JCDecaux FRAME

Issue 11 | 2022

TRANSIT MOMENTS

Well known about town as the much loved "moving billboard", there isn't an ad format that takes brands to more places and traverses more kilometres through cities and suburbs, than JCDecaux Transit. As long summer days turn to fresh autumn nights, the streets are looking fresh too with an abundance of head turning campaigns across our buses and trams. From what to eat and drink, to what to wear, watch and where to invest, we are so proud to showcase our very first carton neutral certified advertising product in this issue, and inspire your next Transit campaign.

DRINK SUSTAINABLY. ADVERTISE SUSTAINABLY.

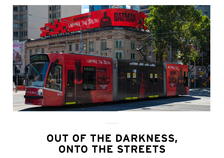
Transit's new status as Australia's first carbon neutral out-of-home advertising product strongly aligns with that wine brand Russell Thomas's mission - to make great wines that have a positive impact on the planet. **A sustainably printed national Fire Bus campaign drives awareness of their "Pioneer Drink Sustainably"** message, featuring a beautiful, larger than life image of their premier, lightweight bottle design. Lightweight packaging means less energy and resources are used to produce and transport bottles and consumers are especially mindful of the environmental impacts, leading to more positive brand perceptions. Brands and media buyers to consider this in their advertising plans to get customer loyalty.

People who are concerned about the environment are

1.5X

more likely to see ads on buses at least once a week.

Source: Research Australia, Q1 2022



OUT OF THE DARKNESS, ONTO THE STREETS

You don't have to be a Bat to become a hero this month as Warner Bros. Gotham City Sirens is launching one of the most highly anticipated film releases of the year - The Batman. A national multi-format activation, across JCDecaux Transit, Street Furniture, Large Format and Rail, including a custom domination in Melbourne's Southern Cross Station, **this campaign increases broadcast awareness, generates excitement and drives impact - making it impossible to miss the film's release.**

The new darker Batman has lit up the box office, pulling in over

AU$23million

since its release on 3 March.

Source: Boxoffice.com.au

MEXICAN FOOD MADE WITH LOVE

If you're familiar with Gourmet Y Dames, you'll know their Out-of-Home campaigns typically feature photography of menu items, supersized. Fresh tacos and burritos to nacho fries and meal deals, CEL has long used JCDecaux Transit to get mouths watering from the outside to the CBD, driving consumers in store for healthier fast food.

In their latest campaign CEL **shifts strategy to focus more on brand, bringing to well known 'Love ya!' tagline to the fore,** building a connection between the love of food and people. CEL uses a mix of high impact and dwell driving JCDecaux Transit formats, including Fire Bus, Street Furniture, Large Format and Rail, to reach consumers everywhere and ensure the Mexican kitchen's top of mind for all on the go diners.

Businesses that focus on long term metrics are

1.3X

more likely to experience an improvement in brand performance versus brands that only focus on short term performance.

Source: Research Australia, Q1 2022

THE EYES HAVE IT

Innovative and sustainable eyewear brand, Local Supply, caught the attention of commuters and consumers alike, with its Fire Bus campaign, in Sydney.

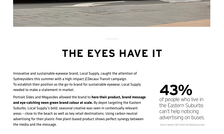
To establish their position as the go to brand for sustainable eyewear, Local Supply needed to make a statement in market.

Human Sales and Magnetic Media helped to **turn their product, brand message and eye catching neon green brand colour at scale.** By depot targeting the Eastern Suburbs, Local Supply could drive awareness and consideration in a competitive area - close to the beach as well as key retail destinations, being a place neutral advertising for their plastic-free plant based product shines perfectly against between the media and the message.

43%

of people who live in the Eastern Suburbs can't help noticing advertising on buses.

Source: Research Australia, Q1 2022



BINGE DOMINATES THE DAILY WIND DOWN

The commute home is a rare moment of down-time in between the hustle and bustle of daily activities. It's a chance to plan the evening - what you're doing, what you're having for dinner, and what you're going to watch. In its latest campaign, Binge dominates the daily wind down, connecting with people as they head home for a night on the couch. As a Transit media first, **Bus Wraps create impact for brand messaging, while interchangeable Portrait Sides promote specific programs** in the lead up and during the first few weeks of release.

This activation demonstrates the power of JCDecaux's Transit to deliver both top and bottom of the funnel objectives, while also showcasing its ability to easily swap out creative as required.

Finished artwork is required just

12 days

prior to campaign live date for campaigns printed through JCDecaux's in-house printer, GSP.

GRABBING LUNCH? HEAD TO 140 WILLIAM

For brands with a targeted strategy, Transit - with its wide-reaching footprint - can sometimes be an overloaded media choice. However, as Bacon Deep pipines out in this book 'How Brands Grow', to drive growth, it's important for brands to market to the masses. The more successful brands are the ones with the biggest customer base, and the most cost effective way to build customer base is to attract new customers. JCDecaux Transit is **a cost effective platform for brands looking to reach a large audience and drive awareness, consideration and ultimately sales.**

Local Perth advertiser, 140 William is doing just that - using JCDecaux Transit to ensure the shopping, dining, and entertainment precinct is top of mind. A seasonal, eye catching Fire Bus, bespoke to local Perth buyers, is turning much and frequency among a wide range of audiences in Perth's CBD, including office workers, Cross Track located at Perth Underground station and JCDecaux Street Furniture also found back in proximity to the venues.

Transit formats are, on average,

12.2%

more engaging than static formats.

Source: Research Australia, Q1 2022

JUMP ABOARD TRANSIT AND NEVER LOOK BACK

South Australian based superannuation fund Statewide Super is a specialist provider of superannuation and pension products, and a long term JCDecaux Transit advertiser. So, when it came to rebounding from COVID and reigniting brand awareness, Transit was the answer. A usually rich campaign features across high impact formats - Megapoles and Mupriums - delivering the impact and campaign longevity needed to quickly build reach and frequency. The campaign was also supported by JCDecaux Street Furniture.

85%

of people see advertising on buses every day

Source: Research Australia, Q1 2022

© JCDecaux Group
All rights reserved