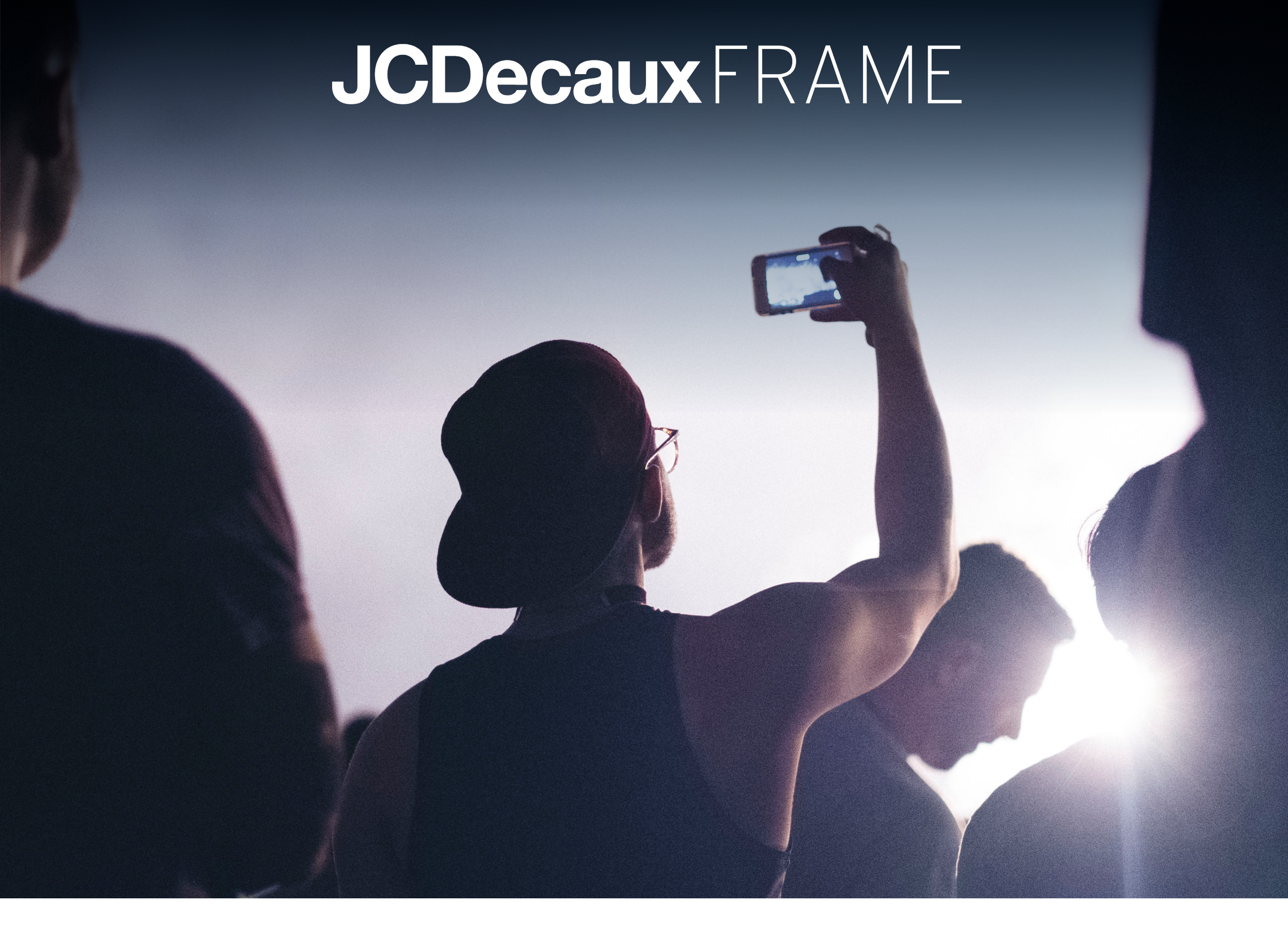

JCDecaux FRAME

Issue 22 2022

CENTRE STAGE

Entertainment – whether you get it at home, online, on your device, or in real life – has come alive across the JCDecaux network this month. PwC's Entertainment & Media Outlook confirms Australians spent more on entertainment, media and internet accessed services than ever before in 2021. Ever. Of course, this has been supercharged by subscription services and gaming, but also boosted by the return of in-person events. They predict by the end of this year each household will be spending $510 more per year than in 2019.

From movies and musicals, to streaming and news headlines, this issue is packed with lights, content, action.

The Media & Entertainment category is forecast to grow by 4% per year over the next five years, reaching a total of

$55.5 billion in 2026.

prime video
THE LORD OF THE RINGS
THE RINGS OF POWER
NEW SERIES SEPTEMBER 2
JCDecaux

RUNNING RINGS AROUND IMPACT

The Lord of the Rings: The Rings of Power is one of the most anticipated shows coming to Amazon Prime Video, and to generate excitement for the premiere, Amazon has cleverly transformed the streets of Melbourne into Middle Earth.

