIVATE AVIATION AND HELICOPTER

VIP Panorama Screen

An 80-inch screen in the business aviation terminal, at 100% share of voice.

Units	1
Size	80"
Duration	4 Weeks
Start	June TBC

Offer Rate, 4 Weeks

£30,995

Standard Rate £37,195



PRIVATE AVIATION AND HELICOPTER

Cannes Digital Domination

Five digital screens and a sticker at Cannes-Mandelieu Airport, covering arriving and departing business aviation passengers.

Units	5 Screens, 1 Sticker
Share of Voice	100%
Duration	4 Weeks
Start	June TBC

Offer Rate, 4 Weeks

£40,480

Standard Rate £48,580



PRIVATE AVIATION AND HELICOPTER

Cannes Outdoor Canopy Takeover

Large exterior glass branding at the entrance to Cannes-Mandelieu Airport.

Units 13

Size 80m²

Duration 4 Weeks

Start June TBC

Offer Rate, 4 Weeks

£62,935

Standard Rate £75,525



PRIVATE AVIATION AND HELICOPTER

Cannes Airside Domination

Four large banners on the airside façade of Cannes-Mandelieu's business aviation terminal.

Units	4
Size	15.2m ²
Duration	4 Weeks
Start	June TBC

Offer Rate, 4 Weeks

£18,270

Standard Rate £21,925



PRIVATE AVIATION AND HELICOPTER

Cannes Heliport Takeover

A 100m² takeover at the Cannes heliport, close to the Croisette and the Palais des Festivals.

Units	1
Size	100m ²
Duration	4 Weeks
Start	June TBC

Offer Rate, 4 Weeks

£104,120

Standard Rate £124,945



PRIVATE AVIATION AND HELICOPTER

Nice T1 Helicopter Domination

Branding along Nice T1's helicopter passenger route, covering departures and transit.

Units	8 Columns, 1 Sticker
Size	42m ²
Duration	4 Weeks
Start	June TBC

Offer Rate, 4 Weeks

£21,880

Standard Rate £26,260



PRIVATE AVIATION AND HELICOPTER

Nice T2 Helicopter Domination

Branding along the helicopter arrivals and departures route at Nice T2.

