Issue 05 | 2023

CREATIVITY CONNECTS

We could have written for days on the topic of creativity. It's a subject close to our hearts here at JCDecaux, and still a top priority for marketers the world over.

Kantar lists creative quality as number 2, behind brand size, in the top 10 drivers of advertising profitability. They report that the main reason creativity is such a powerful multiplier is that there's a huge gap between the best and worst ads, both in their ability to drive short-term sales and build long-term brand equity. The most creative and effective ads trigger all the right emotions and strongly convey their brand's meaningful difference.

In this issue, we celebrate the brands delivering on the basics of well-branded, distinctive creative - getting them noticed and their brand remembered. Dentsu Creative wrapped it up nicely in their 2023 Careless Lions Report when they said brands need to "go back to the basics and deliver short-term results by building long-term brand equity. It's about the power of surprise and good storytelling. Show up in different places. Make people laugh or cry. At the very least, make them think." And we couldn't agree more.

EVERY DAY IS SUNDAE WITH BEN & JERRY'S!

Aussies are some of the biggest ice cream consumers in the world, with 2% purchasing a tub every 2-3 months. As winter wraps up, Ben & Jerry's are using JCDecaux Creative Solutions to bring together sight and smell in one of Australia's most iconic summer locations, Bondi Beach, reminding us of what we've been missing!

Ben & Jerry's, Bondi Beach, Sydney

Located opposite the Ben & Jerry's store on Campbell Parade in Bondi, the JCDecaux bus shelter has been **transformed into a giant 3D Ben & Jerry's Sundae** to promote its new treat. Custom green seating, a larger than life pint of choc-coat leaking ice cream, and a giant cherry complete the push-button scent dispenser **activate multiple senses**. The special built is supported by JCDecaux Classic and Digital Large Format networks (Overseas in Manchester, Ben & Jerry's ran another 3D sensory bus shelter with JCDecaux Creative Solutions team. Check it out here.

Ben & Jerry's, Bondi Beach, Sydney

Having more than one sense integrated into a brand message **increases brand impact** by **30%**, while engaging over three sensory channels **increases impact** by **70%**.

Source: Journal of Consumer Research

LITTLE CREATURES LEAVE AUDIENCES THIRSTY FOR MORE

Little Creatures are masters at delivering witty, culturally rich messaging that differentiates their beloved craft beer brand. Their latest OOH campaign, **a mesmerising 3D wave** on a large format in Perth, the brand overload elements of **Perth culture and perspective** into their canvas - **a technique that employs optical illusions to manipulate human visual perception**.

What that means in layman's terms (for the not so creative creatives over here!) is their cans look larger than life, spilling out of the ad space. JCDecaux OPTIX leverages proprietary AI to reveal how forced perspective impacts the creative subtlety, drawing attention to the eyes and leaving audiences thirsty for more.

Brand differentiation is the most important factor in driving up share price, making up **35%** of the score.

Source: Brand Finance Brand Strength Index

BACK TO THE FLIP PHONE FUTURE

YOX Fashion is making a comeback! And while there are several items older generations are not likely to welcome back (looking at you, cargo pants, middriff tops, and low-rise jeans), the return of the flip phone has been widely embraced. Samsung is dominating the foldable device market, expecting to sell 15 million units (worldwide) this year, up from almost 10 million last year.

To launch the latest evolution in its Galaxy ecosystem, Samsung is snagging the limelight at JCDecaux's Classic Large Format and Digital Large Format in Bilbao, Spain. Samsung's campaign, which also includes a Digital Roadside, Classic Small Format, Digital Large Format and Transit across the eastern seaboard and Adelaide. And the brand's stopped there - making waves across JCDecaux's global network as well. Check out the remarkable dynamic activation that ran in New Zealand here.

Creatively, the ad uses **negative space, alongside a sleek combo of black and white text and images, contrasted with vibrant pops of colour - which we think clearly makes the product the focal point.** The attention-grabbing creative becomes more noticeable on JCDecaux's Transit network due to size, scale, and movement - captivating hi-tech savvy audiences wherever they go.

