



Issue 36 / 2023

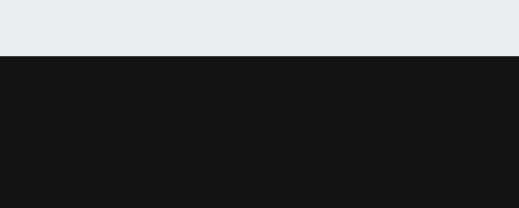
## ELEVATING EQUALITY

Out-of-Home is a powerful medium that, at its core, embraces inclusivity. It's a platform that accepts every member of the community, transcending age, gender, and socio-economic factors. Its presence in public spaces fosters a sense of cultural enrichment and belonging among all residents, knitting it into the very fabric of our communities.

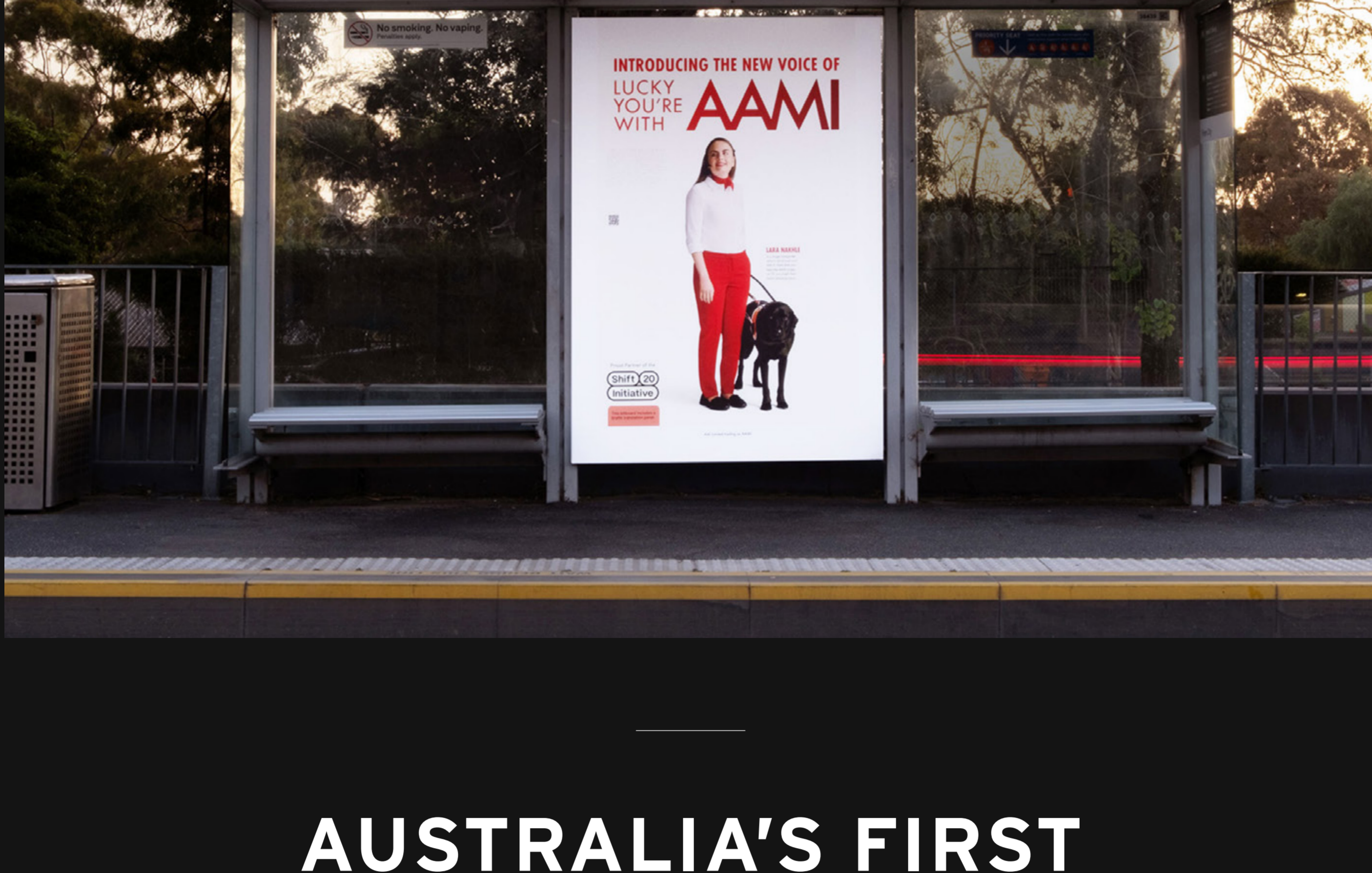
In this issue we're thrilled to spotlight some of our advertising partners' trailblazing campaigns that not only promote inclusivity, but also challenge stereotypes. These campaigns are paving the way and revolutionising the landscape of accessible and inclusive communications. As Dylan Alcott said at the Shift 20 initiative launch, "To make a change, first you need to change."

