Issue 20 | 2022

WINTER BITES

The winter nibbles have hit us hard this year - perhaps thanks to all the mouth-watering campaigns across the JCDecaux network; we can't stop thinking about feasting on ALL of the delicious foods ALL of the time.

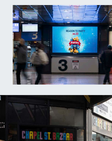
Being the curious bunch we are, we decided to do a little investigation. Research has actually shown that it could be a primitive instinct to increase calorie intake as the days get shorter and colder. Because the days are shorter (less time to hunt), we're biologically compelled to seek out more food, a primal survival instinct.

So we say eat up, seek out all the serotonin-boosting winter sun you can find and move your body - with the slow cooker on and occasionally a good party pie in hand, because ... balance!

WHAT'S YOUR REASON TO PARTY?

Party pies have always been synonymous with parties (the name says it all!) and big moments of celebration. In the past, it's been the Melbourne Cup, Christmas, New Year's Eve, or even the birth of a newborn - after all, we need an excuse for the occasion. There's always a reason to indulge yourself. The long-term effects of COVID have seen a significant shift in product perception and increase consumption when shopping.

To communicate with a broad target audience, this **humorous campaign creatively demonstrates some of life's little wins** that could be considered worthy of a party pie. Must-sell features across JCDecaux's Digital Large Format network nationwide. A FMaxTV campaign in Adelaide and Perth extends the brand's video strategy and engages commuters in the mood to party pies.



73% of people shop with a purpose in mind and prefer to get "in and out" as quickly as possible, so it's important for brands to build awareness prior to the shopping moment

DELICIOUS TREATS ON OUR STREETS

Just when you thought Cadbury couldn't create any more delicious treats, the iconic chocolate makers and Australian favourite have launched a new product range of Caramel Bites. To drive awareness, consideration and increase market share within the ice cream category, Cadbury leveraged JCDecaux Street Talk nationally to **connect with state grocery buyers across select locations positioned within 1 km of a grocery store.**

JCDecaux Street Talk offers a powerful national network with bespoke location targeting, proximity to points of interest, and maintains reach in those all important suburban home locations.

9.1 million Australians live, work or shop within JCDecaux Street Talk coverage areas

Source: Nielsen DAR, June 2022

REVOLUTIONARY. RENEWABLE. REMILK.

Launching into the Australian market for the first time, ReMilk is here to revolutionise the way Aussies consume milk with healthy, delicious, affordable and 100% carbon-free milk. The milk category is cluttered, and it remains a habitual purchase for many, so ReMilk needed to cause a stir in market for the launch of its products and drive trial. To achieve this, a multi-channel campaign was launched with **Classic and Digital Large Format sites across Sydney to drive brand cut-through and maximise impact.**

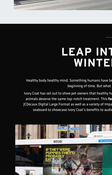
Alternative milk drinkers from Sydney are **52%** more likely to agree that Large Format advertising improves brand stature

Source: Ipsos Australia, 2021

LEAP INTO A NEW WINTER COAT

Healthy body healthy mind. Something humans have been practicing for themselves and their families since the beginning of time. But what about our beloved fur babies?

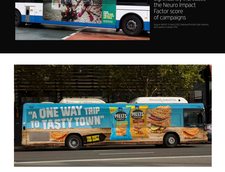
Suzy Cool has set out to ensure that healthy humans like to fuel their bodies with healthy food, and that animals deserve the same top-notch treatment. This **far-reaching omnichannel campaign** was conceived across JCDecaux Digital and Classic Large Format sites in Sydney and Melbourne. The campaign also leveraged both the western seaboard to showcase Suzy Cool's benefits to aesthetics, as they freeze the coats and heat is dank.



2.1 BY ZOLANE

Transit's movement significantly increases the hours impact Factor score of campaigns

Source: Zolane Research, Transit Impact Factor Study, Australia, 2021

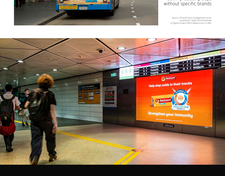


A ONE-WAY TRIP TO TASTY TOWN

Source: Ipsos Australia, 2021

Melts are here to shake up what you know about potato chips. Loaded with mouth-watering flavours and the crunchiest potato chips, Melts are ready to take you on a one-way trip to Tasty Town. Jump aboard to make only that good consumers a one-way trip to Tasty Town.

An impactful mix of Showcases, Portrait Sides and Wall Backs **primed Melts in the minds of hungry audiences before they hit the store.** To prevent that building mental availability on a public platform such as Out of Home primes consumers to choose a brand that is familiar when they are faced with choices on the supermarket shelf rather than having to research all the options.



Transit formats, on average, increase sales by

12.28% more engaging than static

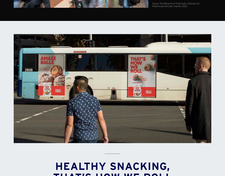
73% of shoppers make their lists digital they are not down product groups without specific brands

Source: Transit Impact Factor Study, Australia, 2021

STOP COLDS IN THEIR TRACKS

Eastern Australia has showed through its coldest start to winter in decades. The chilly weather combined with the energy crisis and the return to life as normal (commuting to well and! Katy back!) is forming the perfect storm for a season of nasty colds and flus. In the first two weeks of May, personal leave across Australia was 20% higher than the previously adjusted baseline (HP/AB Payroll Data).

Underpinning a well-timed **integrated campaign in key commuter hubs** - JCDecaux Digital Large and Small Formats and Street Talk - Lincle Tokyo's immune boosting Kombucha was promoted to drive up of mind awareness among Aussies who are out and about braving the cold.



Contextually relevant campaigns deliver a

+16% increase in sales

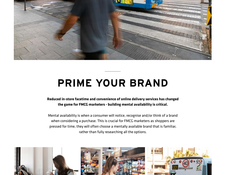
Source: Performance Trust, Lift, Effective, & Contextual Study, Australia, 2021

HEALTHY SNACKING, THAT'S HOW WE ROLL

With cold weather comes the desire to snack, but instead of reaching for sugar-filled treats for those afternoon pick-me-ups, Lincle Tokyo is encouraging Aussies to opt for fit smoothies protein balls.

To drive **cost-efficient, broadcast reach of the product on a national scale**, Lincle Tokyo is leveraging JCDecaux Transit Portrait Sides, which naturally offer proximity to PMCL retailers. Two-bump (or should we say, pump) creative messages feature to maximise audience interest and engagement.

The global health and wellness snacks market is forecast to reach **$98 billion by 2025**, growing at a rate of CAGR 5.8% between 2020 and 2025



PRIME YOUR BRAND

Reduced in store footime and convenience of online delivery services has changed the game for FMCG marketers - building mental availability is critical.

Mental availability is when a consumer will notice, recognise and/or think of a brand when considering a purchase. This is crucial for FMCG, marketers as shoppers are pressed for time; they will often choose a mentally available brand that is familiar, rather than fully researching all the options.

6.4m Australians are now grocery shopping online

Source: Nielsen DAR, January - April 2022

82% of people engaging with television ranks go shopping just to 'browse' or 'kill time'

Source: Kantar Australia Media Consumer Survey, 2022

83% of people agree that they are always open to try new things

Source: Kantar Australia Media Consumer Survey, 2022