Units 2 Walls, 3 Windows

Size 50m²

Duration 4 Weeks

Start June TBC

Offer Rate, 4 Weeks

£18,795

Standard Rate £22,555



SECTION 03

In Town

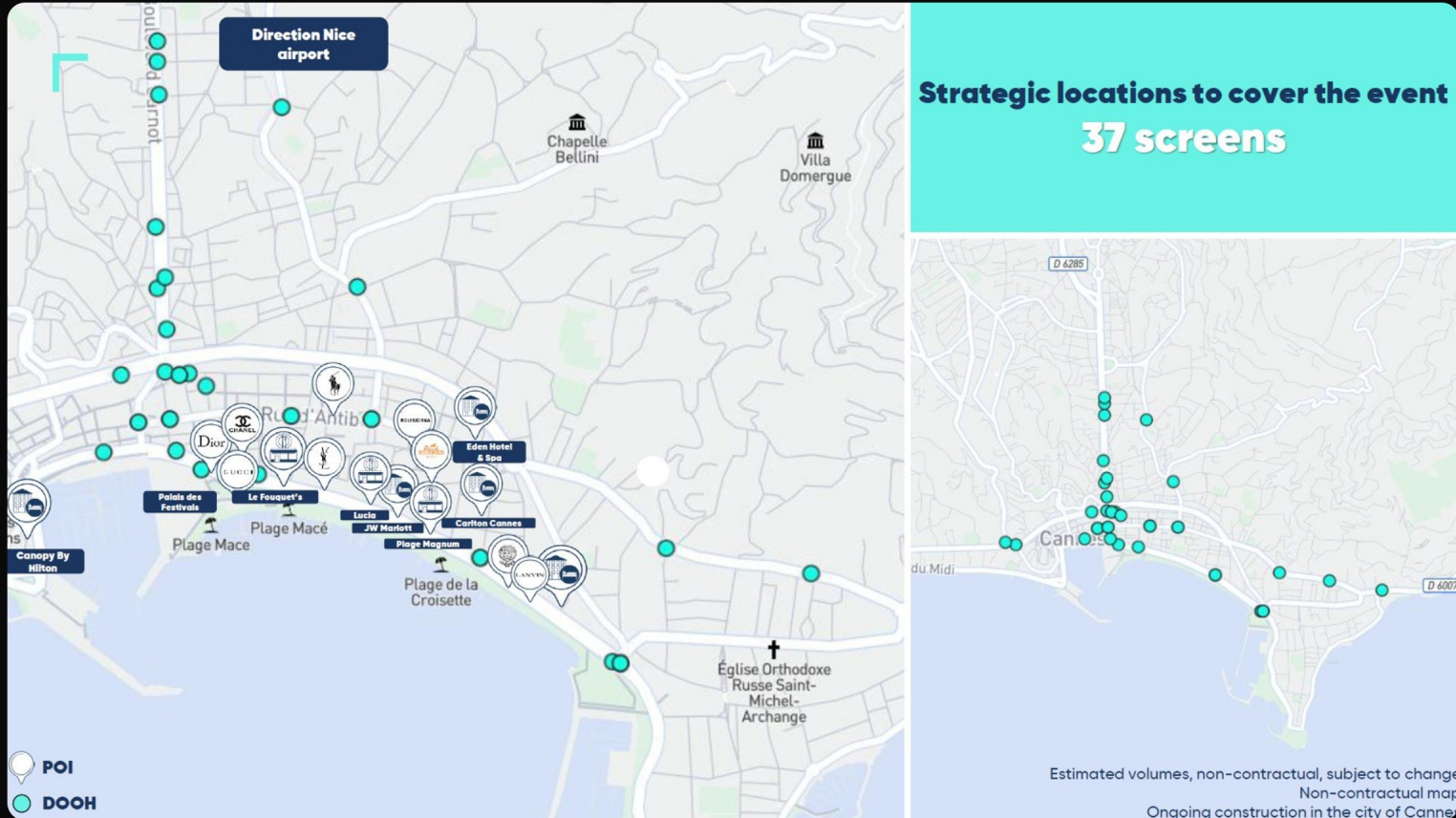
Formats outside the festival's official inventory, from roadside screens and buses to guerrilla street posters, floor stickers and projections.

Grid: Cannes And The Coast

Format	Units	Description	Size (W x H)	Start Date	Duration	Impressions	Offer Rate	Standard Rate
Roadside	37	Billboard Domination (Min. 10% SOV)	2m² & 6m²	June TBC	12 Days	TBC	£116,755	£140,110
Transport	5	Fully Wrapped Bus, central routes	Various	June TBC	2 Weeks	TBC	£55,335	£66,405
Transport	5	Bus Back Covering, central routes	Various	June TBC	2 Weeks	TBC	£10,295	£12,355
Commuter	83	Rail 6-Sheet Network (Min. 1/9 SOV)	2m²	June TBC	11 Days	6,537,135	£23,960	£28,755
Street Posters	500	A1 Print & Distribution, 1 creative	594 x 841mm	June TBC	1-2 Weeks	TBC	£1,700	£1,955
Street Posters	500	A1 Print & Distribution, 2 creatives	594 x 841mm	June TBC	1-2 Weeks	TBC	£2,095	£2,410
Street Posters	500	A1 Print & Distribution, 3 creatives	594 x 841mm	June TBC	1-2 Weeks	TBC	£2,380	£2,740
Vehicles	1 (3 Faces)	Digital Billboard Truck (100% SOV)	Various	June TBC	1 Night	Custom Routes	£2,720	£3,200
Pavement	50	Floor Stickers	500 x 500mm	June TBC	2-4 Weeks	-	£1,045	£1,205
Projection	1	20,000 Lumen Projection, 25m wide	1920 x 1080px	June TBC	1 Night	32,500	£8,680	£9,985

IN TOWN

Billboard Domination Map



37 Screens Across Cannes

Screens

29 × 2m² and 8 × 6m² digital

Share of Voice

Min. 10%

Duration

12 days

Coverage

Along the Croisette and the main road in from Nice Airport

IN TOWN

Billboard Domination

29 × 2m² and 8 × 6m² digital screens across Cannes, at a minimum 10% share of voice.

