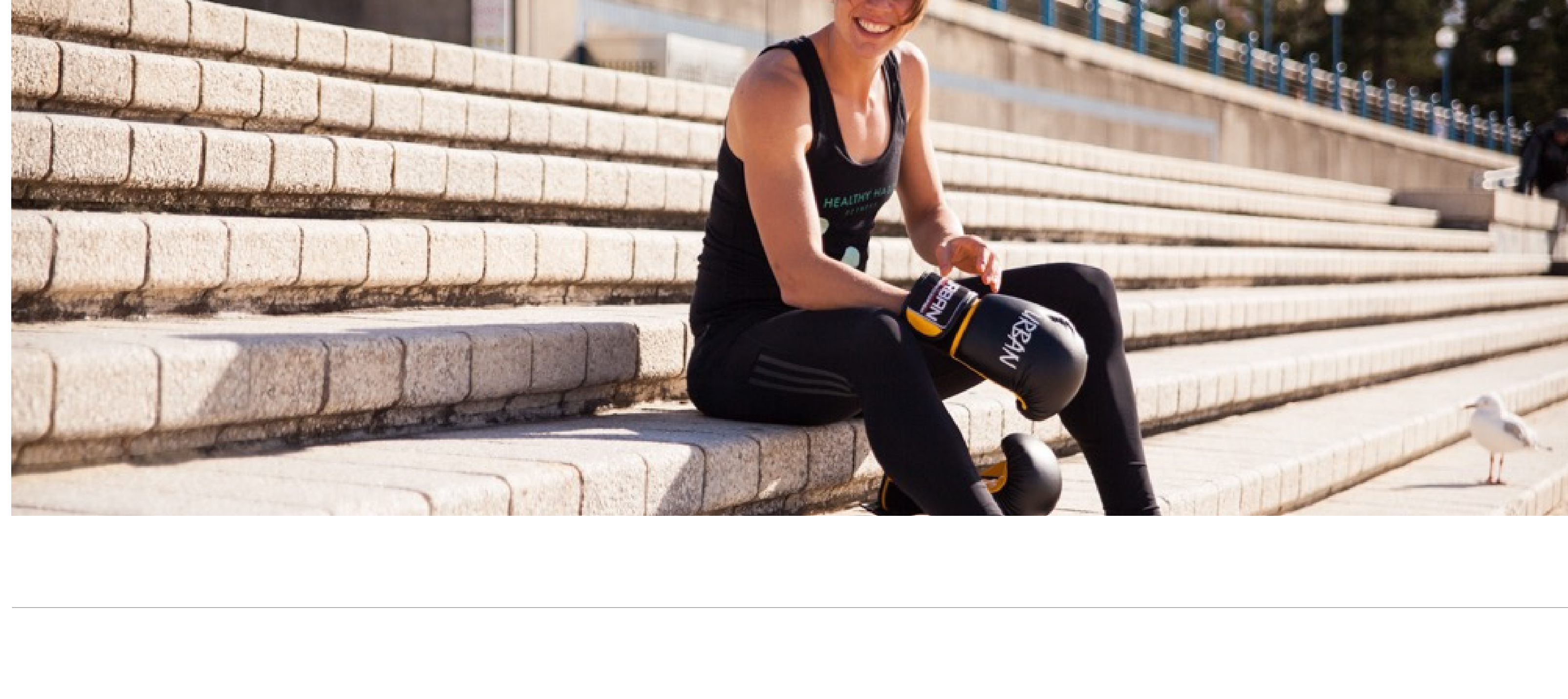


Australia is synonymous with sport and it has always been an important part of our cultural identity. While COVID may have put a temporary stop to playing and watching sport competitively, it shifted meaning in our life, as we turned the constant video calls into walking meetings and appreciated the simple pleasures of kicking the footy around with friends. In this issue we dive into our enduring love of sport and look at the brands stepping up to the plate to encourage audiences to get outside, get moving and get watching their favourite sport.

We want to inspire you and share ideas that highlight how JCDecaux's flexible solutions and data intelligence, when coupled with striking creative, 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.



CALLING ALL WALLABIES FANS

Like so many sporting events in 2020, the Rugby Championship has had to adapt to the new landscape and instead of taking place across four countries, all twelve matches will be hosted in Australia – a boon for Wallabies fans! Games will take place across Sydney, Brisbane and Newcastle from late October.

In order to generate hype and drive ticket sales, the Australian Rugby Union are currently live across the JCDecaux Street Furniture network, taking advantage of the excitement of the current Bledisloe Cup tournament unfolding with our friends across the ditch. Leveraging their own data, the ARU worked with JCDecaux to **target the suburbs that historically showed high volumes of ticket sales**, via digital and static formats.