Black-and-white advertising gets consumers to **focus on basic product features,** while colour in advertising can influence consumers to **pay more for products.**

Source: Journal of Consumer Research
Source: Journal of Marketing

VOYAGES DOESN'T KID AROUND

I'll get bored. It'll be a much older crowd. There'll be lots of kids and I won't be able to relax.
These are all common misconceptions about cruise tourism often held by non-cruisers. Virgin Velocity Cruising is challenging these perceptions, promoting its award winning, adults only, luxury voyages on JCDecaux Digital and Classic Large Format across the eastern seaboard. JCDecaux's proprietary planning tools were used to select the most relevant sites where the target audience spend their time, building reach and impact.

The brand is **using bold colours, engaging imagery and punny copy to resonate with their target audience** - providing a solution for SINKS and DINKS to enjoy cruises, kid-free. To further increase campaign effectiveness, the brand used a **rotation of seven funny creatives, showcasing the breadth of unique selling (or should we say, sailing) points.**

Humorous ads are more expressive **(+27)**, more involving **(+14)**, and more distinct **(+11)**.

Source: Kantar Millward Brown

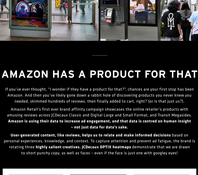
AMAZON HAS A PRODUCT FOR THAT

If you've ever thought, "I wonder if they have a product for that?", chances are your first stop has been Amazon. Amazon's ad campaign, which ran across JCDecaux's Classic and Digital Large and Small Format, uses the power of personalisation to drive home this point.

Amazon Retail's first ever brand affinity campaign showcases the online retailer's products with amusing scenes across JCDecaux Classic and Digital Large and Small Format, and Transit Megasites.

Amazon is using their data to increase ad engagement, and that data is carried on human insight - not just data for data's sake.

User-generated content, like reviews, helps us to relate and make informed decisions based on personal experiences, knowledge, and context. To capture attention and prevent ad fatigue, the brand is retaining three **highly salient creatives. JCDecaux OPTIX heatmaps** demonstrate that we are drawn to what (pretty copy, as well as faces - even if the face is just one with gorgeous eyes!



87%
of marketers say data is their company's most under-utilised asset. Businesses who use **data-driven strategies drive 5-8x** as much **ROI** as businesses who don't.

Source: Boston Consulting Group

SCAN FOR A SUB

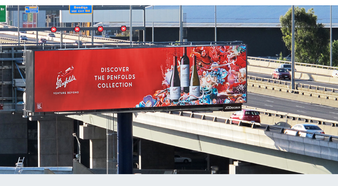
Sandwich giant, Subway, has a knack for using Out-of-Home to its full creative capacity. From using long spaces like train station stairways and consecutive panels to showcase the size and scale of a Subway footlong; to more recently using interactive elements like QR codes in their campaigns – the brand knows how to be both creative and effective.

Their latest 'click me, collect me' campaign ran across JCDecaux Small Format in urban, high-pedestrian rail, tram, and bus shelter environments. Their **use of QR codes, alongside striking colour contrast and mouthwatering images** of their subs, drew the attention of audiences engrossed in their phones and encouraged QR code scanning to maximise app downloads.

By seamlessly pairing convenience, technology, a simple and striking creative, and proximity to Subway stores, their customers could embrace the convenience of ordering a sub on the app and collecting it at their next platform, without enduring long lines or wait times. Subway's message was clear and concise, reminding us that **the simplest Out-of-Home ads are often the most effective.**

42%
of the JCDecaux audience scanned a QR code on an ad in 2022.