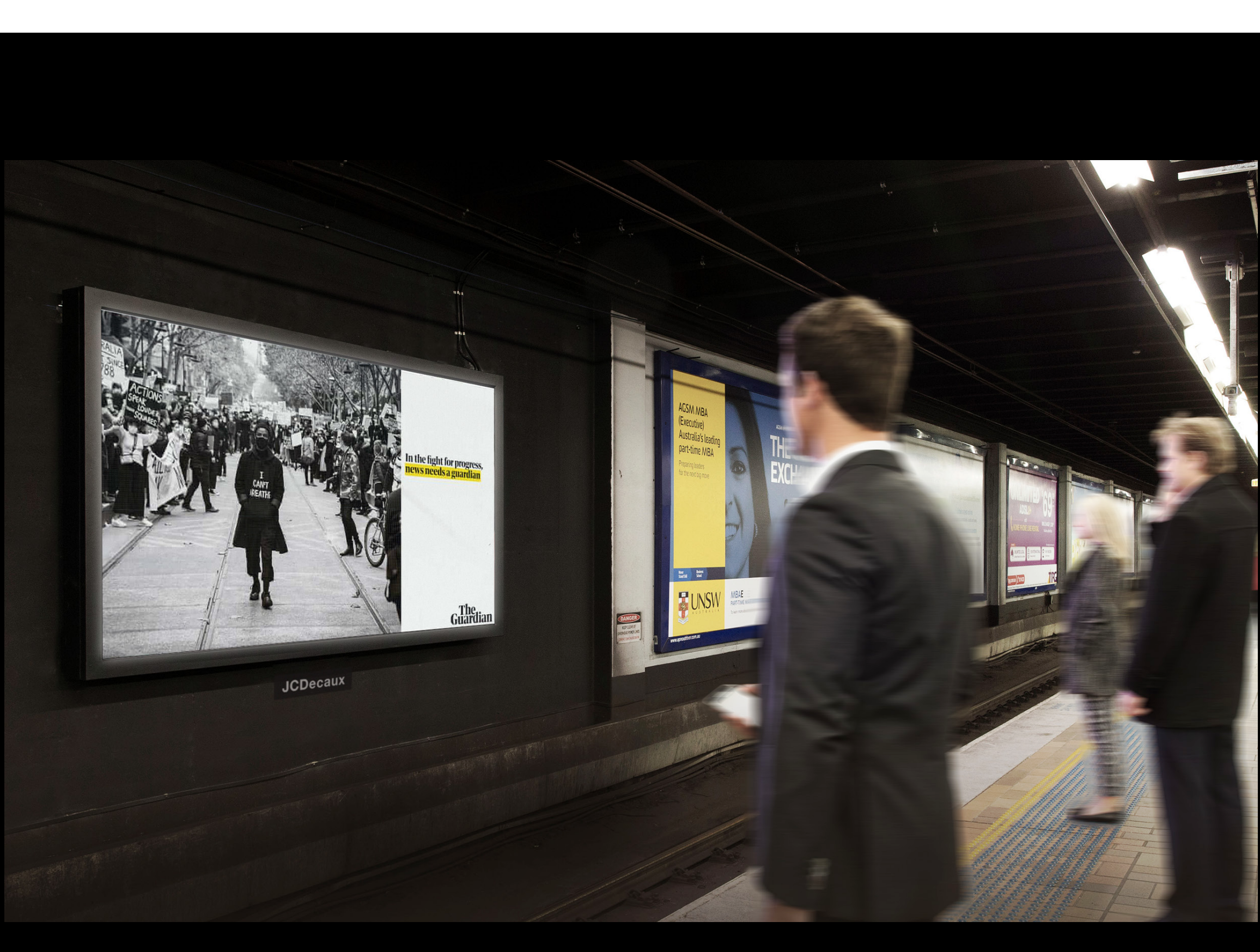
In what is the **JCDecaux Creative Solutions teams' biggest activation ever, four shelter immersion zones – complete with unique sound triggers and lighting – have been created to represent the four different realms of Middle Earth.** Three Trams, wrapped in the series' theme, are transporting Melbournians to each realm. To further increase broadcast awareness, the campaign features across JCDecaux Large and Small Format.

Immersive experiences surprise and delight audiences, delivering impact and increasing memorability of campaign creative.

prime video
THE LORD OF THE RINGS
THE RINGS OF POWER
NEW SERIES SEPTEMBER 2
Welcome to Númenor

Transit #1
recalled Out-of-Home format.