As we shine a light on these remarkable initiatives, we invite more brands to step up, break boundaries, and build bridges towards a future where everyone's story is celebrated.

For the first time, we have made a change and created this edition of The Frame in audio format.



CLICK HERE TO LISTEN



## AUSTRALIA'S FIRST EVER OUT-OF-HOME BRAILLE CAMPAIGN

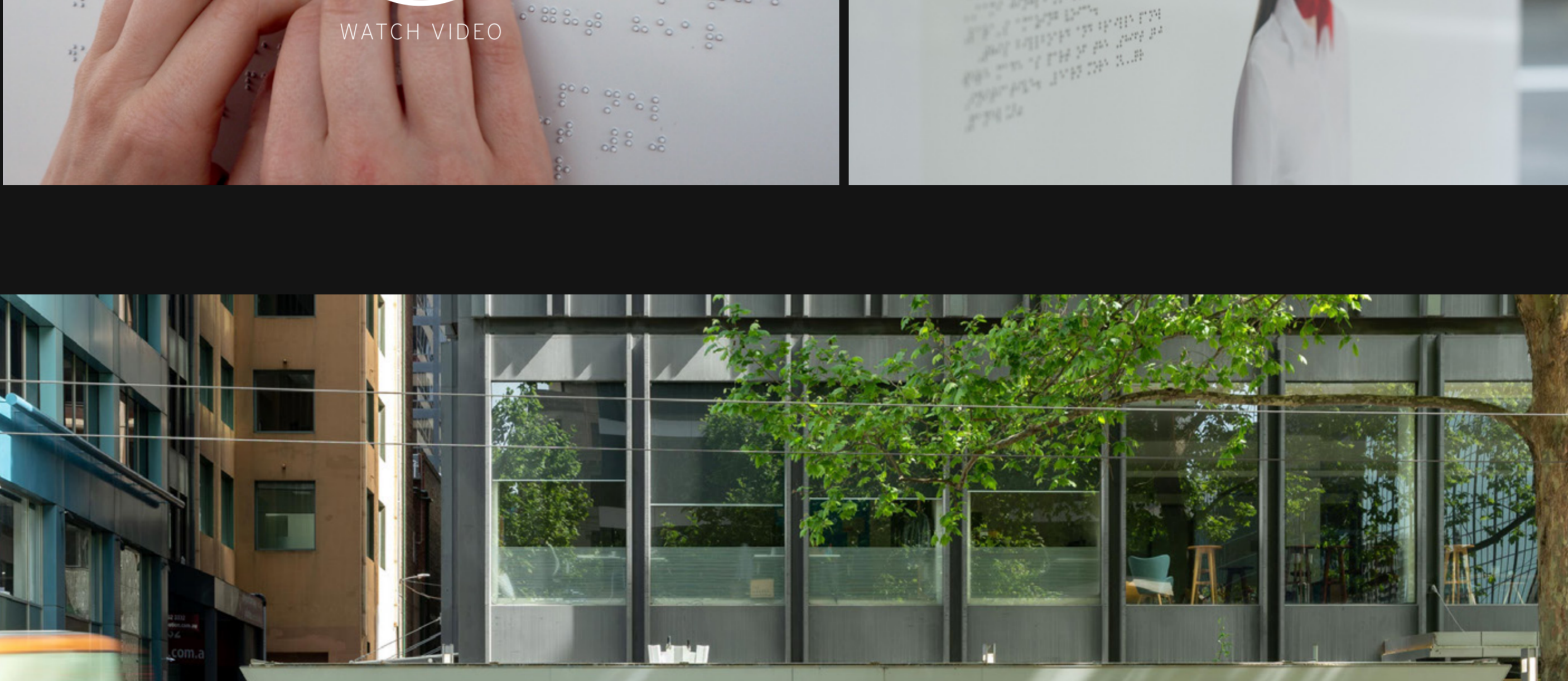
Brace yourselves for an awe-inspiring moment in Australian advertising history. As the number of individuals with low vision and blindness grows, it's becoming increasingly important for brands to produce communications that are accessible. This will ensure brands are not only supporting all aspects of diversity and inclusion but also will allow them to build meaningful connections with their audiences.