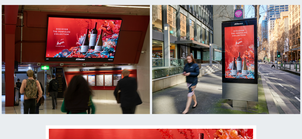
Source: Pigeon Project, 2022

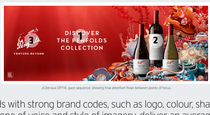


FOLD INTO A SEA OF RED

Out-of-Home is the perfect channel to strengthen brand recognition and tell a story. In fact, according to Kantar's 2023 media reactions study, consumers think both Classic and Digital Out-of-Home are among the top three media channels for capturing attention. Penfolds is telling its brand story across the eastern seaboard on Digital Small and Large Format, Digital Rail and a Transit Megaside in Sydney's northern beaches.

Through **strong visual branding teeming with colour,** Penfolds is showcasing its collection in busy pedestrian and high-traffic areas likely to reach its audience. **The prominent use of its logo and product range** ensures brand recognition, while **the use of deep reds and opulent blues evokes a sense of luxury,** heightening its brand perception in market. The creative also **utilises an understanding of natural scan paths.** JCDecaux OPTIX provides an understanding of which creative elements passersby will take in first, and last.





JCDecaux OPTIX gaze sequence showing how attention flows between points of focus.

Ads with strong brand codes, such as logo, colour, shape, tone of voice and style of imagery, deliver an average
13% uplift in category mental availability
when compared to ads with weaker brand codes.

Source: JCDecaux New Zealand and Neuroland, 2022

YOU WANNA QUOKKA-BOUT IT?

HBF's much-loved quokkas are spreading the news of the 'Healthier Insurance' brand platform. This time, Buddy and his pals are a far cry from Rottnest Island, travelling in style across JCDecaux's high impact Tram and Bus Wraps, Digital and Classic Large Format, and Digital Rail across the eastern seaboard and Perth.

These quokkas certainly know how to get people talking, harnessing the power of **contextual creative with big, bold, clever images and messaging, tailored specifically to the format.** Using simple at-a-glance creative techniques, HBF is using the Transit medium at its best.

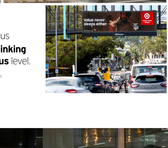
Contextually relevant messaging is proven to increase effectiveness by
19%
Source: OMA, 2021

VALUE THAT TARGETS CONNECTION

Emotion is a powerful tool that instantly connects brands with audiences. Target is **carefully balancing emotional and rational messaging** in their Value Range campaign, which infuses humour, affection, and unity to strike a personal chord, whilst emphasising their everyday affordability.

To ensure maximum reach and engagement across the eastern seaboard, Target is running a multi-format JCDecaux campaign, using Digital Large and Small Format and Digital Rail, to guarantee high reach of diverse audiences.

The campaign's wit and variety of creatives shows the brand has a grasp on its customers – whether you're a parent craving some precious sleep, a loving pet owner, or a woman with a big bust and a sore back, Target has you covered! **By making us feel something, the campaign captures our attention, and our hearts** – cementing Target's position as a brand that truly understands our needs while emotionally priming Aussies to buy.



Neuroscience tells us that **95%** of our **thinking** occurs at a **subconscious** level.

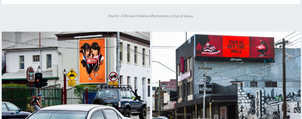
Source: Daniel Kahneman & Brand Trust, 2019

VANS CREATIVE JUMPS OFF THE WALL

Vans is a brand that truly owns a slogan, adopting "Off The Wall" in the late 70s, and not looking back since. The striking red brand colour has similarly remained consistent, evoking a sense of adventure, energy, fearlessness, and defiance. Running across JCDecaux Digital Large Format, Digital Rail and P40s across the eastern seaboard, the brand is using their known street cred in busy, urban, and "cool" locations to stand out and create impact with a younger audience. Vans' 2023 global brand campaign perfectly **highlights the golden 3-7-10 rule of Out-of-Home creative and showcases how Out-of-Home can be used as a public art space.**

3	7	10
creative elements	**words or less**	**percent**
Text, image, logo	Succinct message	Minimum logo size

Source: JCDecaux Creative effectiveness in Out-of-Home



If you have feedback or suggestions, please get in touch at TheFramework@jcdecaux.com
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