Units	37
Size	2m ² & 6m ²
Duration	12 Days
Start	June TBC

Offer Rate, 12 Days

£116,755

Standard Rate £140,110



IN TOWN

Fully Wrapped Bus

Five fully wrapped buses on central Cannes routes.



Units

5

Size

Various

Duration

2 Weeks

Start

June TBC

Offer Rate, 2 Weeks

£55,335

Standard £66,405

IN TOWN

Bus Back Covering

Five bus backs on central Cannes routes.



Units

5

Size

Various

Duration

2 Weeks

Start

June TBC

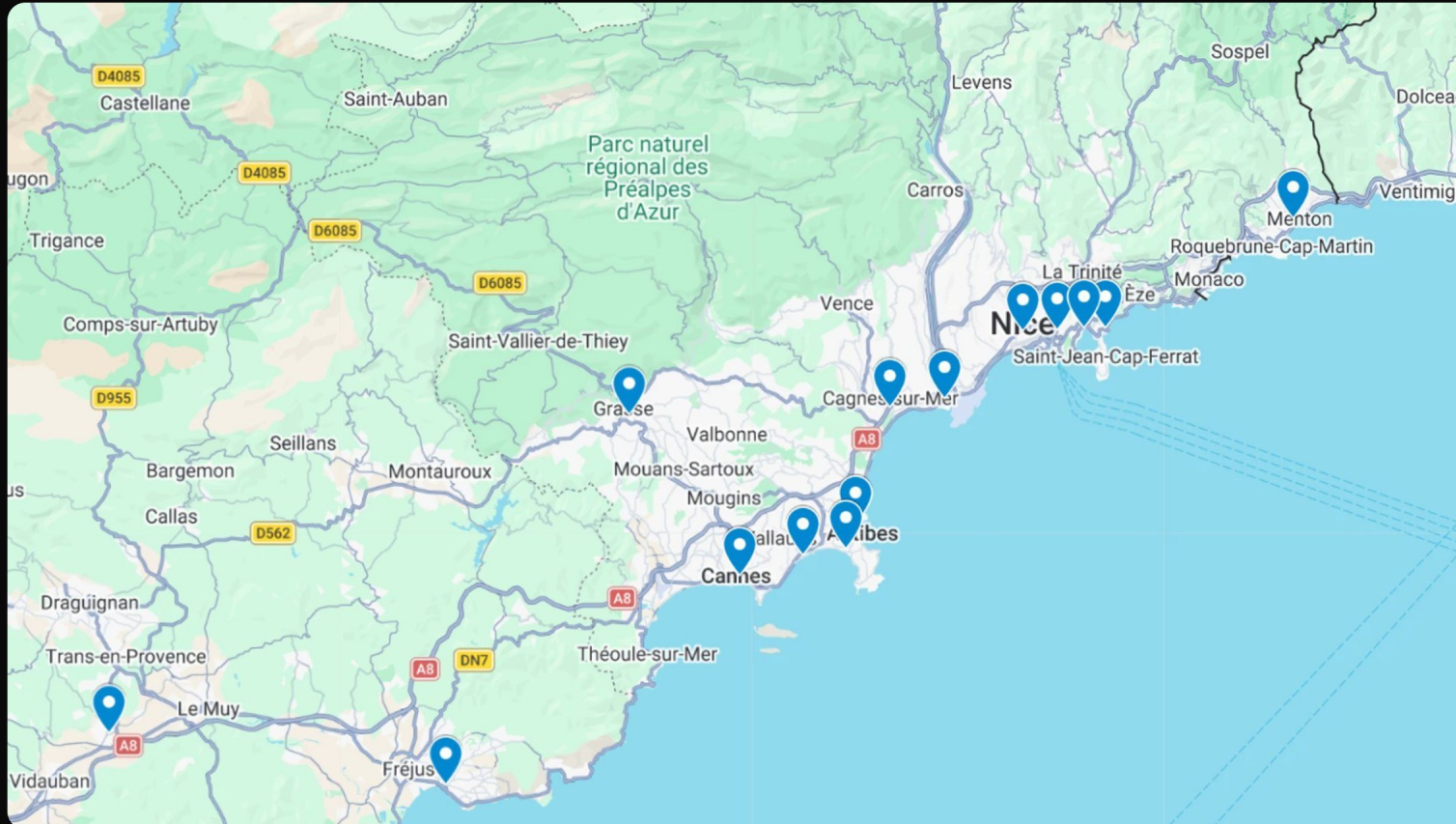
Offer Rate, 2 Weeks

£10,295

Standard £12,355

IN TOWN

Rail 6-Sheet Network Map



83 Rail 6-Sheets Along The Coast

Stations

Including Cannes, Antibes, Menton and Nice Riquier

Share of Voice

Min. 1/9

Duration

11 days

Impressions

6,537,135

IN TOWN

Rail 6-Sheet Network

83 rail 6-sheets along the coast, including Cannes, Antibes, Menton and Nice Riquier stations.