AAMI, as part of the Shift 20 initiative spearheaded by the Dylan Alcott Foundation, is leading the charge, changing the conversation by producing Australia's first **Out-of-Home campaign that features braille**. Produced by Special Group, and written in collaboration with Vision Australia, the braille describes the campaign copy and creative, which introduces blind singer/songwriter Lara Nakhle as the new voice of the 'Lucky You're With AAMI' jingle. The creative also includes a QR code cleverly linked to the Shift 20 website for audiences utilising text-to-speech devices.

The innovative campaign features on JCDecaux Small Format in Sydney and Melbourne throughout September and October.

Approximately **453,000** people in Australia are blind or have low vision. This number is predicted to grow to **564,000** by 2030.

Source: Vision Australia



## THIS GIRL CAN CHANGE THE GAME

Sport is an inherently male-dominated industry. Globally, only 4% of sports-media content is dedicated to women's sport, the vast majority of youth coaches are men, and the gender pay gap remains – in Australia, female professional athletes earn 87 cents per \$1 paid to men. Not only that, despite being aware of the physical and social benefits, young women drop out of sport at an alarming rate in their teens due to feelings of self-consciousness and judgement and the pressures of schoolwork.

Vic Health's This Girl Can' campaign, which first launched in 2018, inspires women to get active in whatever way they choose without worrying about being judged for their ability, what they look like, or where they come from. A rotation of five creatives promotes inclusivity, featuring women of different ages and backgrounds participating in a variety of activities. To further increase engagement, a clever dynamic, weather-triggered component ensures creative displayed is contextually relevant to the weather conditions. **The feel-good message features on JCDecaux Smartframes in Melbourne.** The campaign coincided with This Girl Can Week (9-15 October) and is running until 23 October.

Sport England first introduced the This Girl Can campaign in 2015 with the intention of encouraging women and girls to get moving, regardless of their shape, size, or ability. Watch the **TVC here**.

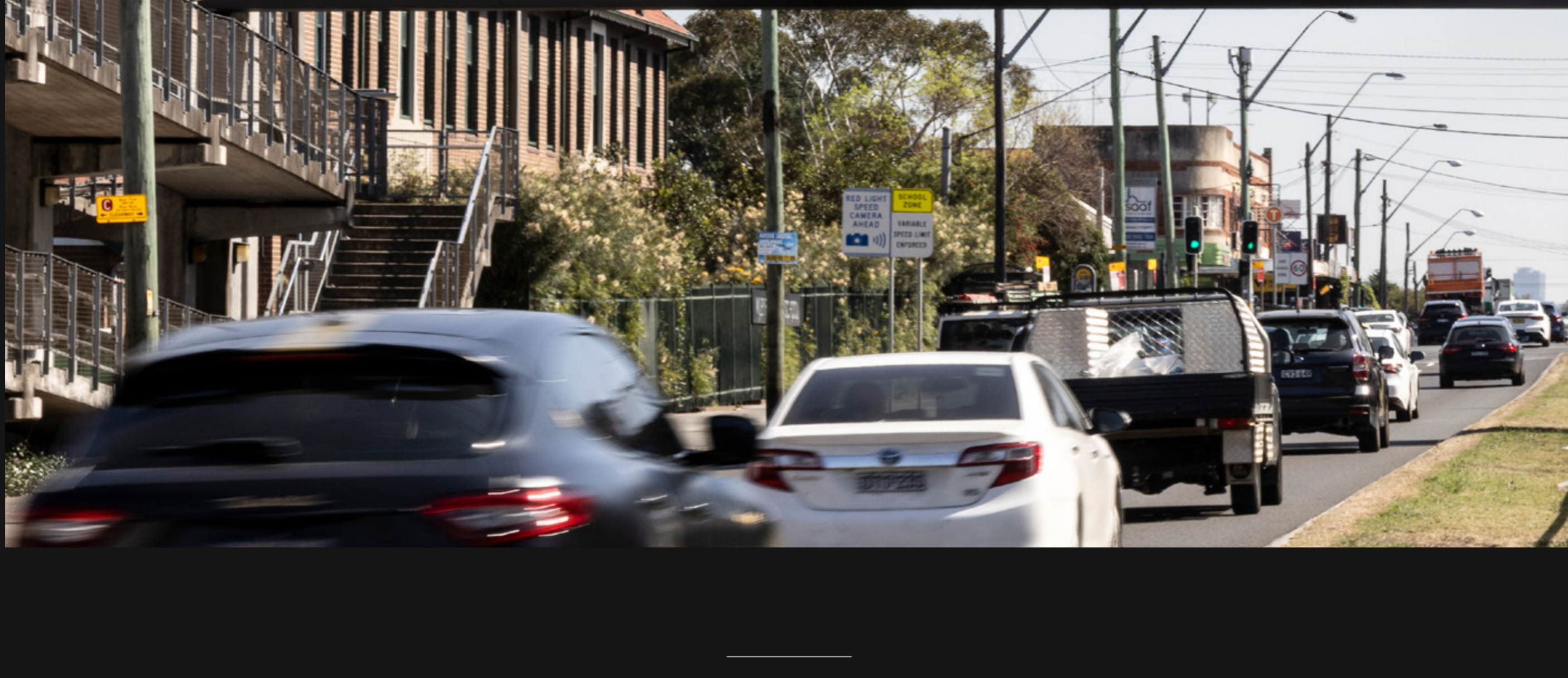
**WARNING**, you're going to want to do something active after watching!



