

Although the world may be a fair way away from the “normal” we once recognised, we want to inspire you with ideas that will shift your thinking in Out-of-Home. Ideas that highlight how JCDecaux’s flexible solutions and data intelligence, when coupled with great creativity, can play a crucial role in getting brands firmly back in the hearts and minds of audiences, and back into the urban spaces we all love.

This week we turn our thoughts to the recent shifts in retail behaviour and how brands are utilising Out-of-Home to stay top of mind.



RETAIL RECOVERY? INVESTING IN BRAND IS CRITICAL

The recovery path is precarious with September already flashing red for many retailers. As fiscal stimulus programs begin to unwind this month, consumer confidence may reduce further, and the last retail quarter for 2020 may be shaping up as a sombre one.

Looking at the data, many retailers are showing the signs of rapid decline, and many are seeing their short-term tactical sales campaigns becoming less effective. Brands can only harvest what they have sown. **Right now, consideration matters**, this is the connective tissue between the top and bottom of the funnel. If I’ve not heard from you recently, I’m much less likely to buy from you – it’s called ‘mental availability’.

WORD ON THE STREET IS YOU MIGHT WANT TO CHECKOUT CATCH

Temporary store closures and a population staying at home threw incredible momentum behind retail’s digital evolution. Consumer research shows that the digital revenue growth we saw in April – an astounding 262% in Australia and New Zealand – is not likely to be a flash in the pan.

As consumers become more accustomed to purchasing online, or using online services such as click and collect, digital commerce will become an increasingly important part of the retail revenue mix. **New habits are being formed, businesses have evolved** and our retail landscape forever changed.

Catch seized the day launching a large cross-channel campaign across JCDecaux Street Furniture, TV, radio, social and digital.

The humorous campaign demonstrates the wide variety of products available from the Australian online retailer, whilst showcasing the brand’s irreverent, distinctive Aussie personality.



Clever messaging showcases everyday Aussies made famous, with the products they’ve bought on Catch. Starring Celine’s Dijon, Justin’s Timber Rake, Camilla’s Pasta Bowls, Reese’s Wooden Spoon, Sylvester’s Cologne and Al’s Pair of Chinos, just to name a few.

POPPING TO THE SHOPS? JCDECAUX LAUNCHES NEW RETAIL NETWORK

JCDecaux has transformed its Street Furniture offering to create new packaging that targets local shopping precincts. A recent Pigeon Project study revealed that the number one thing on shoppers lists right now is safety – with many shoppers choosing a local ‘pop to the shops’ over a visit to a larger precinct to avoid the crowds. With 100m proximity to local on-street supermarkets, these packages are designed to intercept valuable inner-city and urban shoppers at the last point of influence.



IT’S A GREAT TIME TO BE ON THE ROAD(SIDE)

With Roads & Maritime Services data showing daily traffic in NSW increasing by an average of 47% since April, **JCDecaux Large Format remains an eminent platform to reach and impact audiences on the move.**

For the launch of their 2020 Collection, Penfolds needed to drive awareness and impact with ‘wine lovers’ (yes, perhaps all of us at the moment). Alongside data selected JCDecaux Digital Large Format locations, our Creative Solutions team delivered a special build on Sydney’s Parramatta Road that includes a 2D extension and lighting effects, to showcase the ‘Meet Extraordinary’ campaign message.

Road traffic at this key arterial location is on par with that of 2019, with the latest data showing an average of almost 41,000 cars passing by each week – largely driven by traffic in and out of the CBD and fringe areas, major universities and the busy Broadway Shopping Centre, just 200 metres down the road.



AMERICAN EXPRESS ENCOURAGES US ALL TO SUPPORT SMALL BUSINESSES

Best-of-both-worlds channels like Digital Out-of-Home allow campaigns to **grow brand and drive consideration through to response.**

Whether it’s retail therapy, stocking up on pantry supplies or treating yourself to a nice bottle of wine, more than ever small businesses are grateful for our support. Across the JCDecaux Digital Street Furniture and Large Format network, American Express drove consideration and action, helping Australians when they spend in the many small businesses that continue to serve our communities.