Units	83
Size	2m ²
Duration	11 Days
Impressions	6,537,135

Offer Rate, 11 Days

£23,960

Standard Rate £28,755



IN TOWN

A1 Street Posters

500 A1 posters printed and distributed around Cannes, with one, two or three creatives.

Units 500

Size 594 × 841mm

Duration 1 to 2 Weeks

Offer Rates, 1 to 2 Weeks

1 Creative **£1,700**
Standard £1,955

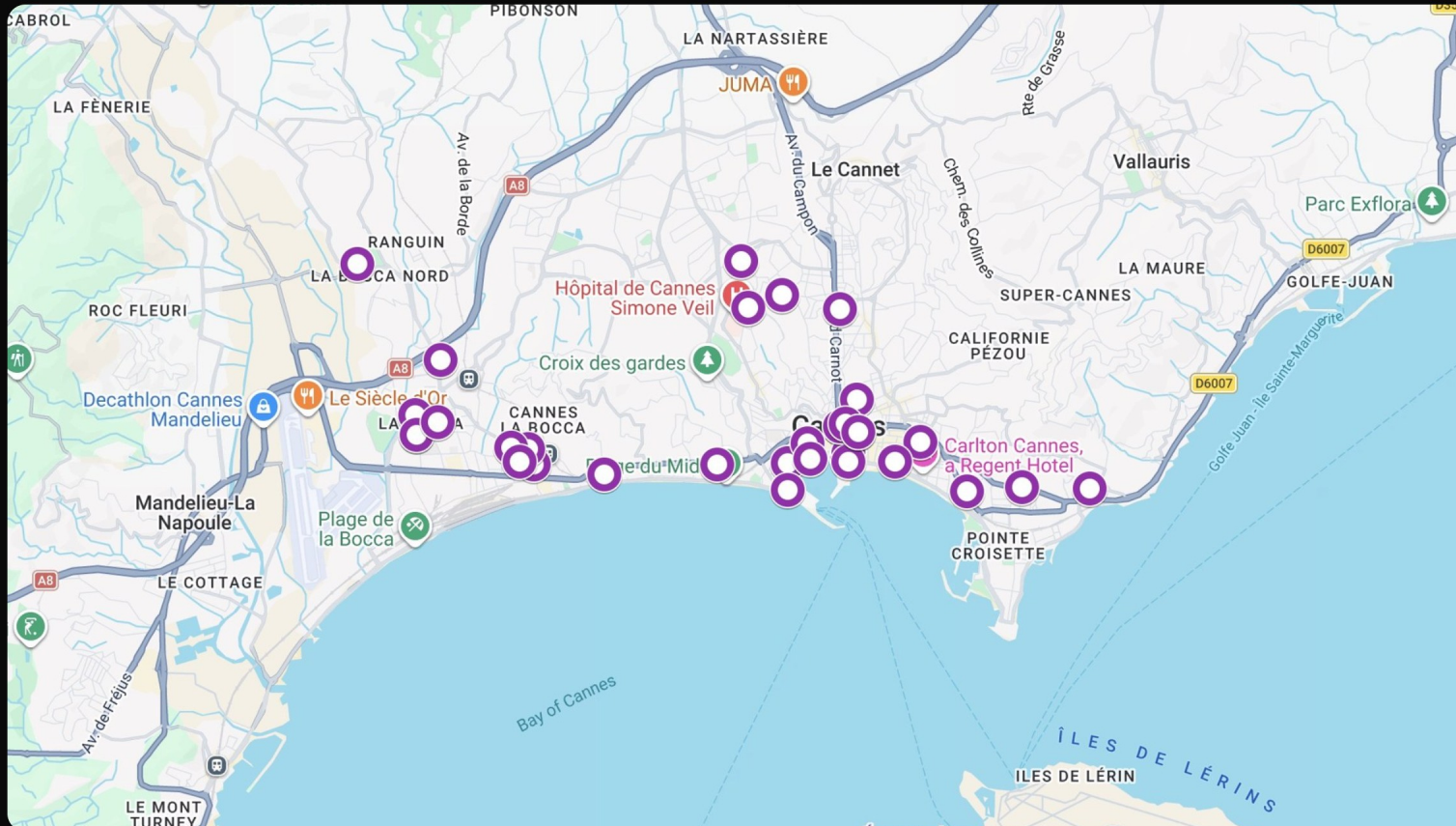
2 Creatives **£2,095**
Standard £2,410

3 Creatives **£2,380**
Standard £2,740



IN TOWN

Street Poster Locations



A1 Posters Across Cannes

Coverage

The Croisette, central Cannes, Le Cannet and La Bocca

Posters

500 A1, up to 3 creatives

Duration

1 to 2 weeks

Start

June TBC

IN TOWN

Digital Billboard Truck

A three-sided full motion digital truck at 100% share of voice, on a custom route.



Units
1 (3 Faces)

Duration
1 Night

Route
Custom

Start
June TBC

Offer Rate, 1 Night
£2,720
Standard £3,200

IN TOWN

Floor Stickers

50 branded floor stickers at street level around Cannes.

Units	50
Size	500 × 500mm
Duration	2 to 4 Weeks
Start	June TBC

Offer Rate, 2 to 4 Weeks

£1,045

Standard Rate £1,205



IN TOWN

Building Projection

A 20,000 lumen projection around 25m wide, onto a building in Cannes for one night.

Units	1
Content	1920 × 1080px
Duration	1 Night
Impressions	32,500

Offer Rate, 1 Night

£8,680

Standard Rate £9,985



SECTION 04

Additional Option

A large-scale banner in central Cannes, available to official festival partners only.

ADDITIONAL OPTION