# 63%

of people are more likely to buy from brands that made an effort to represent people like them.

Source: Inclusions Next Wave.



## DEAF CONNECT CONNECTS US

In a world where communication is key, it's imperative that everyone has the opportunity to connect. Enter Deaf Connect, Australia's largest deaf, deafblind, and hard of hearing service provider, which is on a mission to break down barriers and champion inclusivity.

Aligned with the National Week of Deaf People's 'Learn Auslan' (Australian sign language) theme in September, Deaf Connect offers valuable training programmes to enhance language accessibility and foster community inclusion for deaf individuals.

To broadcast the 'Learn Auslan' message far and wide, Deaf Connect leveraged **JCDecaux Digital Large Format** in high-visibility locations along major roadways, airports, and in rail environments.

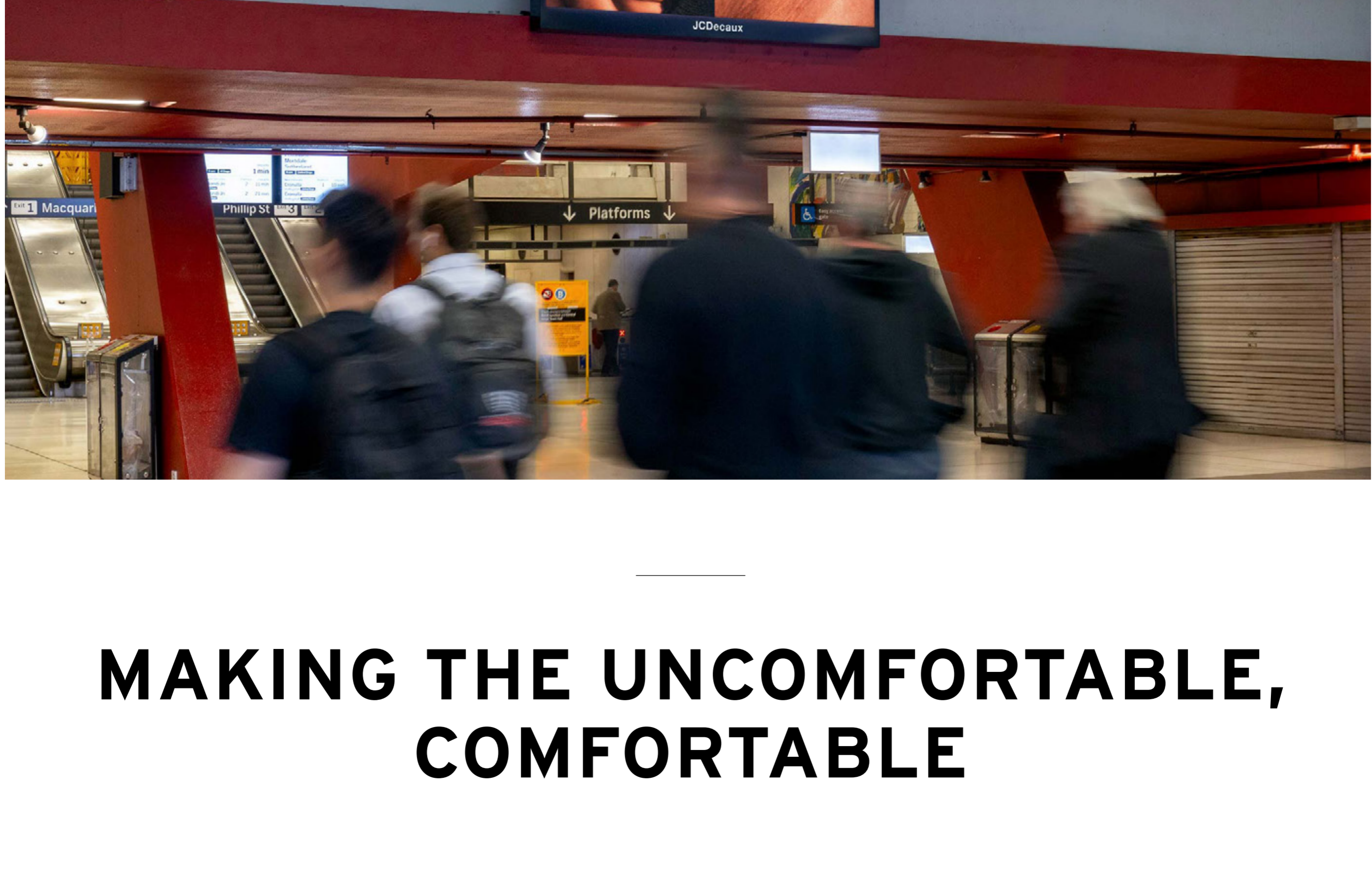
Deaf Connect's campaign marks a significant step towards a more inclusive Australia, where every individual, regardless of their hearing abilities, can connect, communicate, and thrive.