Source: Nielsen CMV S10, 2021


In the fight for progress, news needs a guardian
The Guardian
JCDecaux

THE GUARDIAN OF NEWS ON YOUR DAILY COMMUTE

When it comes to news media, there's a nationwide feeling of distrust. According to the Edelman Trust Barometer, just 43% of Australians trust what they read and see. **To build brand credibility, and attract new readers, The Guardian is running its first ever brand and content campaign: "News needs a Guardian".**

To capture the attention of audiences nationwide, The Guardian is appearing across JCDecaux Digital Large Format, Small Format and Rail. To launch, striking brand creative is running to increase campaign awareness. The second phase of the campaign will see dynamically updated content – containing the latest Guardian Australia news headlines – feature alongside brand creative to drive engagement, consideration, and trust.

You can't tell lies in public. A global study found that, consumers exposed to a brand's Out-of-Home advertising are on average

10%
more likely to state they trust the brand.

Source: Majority Of Consumers Say They Are Enjoying Being Outside And Look Forward To It - Despite Concerns, November 19, 2020, Marissa Bernstein

1883
THE SECRETS SHE KEEPS
PAW PATROL
Paramount+
A MOUNTAIN OF ENTERTAINMENT

PARAMOUNT+ OFFERS A MOUNTAIN OF ENTERTAINMENT

In 2021, $8 billion was spent on at-home entertainment, and that's only set to increase. With streaming companies pouring money into blockbuster productions, it's impossible to choose just one service to subscribe to. Research firm Telsyte has shown that one in three Australian households pay for three or more SVOD services. Paramount+ is one of the fastest growing streaming services, gaining over 43 million subscribers in the last 12 months.

To build brand awareness and promote specific programs in the lead up to, and during the initial few weeks of, distribution, **Paramount+ used big, impactful JCDecaux TRANSIT formats including: Tram Wraps, Megaside Double Deckers, and Megasides.** Offering unrivalled, cost-effective coverage, JCDecaux TRANSIT is a powerful network to reach and engage commuters and pedestrians from the suburbs to the CBD.

80%
of households will be paying for streaming services by end 2022.

Source:Standard Media Index, In-Home Entertainment (TV & Streaming) 2017 to 2021, PWC

SOMETHING MAGIC IS ABOUT TO BEGIN!
MARY POPPINS
ARRIVES OCTOBER | LYRIC THEATRE, QPAC
JCDecaux

THE STAGE IS SET

Musicals are reigning supreme this spring, with cult classics and worldwide hits taking centre stage. **JCDecaux is the perfect canvas to drive awareness of all-singing, all-dancing spectaculars** – Mary Poppins, SIX and Hairspray – capturing the attention of audiences around the country with showstopping multiformat executions on the busiest arterials and main high-streets, and in the most desirable suburbs.

Blockbuster year
4.5 million
Australians have attended Victoria's live sport, art, theatre, food and fashion this year.