Cannes Roma Banner

A 218m² banner in central Cannes. Available to official festival partners only.

Units	1
Size	218m ²
Duration	2 Weeks
Start	June TBC

Offer Rate, 2 Weeks

£254,850

Standard Rate £305,820



SUMMARY

How The Plan Covers The Brief

Arrive

Welcome Banners
Welcome Boards
Welcome Windowscapes
Welcome Giant Poster
T1 Schengen & International Domination
Welcome Domination A1 & A2
T2 Immersive Arrivals Banner
Luggage Claim Stickers

In Town

Billboard Domination
Fully Wrapped Bus and Bus Backs
Rail 6-Sheet Network
A1 Street Posters
Floor Stickers
Digital Billboard Truck
Building Projection

Depart And VIP

Digital Iconic Trio
Digital Gate Duo
Immersive Channel
Nice Digital Network
Access SAS and Podium & Atrium
VIP Panorama Screen
Cannes-Mandelieu Formats
Heliport and Helicopter Routes

NEXT STEPS

From Shortlist To Live

01

Shortlist

Pick the formats and share of voice levels you want and we will check availability.

02

Hold Dates

Airport and Croisette sites around Cannes Lions book early, so we place holds as soon as you confirm.

03

Artwork

Specs and artwork deadlines are issued for each format on booking.

04

Install And Live

We manage production, install and proof of posting photos for every site.

2027 rates are not yet confirmed and may be subject to a small increase. All rates are subject to availability at the time of booking.

Thank You

Any questions on the formats, timing or rates, just let us know and we will get it sorted.