Despite there being almost

# 4.5 million Australians

living with a disability, they are only representing in one percent of Australian advertising. **One percent.**

Source: Australia's biggest brands release 'Unignorable AdBreak' with Dylan Alcott and Special Australia | Marketing Mag

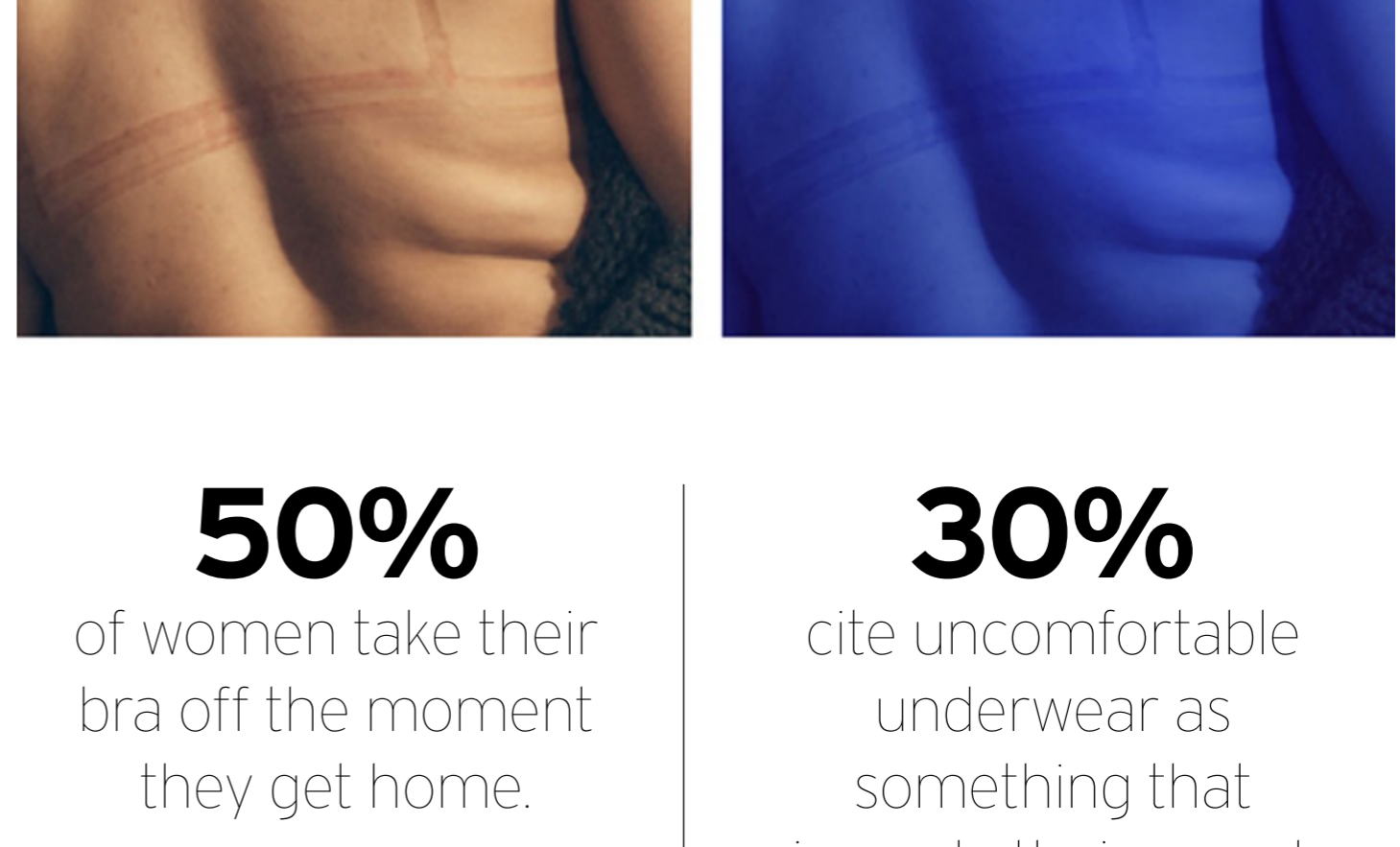


## MAKING THE UNCOMFORTABLE, COMFORTABLE

We don't know why we do it (we'll do), but women spend an astonishing 27 years of their lives enduring discomfort from underwear that digs and rubs.

Boody is out to change that, making a bold and thought-provoking statement in its 'Make Yourself Comfortable' campaign by showcasing a diverse range of women baring it all - revealing the imprints left behind by uncomfortable underwear. **Celebrating a variety of shapes and sizes, Boody's authentic and inclusive approach highlights the importance of comfort for everyone.**

Out-of-Home was instrumental in bringing this universally shared experience out into the open for all to see. To gain maximum exposure, the campaign featured across JCDecaux Large Format, Small Format, Rail, and XTrackTV. Visual saliency tool JCDecaux OPTIX helped assess visual engagement and ensure viewer attention knew Boody was the brand to buy, to avoid those oh-so-uncomfortable marks left behind by non-Boody underwear.



**50%** of women take their bra off the moment they get home.

**30%** cite uncomfortable underwear as something that impacts their mood.

Source: Boody.





## BRAZILIAN-INSPIRED BEAUTY

As we embrace the vibrant blooms of spring, MECCA's Sol de Janeiro campaign is radiating a bright yellow glow across the streets of Sydney and Melbourne – a visual representation of the brand's mission "beauty is an attitude". The campaign is turning heads, with **JCDecaux Small Format, Digital Large Format, a Tram Wrap, and two fragrance dispenser shelter Immersions bringing the summery, sultry smells of Brazil to Bondi Beach and Melbourne CBD.**

Since its inception, MECCA's Sol de Janeiro range has been on a mission to redefine beauty standards. This product line isn't just about skincare; it's a movement led by three visionary minority female CEOs deeply rooted in the culture of Brazil, one of the most diverse countries in the world. Inclusivity is woven into the very essence of the range, from the products they produce, like its cult-favourite Bum Bum (pronounced "boom boom") cream, to their staff, to choosing a beautiful woman of colour with a chic buzz cut in its creatives, publicly dismantles age-old gender beauty norms.

**60%**

of consumers from diverse communities said they felt "invisible or underrepresented" in ads in 2022.

Source: Alliance for Inclusive and Multicultural Marketing.

## WOMEN'S SPORT TAKES CENTRE STAGE

We're riding the wave of a new era where women take centre stage in sports campaigns. The recent FIFA Women's World Cup sparked a fire, igniting an increased passion in women's sport, and this interest has now transferred to the women's AFL. Nicole Livingston, said "Australia has been awoken that they love women's sport and the green and gold tsunami that was the Matildas has helped us with that".

In the quest to keep this sensational momentum rolling, NAB, the official sponsor of the AFLW, has thrown its weight behind the cause with its campaign, We, the Ready. **This national campaign is boldly displayed across JCDecaux Large Format, Transit, and Rail and features women from different teams.** Its aim? To not only spread the word about the AFLW, but also let everyone know that tickets are up for grabs.

This campaign is an unyielding force, shattering stereotypes and celebrating women's power, passion, and prowess in the world of sports.



JCDecaux's Large Format network reaches over

**3.2 million**

AFL football fans each year.

Source: Nielsen CMV National STD Survey 2022.

