

MEDIA RELEASE

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JCDecaux launches OPTIX, a ground-breaking tool to improve the effectiveness of Out-of-Home creative

Leading Out-of-Home company, JCDecaux, today announced the launch of a new proprietary creative effectiveness tool, JCDecaux OPTIX. The tool uses machine learning to review the visual effectiveness of creative to predict its performance, providing advertisers with an understanding of what elements of their creative are driving the most audience engagement and viewer attention.

Created in collaboration with the global JCDecaux data science team, JCDecaux OPTIX is a ground-breaking solution designed to help advertisers understand if their Out-of-Home creative execution is likely to attract the right amount of audience attention, in the right places. JCDecaux can provide saliency heatmap reports to its advertisers pre-campaign – and OPTIX may identify elements such as call to action and branding for improvement, in order to increase message memorability, recognition and effectiveness.

JCDecaux Chief Marketing Officer, Essie Wake, said: “We have a long history of bringing audience intelligence and insight capabilities to the market so that our partners can have confidence in their Out-of-Home campaigns running across the JCDecaux network. But we know that media placement is only part of the equation – the creative is equally critical, and this is an area in which we can now help.

“JCDecaux now operates as a marketing intelligence and technology ecosystem, with a suite of data tools and capabilities across the entire planning, booking and delivery process, offering our advertising partners customisable support at every stage of their campaign. JCDecaux OPTIX complements our data capabilities by building a more powerful link between quality media and creative impact.”

JCDecaux Chief Commercial Officer, Max Eburne, said: “The launch of JCDecaux OPTIX shows our continued commitment to delivering the very best experience for our partners. As industry leaders, advertisers look to us to pave the way to achieve greater campaign results, and this innovation is just one of the ways that we will demonstrate our determination to propel our customers’ success in 2021 and beyond. JCDecaux OPTIX was launched alongside a suite of other product initiatives, such as targeting, for JCDecaux’s Transit advertisers.”

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For more information, images or interviews, please contact:

Rochelle Burbury

Third Avenue Consulting

0408 774 577

rochelle@thirdavenue.com.au

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)