

MEDIA RELEASE

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## **JCDecaux launches 'Thank You' Out-of-Home campaign for essential services workers -A platform for good, important community messages from RUOK? and local business support also feature-**

**JCDecaux today launches a series of Out of-Home campaigns across its extensive network to thank essential workers and support local businesses and charities across Australia.**

JCDecaux will host the series of community messaging campaigns across its large format and Smart Frame digital and transit platforms around Australia, in addition to providing support for Government health campaigns.

The "Thank You" campaign, created by JCDecaux's in-house creative team, thanks those people in essential services, working to help our nation get through the fight against COVID-19. Doctors, nurses, pharmacists, teachers, aged care workers, childcare workers, farmers, supermarket and warehouse workers around the country, as well as delivery drivers and cleaners. The purpose of the campaign is to show gratitude and call out the incredible job these people in our communities are doing to keep us safe.

JCDecaux ANZ CEO, Steve O'Connor, said: "In a time of tremendous upheaval and uncertainty for us all, there are many Australians working night and day to keep us cared for and making sure we have access to necessary services, and of course our medical professionals – true heroes, facing great challenges and potential threats to their own health to keep us safe. Our hope is they see this campaign on their way into work and home again, and they know that we recognise and applaud their contributions."

JCDecaux has also partnered with Broadsheet Media to promote local businesses, such as cafes and restaurants, who are currently experiencing significant strains on their businesses due to restrictions to their trade. The Out-of-Home campaign provides communities with information about their new offerings of take-away and meal delivery services.

Broadsheet Publisher, Nick Shelton, said: "We wanted to work with JCDecaux to help support Australia's local restaurant and café sector during this tough time, so we have created a ['Live List'](#)

‘Live List’ for each capital city detailing how our beloved cafes and restaurants are pivoting towards take out and ready to eat meals. Our goal is to create a centralised point where audiences can go to learn how they can support their favourite local businesses.”

The ‘Live List’ content will feature across JCDecaux Smart Frame digital panels in five capital cities via an API geo-targeted feed – ensuring that audiences within specific suburbs can receive content with relevant offerings from local businesses near where they live.

In addition, JCDecaux will support its charity partner RUOK? by promoting its important and timely ‘Stay Connected’ messages across its Australian transit network, encouraging communities to look out for one another and to remind us that staying connected leads to stronger mental health.

JCDecaux Chief Marketing Officer, Essie Wake, said: “JCDecaux connects organisations with communities, whether they are in the hearts of cities or deep in the suburbs. In these uncertain times, our ability to be a platform for good is at its most powerful – which is why we are carrying a number of important government health messages as well. Our role right now is to help connect, support and educate communities.”

Globally, JCDecaux is also running similar gratitude campaigns across its Out-of-Home advertising network. The campaigns in Australia will run across all JCDecaux’s digital and transit portfolio from this week.

## ENDS

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## About JCDecaux

JCDecaux is the number one out-of-home media company worldwide, with more than 1 million advertising panels in more than 80 countries and more than 13,000 employees. For FY19, JCDecaux reported revenue of approximately €3,890 million.

Incorporated in 1964 in France, JCDecaux was listed on the Paris Stock Exchange in 2001. JCDecaux has been providing high quality, architecturally designed street furniture in Australia since 1997. Its Australian and New Zealand businesses includes 40,000 assets spanning airports, rail, transit, static and digital billboards.

## Key figures

- 2019 revenue: €3,890m
- Present in 4,030 cities with more than 10,000 inhabitants
- A daily audience of more than 800 million people in more than 80 countries
- 13,030 employees
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1st Out-of-Home Media company to join the RE100 (committed to 100% renewable energy)
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is recognised for its extra-financial performance in the FTSE4Good index and the MSCI and CDP 'A List' rankings
- 1,061,200 advertising panels worldwide
- N°1 worldwide in street furniture (528,660 advertising panels)
- N°1 worldwide in transport advertising with more than 170 airports and 277 contracts in metros, buses, trains and tramways (326,970 advertising panels)
- N°1 in Europe for billboards (137,020 advertising panels)
- N°1 in outdoor advertising in Europe (645,540 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (239,300 advertising panels)
- N°1 in outdoor advertising in Latin America (72,880 advertising panels)
- N°1 in outdoor advertising in Africa (24,170 advertising panels)
- N°1 in outdoor advertising in the Middle East (16,450 advertising panels)