## INTIMATES FOR EVERY CURVE

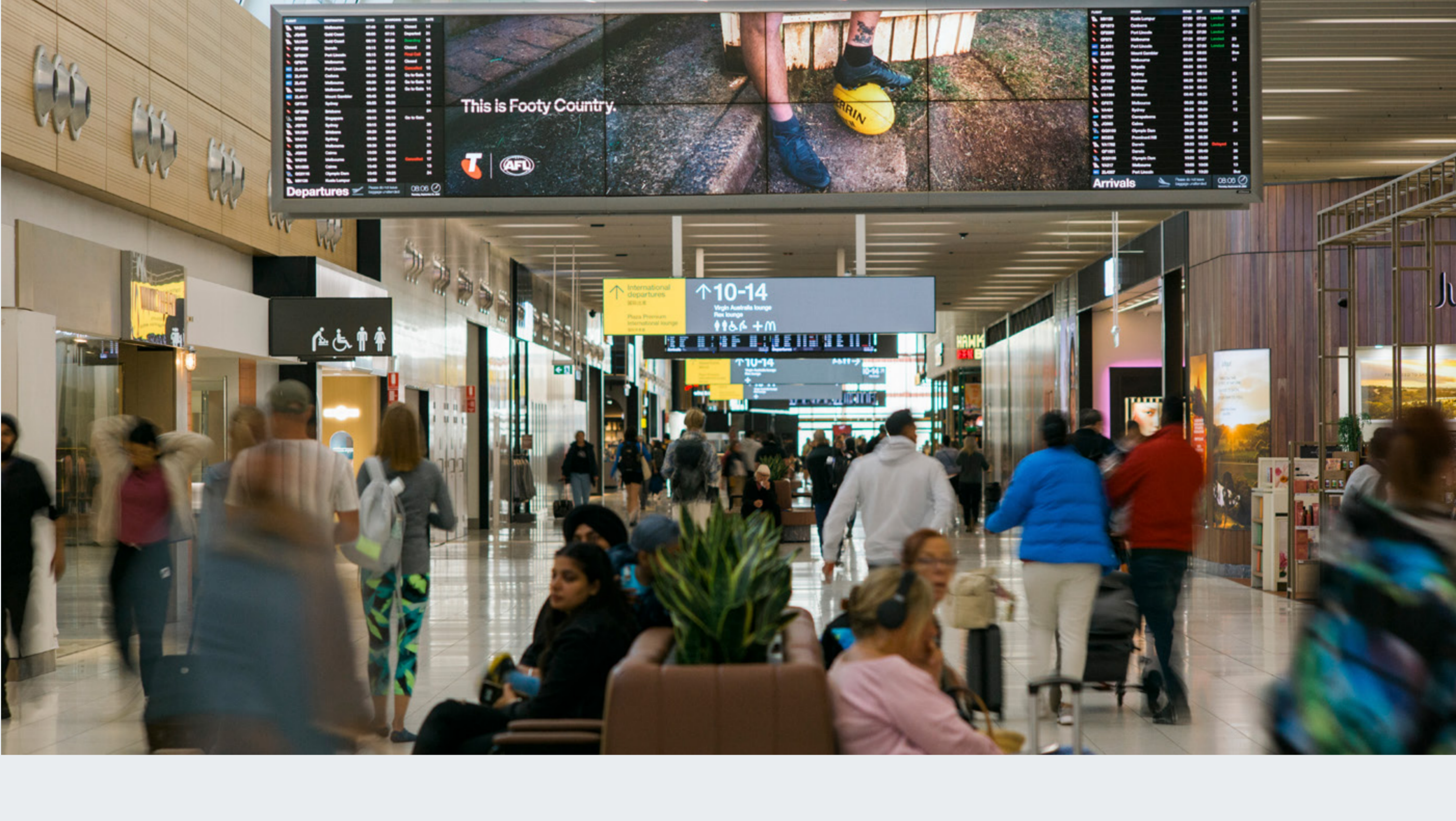
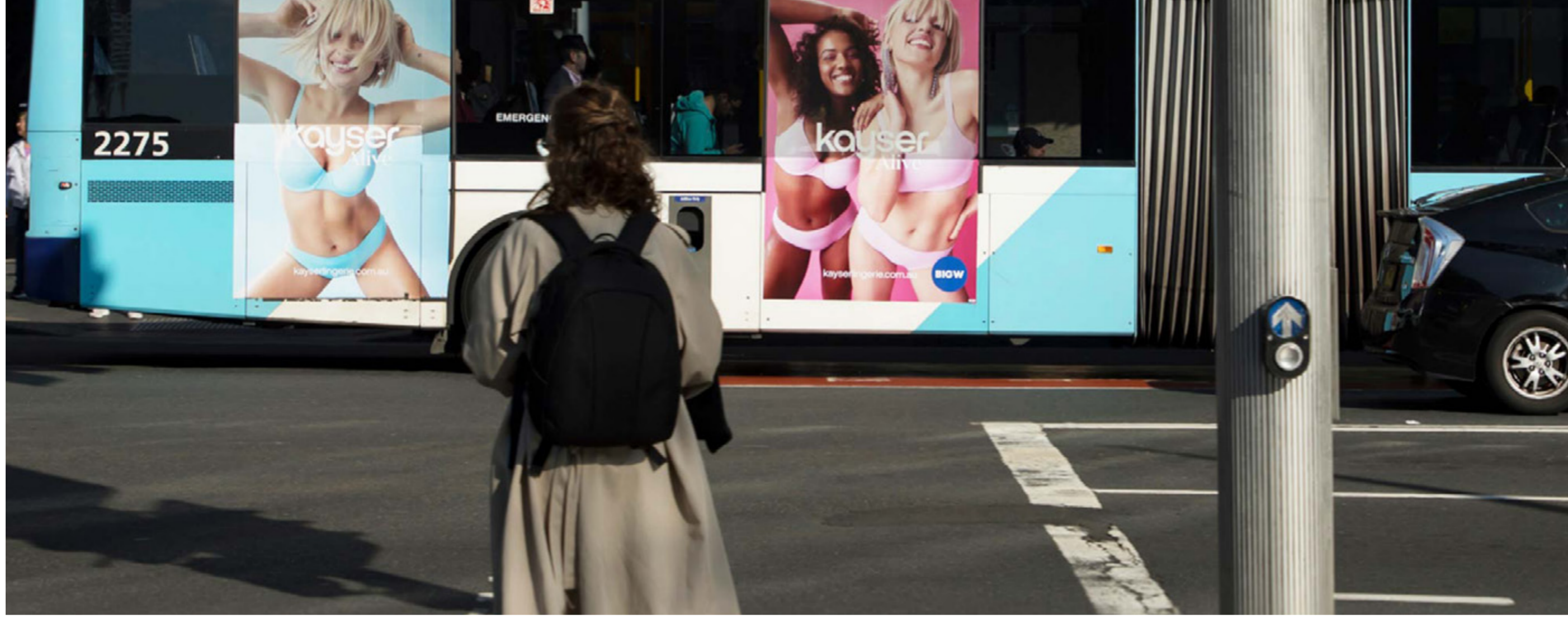
Get ready to celebrate bodies of all shapes and sizes because intimate apparel brand Kayser, is shaking things up. Its latest campaign isn't just about selling lingerie; it's about celebrating bodies and promoting self-love and body confidence.

