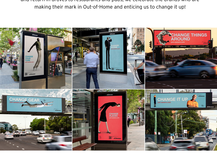
JCDecaux FRAME

Issue 10 2022

MOOD FOR CHANGE

Can you feel it? The winds of change are all around us. Australia voted for a change of government in the May election. Collectively, we are striving to make positive economic, environmental and societal change.

There are other changes too, big and small. Our workplaces are changing, we are switching service providers, reaching for new products, making plans to visit new places. As people travel more, return to commuting, go out shopping and return in droves to restaurants and pubs, we celebrate the brands who are making their mark in Out of Home and enticing us to change it up!



WE ARE THE CHANGEMAKERS

For those with a full time job, a child of the weekday is spent at work! So, it pays to be in a role, industry and organisation that you are passionate about. Work should be fulfilling, supports you and gives the shit you want to do in life.

In our latest **JCDecaux brand campaign, we are using our platform, and our staff, to encourage people to consider JCDecaux as an employer of choice.** The campaign creatively tells stories, each featuring a unique distortion of a JCDecaux employee, designed to reflect the agile and inspirational nature of JCDecaux's culture. JCDecaux Digital Large Format, Small Format and Transit drive each and frequency of the campaign message from the suitcase to the CBD. Change is inevitable. Change is good. Change the (career) conversation.

JCDecaux UK's Employee NPS increased by

436%

(+19 to +103 in Q2 2022)

Average agreement ratings of 10 JCDecaux Australia employees in a random sample survey

BE BRAVE, MAKE CHANGE

It's National Reconciliation Week (27 May to 3 June) and this year the theme – Be Brave. Make Change – challenges all Australians to tackle the unfinished business of reconciliation, starting with real change and brave actions in their day to day lives – where they live, work, play and socialise.

RAC is driving this change in Perth, launching a tactical, geo-targeted JCDecaux Transit campaign to acknowledge the Whadjuk Noongar people on Aboriginal Heritage Day (Monday 30 May) and the lead up to Sorry Day on 26 May. **Strategic depot optimisation ensure the campaign will continue at Regional Hubs this is brave and bold campaign,** traversing the high streets of the Whadjuk country.

On the road, Jason Tyers is also driving awareness of First Peoples culture, transforming Melbourne Trams into travelling canvases and bringing inspiring artwork to the streets for all Melbournians to enjoy. Presented by REDING Festival, the Melbourne Art Tram initiative is theme "Unapologetically Blak", comes to life across six trams, with works from celebrated First Peoples artists, both past and present.

The tram proceed here, there and everywhere, including the Melbourne Cup and Melbourne Grand Prix. &79 from 1991, remasked in consultation with Thelma Thomas, is a 'search for harmony in balanced opposites: circles and triangles, day and night and black and white socialisation".

UNLEASH YOUR SECOND HALF

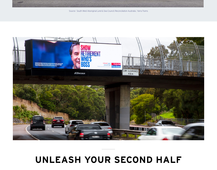
Retirement is one of the most important stages of life and so it's first above the fine brand campaign in many years. Colonial First encourages people approaching or in retirement to act "second half".

JCDecaux's quality Large and Small Format artworks created a strong brand presence with new and existing efficient pre-sectors. **Strategic placement of Digital Transit, combined with striking photography of retirees that look anything but "typical" turns the idea of retirement on its head and invites people to unleash their second half.**

The average retirement age is

55 years

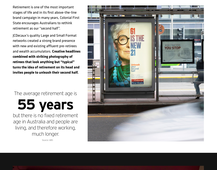
but there is no fixed retirement age in Australia and people are living, and therefore working, much longer.



CHANGE THE WAY YOU PAY

The signature Small Format Digital Screen has been through significant change in the past decade, with a range of alternate payment methods becoming available to consumers. Digitising the screen has allowed for changing the payments and encouraging Australia to get their hands on desired products sooner by spreading the cost and increasing their purchasing power.