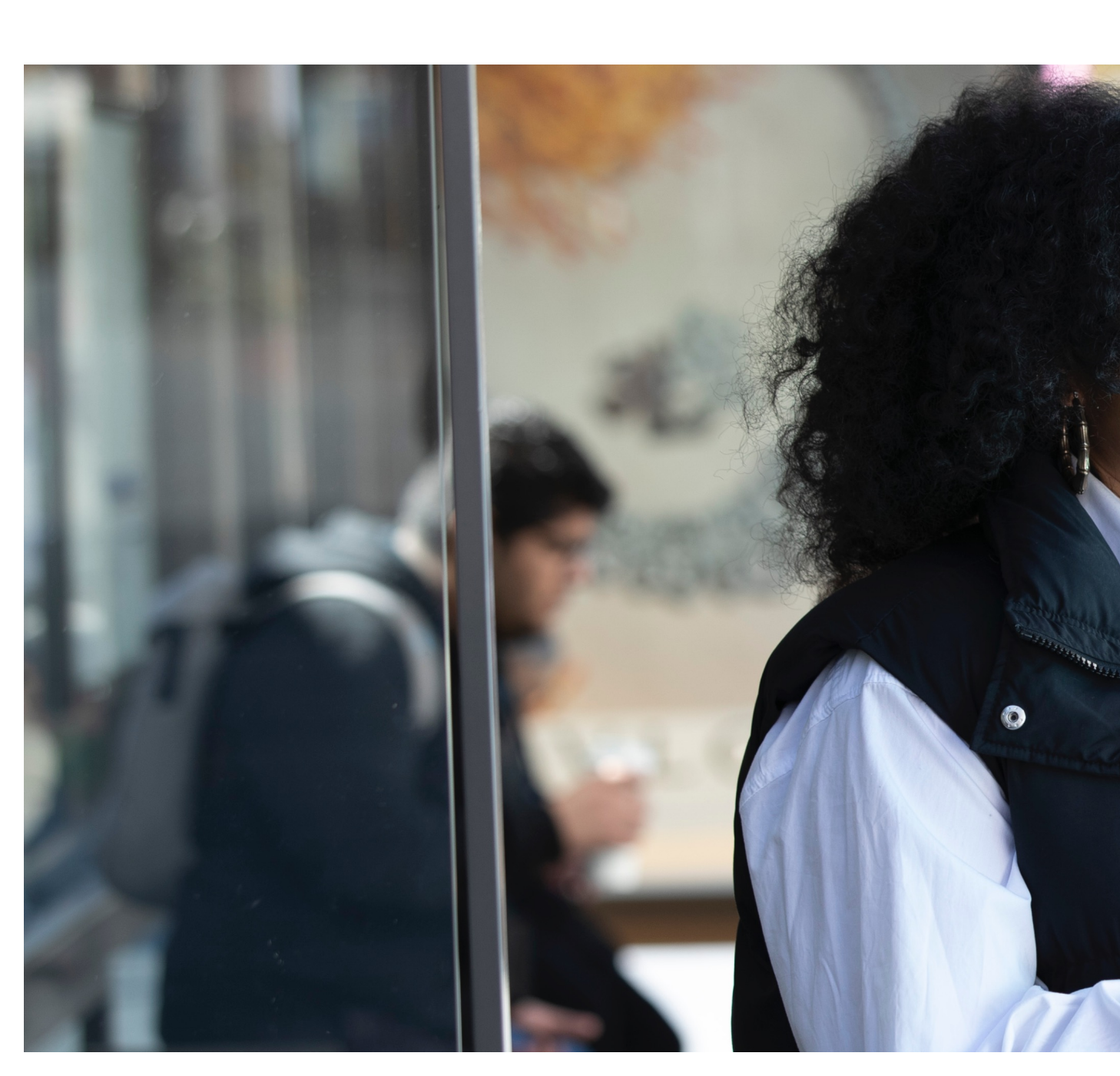


V JUST MIGHT BE WHAT WE ALL NEED TO MAKE IT HAPPEN

Consumers are spoilt for choice when it comes to energy drinks in Australia, making it even more important for these brands to be top of mind when it comes to preference. We know energy drinkers already like energy drinks, so the job of advertising is to convince them that your drink brand is the one for them.

Fruor’s latest Transit campaign perfectly targets people on the move in and around our local high streets, suburbs and cities with an impactful mix of Megasides and Portrait Sides.

Punchy taglines coupled with their iconic green can, makes for a Vv-ery successful execution, bringing humour back and making people smile again. They may have 99 problems, but driving sales ain’t one.



YOU NEEDED GREATER TRANSIT FLEXIBILITY, WE’VE BEEN LISTENING

The pressure is on for businesses to adapt and stay relevant. What would usually take years must be achieved in weeks, and brands are constantly re-evaluating messaging and offers to remain nimble in the face of change.

Market dynamics have evolved, so we have shifted too and Transit as you know it, is changing. With several initiatives such as all-inclusive pricing, increased time in market, halving print timelines to increase speed to market, as well as greater control over time-sensitive messaging, **JCDecaux Transit is offering advertisers the new levels of flexibility needed to help brands thrive.**

GLOBAL PERSPECTIVE: ARE WE HEADING TOWARDS A MORE SUSTAINABLE RETAIL FUTURE?

Broadcast across JCDecaux Street Furniture in London, renowned British department store Selfridges has challenged customers to consider a more sustainable shopping future. Rather than launch a one-off, pop-up, drop-off recycling box in its store; their five-year sustainability plan – Project Earth – covers everything from repairs to rentals to refills and of course, recycling.

“Selfridges will sell second-hand clothing (as part of ‘Resellfridges’, through which customers can also sell their own items for store credit), apparel rental options, cosmetics refill stations and a product repairs service for damaged clothing. They have also introduced a curated ‘sustainable’ section in their stores, where shoppers can find low-impact products such as Prada’s Re-Nylon collection, using nylon made from recycled ocean plastic.

In this way, the store has the potential to **genuinely grow its customer base and help reshape the way we consume fashion.**



Shoppers are making a connection between the pandemic and the health of the planet, with 55% asserting their pandemic made them more likely to purchase green products.

Source: Selfridges, www.selfridges.com