Leveraging a campaign across **JCDecaux Transit and Small Format, Kayser leveraged multiple portrait formats to showcase its product range**, modelled by a cast of diverse women. Transit routes and panel locations were strategically selected in proximity to Kayser retail stockists, to raise brand awareness and encourage potential customers to consider shopping in-store or online.

**29%**

of Australians are more likely to trust brands that have more diverse ads.

Source: Adobe's Diversity in Advertising Survey 2019.



## THIS IS FOOTY FOR ALL

The recently concluded AFL grand final has once again highlighted the unwavering passion Australians have for footy. Bringing together over 7.5 million Aussies each year, the game continues to foster a sense of unity amongst individuals from diverse cultural backgrounds, genders, and more.

To complement its popular 'This is Footy Country' TV campaign, Telstra is extending its coverage, broadcasting the campaign across JCDecaux's Digital and Classic Large Format networks. **The nationwide activation has launched across both airport and roadside environments, capturing a broad range of communities and showcasing the essence of the game during both on- and off-field moments.**

The initiative emphasises the significance of unity, spotlighting key moments such as women gathering for a team huddle in the locker room or men having a swim in the ocean post-training. These scenes serve as a testament to the fact that the game transcends cultural boundaries, engaging each and every one of us.

### Inclusive messaging drives purchase intent

for all demographics, particularly amongst younger audiences aged 18-34, regardless of whether the person was personally represented in the creative execution or not.

Source: Why out-of-home advertising is essential to inclusive marketing | WPP



## MACQUARIE UNIVERSITY IS FOR YOU

University, what an exciting chapter of life – packed with new places, opportunities, people, and the power to do what you love and be whoever you want to be.

Being the true trailblazer in fostering equity, diversity, and inclusion, Macquarie University partnered with JCDecaux to encourage the next generation of industry leaders to achieve the career of their dreams, regardless of gender, ethnicity, and/or physical restrictions.

In an attention-grabbing campaign, JCDecaux brought this ethos to life with tactical targeting and multiformat impact to reach the next generation of students. **With showstopping Transit Megasides, clever Cross Track consecutives, and eye-catching bus shelter wraps, Macquarie University is breaking stereotypes through its inclusive degree and internship creative.**

There are

**44,000+**

connected students from 100 countries at Macquarie University.

Source: AFR