To capture this sentiment of spending, **Mr Yes** created a fresh, fun and relevant campaign, Australia's leading Buy Now Pay Later Company, **Afterpay** and Telstra Retail Stores. Afterpay's campaign **leverages JCDecaux's NATIVE – strategically placed in audiences exposed to JCDecaux advertising across mobile – and JCDecaux OPTIS to ensure creative was drawing attention to all the right places.**



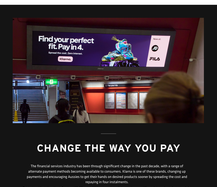
Out-of-Home can supercharge the effects of social media, increasing brand recall by

125%

and engagement by

52%

Nielsen Lumen Research, US



YOUI ASKS: IS IT TIME FOR A CHANGE?

You'd brand ashiu is seeing the moment when change occurs in a person's life.

End of Financial year is a key period for car insurance renewals and their tailored its message is a tactical renewal focus. targeting consumers to think about their insurance needs prior to the year-end.

JCDecaux Small Format was used to engage consumers, specifically in Sydney, building each in a swift and nimble manner, while **targeting locations with strong pedestrian foot traffic and high dwell times to drive consideration.**

Pedestrian impact has grown across the Small Format network in Sydney to

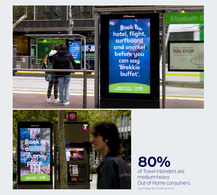
70%

Source: Mobile Phone Data, Sydney, Q1 2022

MAKE UP FOR MISSED HOLIDAYS

Who doesn't get excited at the thought of a holiday adventure? Particularly after lockdowns forced us to hibernate for years on end, we're desperate need of a getaway.

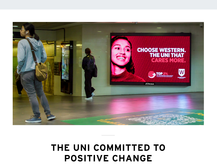
This drive is exactly what Wotif is hoping to tap into with its most recent campaign, reminding audiences of all the alternatives they could go to "make up for missed holidays". Wotif's campaign, **Doing a variety of creatives across JCDecaux Transit, Small Format and Large Format** the brand is reminding audiences of all the fun they used to have on holidays, encouraging them to have again.



80%

of travel intenders are inspired/reminded by Out-of-Home consumers.

Source: Nielsen Lumen Research, US



THE UNI COMMITTED TO POSITIVE CHANGE

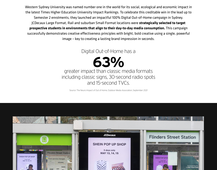
Western Sydney University sees overall number one in the world for social, ecological and economic impact in the latest Times Higher Education University Impact Rankings. To celebrate this creditable win in the lead up to Reconciliation Week, the uni ran a tactical campaign using JCDecaux Transit, Small Format and JCDecaux Large Format. Full and suburban Small Format locations were **strategically selected to target prospective students in environments that align to their day-to-day media consumption.** This campaign successfully demonstrates creative effectiveness principles with bright, bold creative copy, distinctive using a single, powerful image – key to creating a lasting brand impression in seconds.

Digital OOH is of strong value to

63%

greater impact than other media formats, including cities' signs, 30-second radio spots and 15-second TV.

Source: Kantar Millward Brown, Australia, 2019



CREATIVE CHANGES EVERY DAY

To drive awareness of SHEIN's first Australian pop-up shop, the fashion retailer launched a highly targeted **Lower Transition campaign.** Placing creatives in Finders Street Station – the highest footfall hub in Melbourne CBD – and in train shifts to the pop up shop, **SHEIN ran a daily countdown to drive maximum impact. Leveraging JCDecaux Programmatic capabilities, creative changed every day** in line the consecutive Smart frame panels, highlighting how many days were left of the pop up shop and showcasing different plans from her on travel range. Combined with Digital Transit and Digital Large Format, the campaign at drains to all stations and brand favourably their curated merchandise.

A study conducted by JCDecaux UK, Posterscope and Clear Channel analysed the importance of awareness and effect on brand lift, and on three key areas:

NEUROSCIENCE	RECALL	SALES RESPONSE
+18%	**+17%**	**+16%**
INCREASE IN ATTENTION AT DRIVING INCREASED LEVELS OF BRAIN RESPONSE	INCREASE IN SPONTANEOUS AD AWARENESS	IN SALES

Source: The Neuroscience of Ads, JCDecaux UK, Posterscope and Clear Channel, 2020

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