

JCDecaux

URBAN SHIFT

25 August 2020

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.



CHANGED TRAVEL BEHAVIOURS

Our commute has temporarily altered – we search for different routes, new ways to get around, we are driving, walking and cycling more.

It’s why we are seeing more cars on the road, with some key arterials back to, and beyond, the same levels as this time last year.

With 66% of audiences seeing Transit advertising when they are in the car, **viewability for Transit formats increases with more cars hitting the road.**

ON THE MOVE

Google searches for ‘meal kits’ increased by an enormous 70% over the past 90 days so it’s never been more crucial for these brands to ensure strong SOV in market.

Marley Spoon turned to JCDecaux Transit to drive awareness and action with their widespread core audience. **Viewability for Transit increases with more cars hitting the road**, so Fullbacks, Megasides and Maxibuses delivered greater impact and elevated the brand, while R&F-building Portrait Sides increased brand awareness and consideration.

Better yet, Marley Spoon’s striking creative across the unrivalled JCDecaux Transit network drove powerful results with a significant uplift in subscriptions.



JCDecaux TRANSIT



WE’RE ROCKING THE SUBURBS

With the mid-year university break over and tertiary students returning to class, the suburb of Kensington in NSW is once again abuzz with Gen Z audiences.

Analysis of JCDecaux bus shelter and StreetTalk assets in the area show **audience levels in the Anzac Parade precinct have almost doubled in the month of August.**

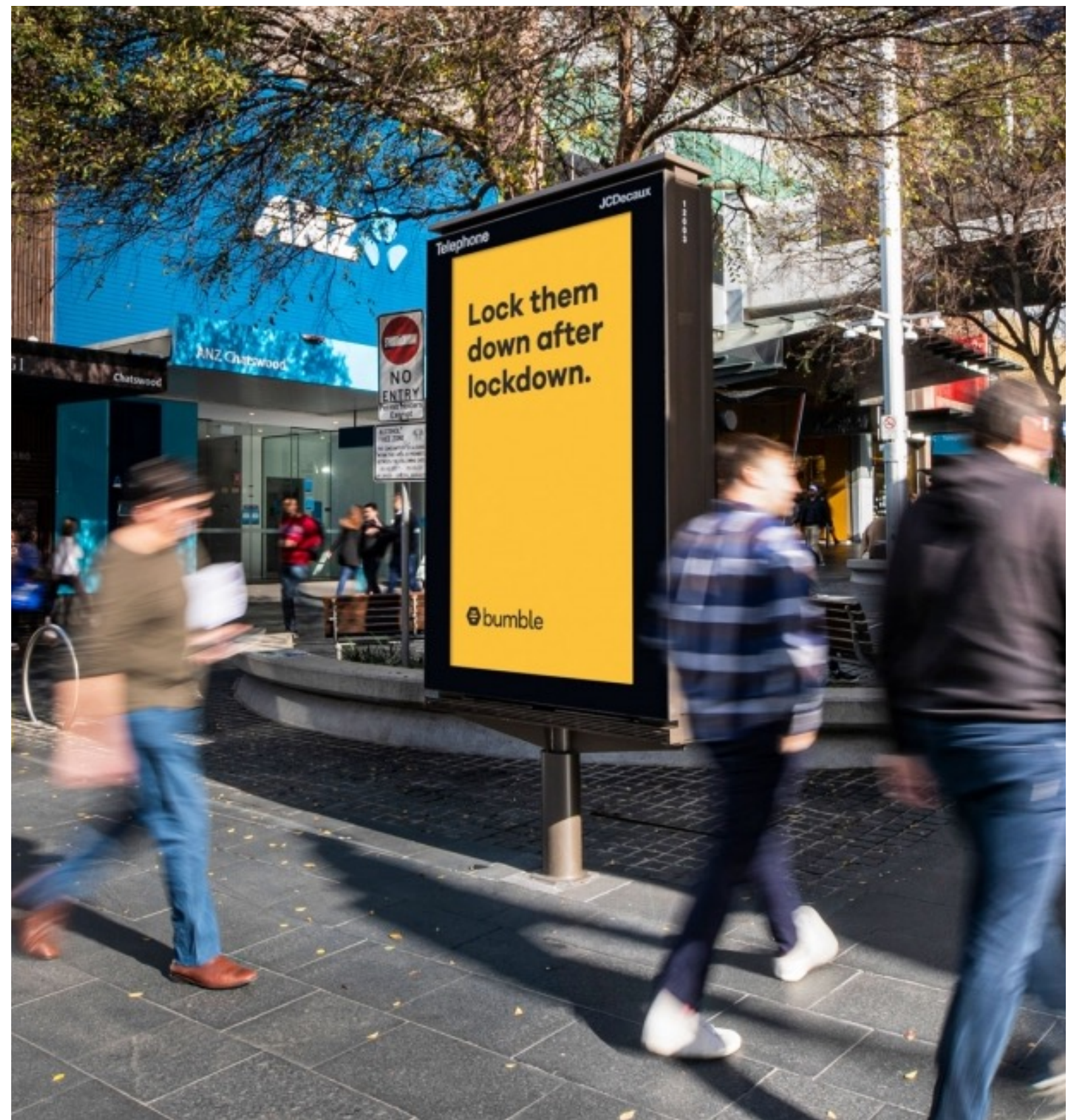
Coupled with its high density of University students, the Kensington precinct is a critical reach driver in JCDecaux’s Sydney Street Furniture portfolio. Analysis of Westpac transaction data also shows that Kensington indexes strongly against convenience, QSR, bars and bottle store spend.

WORD ON THE STREET

Lockdown got you feeling locked out of love?

It’s the challenge (and the opportunity) that Bumble, the dating app where women make the first move, tackles in their **latest campaign launched exclusively on JCDecaux Street Furniture.**

Bumble has us swiping right on their creative that is relevant, timely and engaging, cornering the love market at such a unique time for Australians.



JCDecaux STREET FURNITURE

SOMETHING TO MAKE YOU SMILE

Spreading smiles in a time that we need it the most, this year’s Red Nose Day campaign featured across JCDecaux Large Format incorporates a social media feed for maximum cheesy grins.

Donors who snap photos of themselves with a red nose are encouraged to share to Instagram, where they are aggregated and moderated before being amplified across our Large Format network.

Raising much needed awareness and funds for the charity, this campaign is **a beautiful blend of digital and dynamic DOOH.**



JCDecaux LARGE FORMAT



LIFE IS BETTER WHEN YOU ARE OUTSIDE

Outside is better than inside; open is better than closed; fewer people are better than more; and of course, stay away from sick people! The world has been locked inside for months but now, being outdoors is very “in” as more and more studies report risk of coronavirus transmission is much lower when you are outside.

Urban planners, cultural organisations and even schools are getting a fresh-air friendly facelift, reimagining their spaces to take advantage of the great outdoors. This example in London is a permanent outdoor gallery called ‘Games We Play,’ a 26-acre space made up of 15 movable displays featuring the work of acclaimed photographers and visual artists.

Adaptations like these highlights how **design and creativity can play a crucial role in getting businesses and economies back on track**, pointing to a new future - with safety and outdoor space at its heart.

Source: Wunderman Thompson, intelligence.wundermanthompson.com