MCDONALD'S GABBA GOALS

It's that special time of year again, albeit a little later than normal, when footy fans excitedly await to find out if their team will achieve grand final glory. For the first time in history, the AFL Grand Final will be played outside Melbourne, instead finding a new (temporary) home at Brisbane's Gabba stadium, with air lifted MCG turf in tow.

McDonald's have jumped on this iconic moment using **contextually relevant messaging and creative to dominate the stadium's Woolloongabba Station** turning the Golden Arches into footy bounces and reminding Grand Final patrons that McDonald's will be kicking goals long after the final siren.

G ACTIVE CLOCKS UP REPS ON JCDECAUX BUSES

As the days grow longer, ordinary Aussies are upping the intensity as they work towards their summer fitness goals. **Inspiring active audiences while they too are on the move**. Gatorade's latest campaign for its G Active sugar-free electrolyte water perfectly leverages the natural contextual relevance of JCDecaux Transit to "stimulate exciting stop and stare moments". Gatorade powerfully combines the billboard-like impact of Showcases, with the unique high dwell time delivered by Full Backs, challenging audiences to keep moving as they traverse our CBDs and suburban high streets.



NOTHING BEATS KAYO

Nothing beats building brand fame with casual sports fans than using the grandest stage of all: JCDecaux Classic Large Format. **Just like sport has bounced back this spring, our roadside audiences have also returned with vigour**. The latest Roads & Maritime Services data tells us traffic on NSW roads such as King Georges Road Overpass in the south and Epping Road in the north west, are at 98-103%, compared to monthly averages this time last year. It's a classic combination for Kayo – catchy copy lines in context of their surroundings with placement in proximity to sports grounds – that proves this campaign to be a knockout.



THE PILATES CLASS TAKES CENTRE STAGE

With lockdown restricting our access to most services earlier in the year, consumers and businesses alike had to reset their approach to traditional health and wellbeing memberships. **Searches for online fitness programs is at 172% of pre-COVID levels***, showing the strong desire for digital communities and classes.

The Pilates Class by Jacqui Kingswell partnered with JCDecaux to promote their digital offering in a big way, with a truly impactful bus wrap campaign roaming Sydney's affluent Eastern Suburbs. They've got us all inspired to sign up, to get fit and healthy for summer.

* Source: Google Trends

PURE GOLD IN OLYMPICS MEMORIES

It's surprising to think that the Sydney Olympics was 20 years ago!

To commemorate the 'best Games ever', the Australian Olympic Committee invited Australians to dig into their old photo albums and rediscover their memories, sharing them across Instagram with #mysydney2000.

These snaps were broadcast across the JCDecaux Smartframe network, allowing Australians to relive these memories together, delivering a much-needed boost of positivity in such a difficult year.



#KEEPMOVING AMERICA

US deodorant brand Degree jumped on the insight that 38% of Americans are getting less exercise than before the pandemic, with their latest campaign. Appearing on Digital Out-of-Home locations in proximity to petrol stations and supermarkets, with messaging designed to disrupt the mundane, everyday moments and **energise people with fun, unexpected reminders to stay active and keep moving**.



Carlton Gardens, Melbourne. September, 2020

THE JCDECAUX MOBILITY IMPACT MONITOR

With our global partners Adsquare, we have developed an Audience Mobility tracker to help **understand the movements of 3.6 million smart-phone users around Australia**. By geofencing all of JCDecaux's locations, we receive weekly 'audience mobility updates' to understand exactly what's going on across our network.

NATIONAL JCDECAUX ENVIRONMENTS

Audience volume as at w/c 5th October, compared to pre-lockdown levels (Feb-Mar 2020)

75%
ROADSIDE DIGITAL LARGE FORMAT
Audience at +25% pre-COVID levels

SPOTLIGHT ON JCDECAUX MELBOURNE

Audience volume as at w/c 5th October

+15%
LIFT IN AUDIENCES AROUND MELBOURNE STREET FURNITURE ASSETS
since w/c 3rd August lockdown

68%
SUBURBAN STREET FURNITURE
Audience at +32% pre-COVID levels

+18%
AUDIENCE GROWTH WEEK-ON-WEEK
w/c 28th September

50%
RAIL ENVIRONMENTS
Audience at +50% pre-COVID levels

With the first round of restrictions easing in Melbourne, we are beginning to see an uplift in audience mobility as Melburnians start to venture outdoors again.