Source: https://artsreview.com.au/blockbuster-year-for-victorias-major-events/

SIX
BACK BY POPULAR DEMAND!
THEATRE ROYAL SYDNEY FROM 26 AUGUST • BOOK AT SIX THE MUSICAL.COM.AU

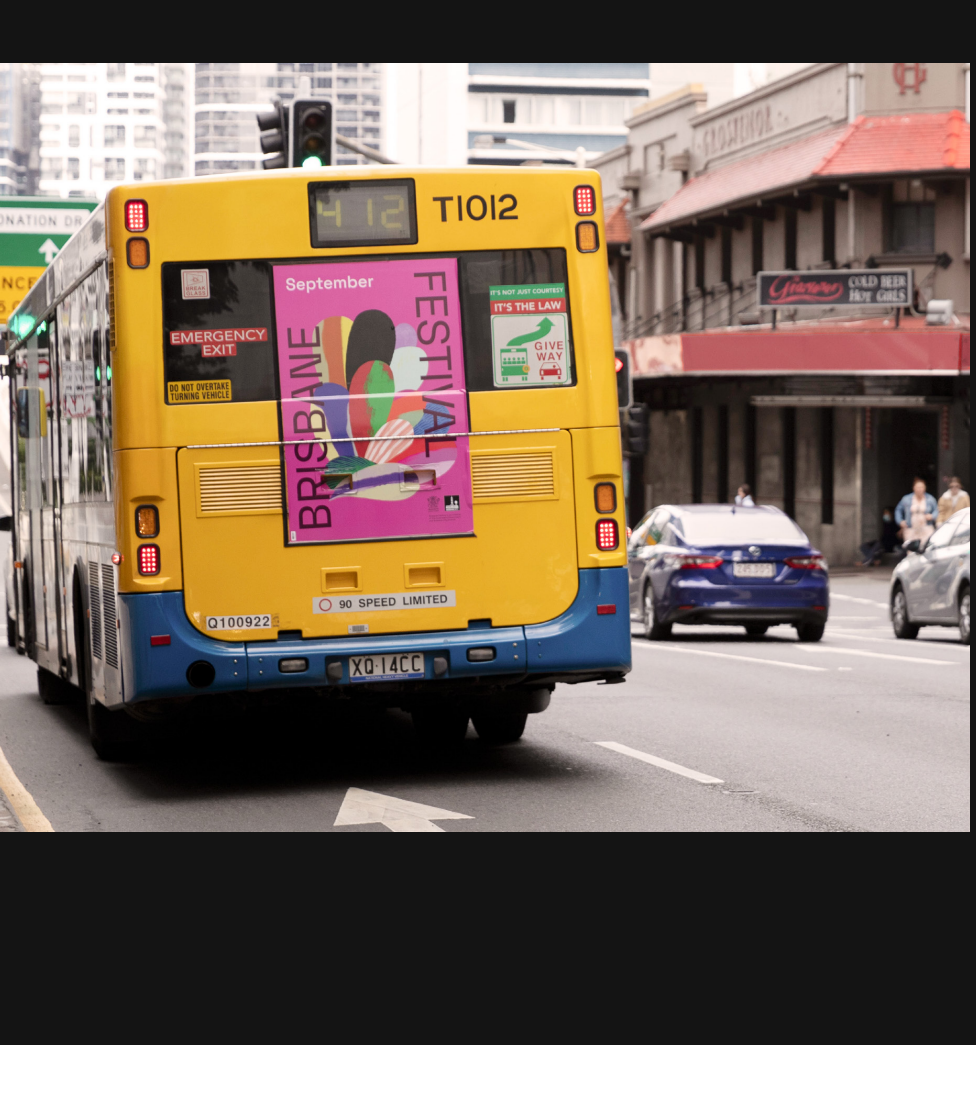
hairspray
Starring SHANE JACOBSON
Now Playing • Regent Theatre • HAIRSPRAYMUSICAL.COM.AU

JCDecaux
BRISBANE FESTIVAL
September

BUSTLING BRISBANE

The Australian Entertainment industry is predicted to be worth $48.3 by the end of 2022 following two years of dramatic growth in 2021 and 2022, despite the impacts of COVID-19.

Having reported a record-breaking year in 2021, it's evident that Brisbane Festival is one of the brands reaping the benefits of this growing industry. To celebrate its return and to continue building positive momentum, Brisbane Festival partnered with JCDecaux for the 11th time, painting the town pink in 2022. Building hype and raising awareness with targeted Digital Large Format placements and high-frequency Transit throughout Brisbane, as well as an eastern seaboard Small Format network to build reach interstate.



Those interested in the arts are
1.3x
more likely to see Small Format multiple times a week.

Sources: Nielsen S10 National Survey 2020
In article source: pwc Australian Entertainment and Media Outlook 2022

TAG HEUER CARRERA
THE ONLY WATCH THAT CAN KEEP UP WITH THE GRAY MAN.
THE GRAY MAN
ONLY ON NETFLIX

ACTION WITH A SIDE OF ELEGANCE

In action films, it's customary for the leading man to wear a watch that represents their sense of style, while also being able to withstand their dangerous, action-packed lifestyle. In Netflix's recent blockbuster, The Gray Man, leading man and TAG Heuer brand ambassador, Ryan Gosling, wears the TAG Heuer Carrera Three Hands.

To leverage the anticipation and excitement around the film's release, and drive awareness that TAG Heuer is The Gray Man's timepiece of choice, the brand ran an action-packed, omni-channel campaign. JCDecaux Digital Large Format, Small Format, a Tram Wrap and Station Takeovers enticed viewers to stream the film and ensured Tag Heuer was impossible to miss. This campaign is also live ahead of Father's Day to inspire gift ideas for dads who appreciate the finer things in life.

6 million
Australians are subscribe to Netflix.

Sources: Gizmodo, April 2022

SELF MADE
SAINTS ROW
23·08·22

PLAION ANZ BRINGS IN-GAME ELEMENTS TO LIFE IN MELBOURNE

Tram shelters are ideal locations to create jaw dropping immersion zones, and PLAION ANZ's latest campaign, promoting the reboot of popular action-adventure video game series Saints Row, is a fantastic example. **Two immersion zones in Melbourne brought in-game elements to life** and featured an interactive screen playing footage of the game. To transport people to these wonderous immersion zones, three JCDecaux TRANSIT wrapped trams, as well as Showcases and Megasides delivered a disruptive and innovative campaign, getting people talking about the biggest release in history.

SELF MADE
SAINTS ROW
23·08·22

In 2021, Australian video games made up
26%
of consumer entertainment and media spend.

Source:pwc Australian Entertainment and Media Outlook 2022

JCDecaux.com.au

If you have feedback or suggestions, please get in touch at TheFrame@jcdecaux.com

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