

MEDIA RELEASE**15 October 2019**

Happy or Hangry? JCDecaux uses unique Out-of-Home first facial recognition to launch Yoplait Yoghurt Smoothies

JCDecaux has featured unique, Out-of-Home facial recognition technology to determine whether passers-by have happy or 'hangry' expressions to dispense vouchers to sample the new range of Yoplait Yoghurt Smoothies.

JCDecaux has collaborated with Lion Dairy & Drinks and its agencies AJF Partnership and Starcom to develop the unique Out-of-Home experience for the launch of Yoplait Yoghurt Smoothie "Fix your Hanger" campaign.

A special build panel, located on Sydney's George Street, will use face-tracking technology where consumers' facial reactions will be assessed and a voucher dispensed to redeem a FREE Yoplait Yoghurt Smoothie in a partnered store located in close proximity to the panel.

When a face is detected in proximity to the panel a message is displayed asking passers-by to "Smile or frown for a free smoothie".

JCDecaux Head of Creative Solutions, Ashley Taylor, said: "We are incredibly excited to launch this Out-of-Home first experience where facial tracking technology is incorporated into a special build panel to trigger a dispensed item.

"The panel feeds image data from a camera to a machine-learning algorithm that is trained to detect face orientation and estimate the user's emotion. A custom made vending machine is then triggered to dispense the appropriate voucher depending on whether the consumer is deemed to be happy or 'hangry'. It's a fantastic way to engage with busy CBD consumers."

Lion Dairy & Drinks Marketing & Innovation Director, Darryn Wallace, said he was excited to have Yoplait Yoghurt Smoothies using this innovative new marketing platform for its launch campaign.

"Yoplait has always been a great innovator in new yoghurt offerings and is about joyful interactions. It's exciting that we will be engaging our consumers with such a fun and interactive new platform - we know the Yoplait Yoghurt Smoothies will satisfy even our most happy or hangry consumers," he said.

Starcom's Client Service Director, Anna Camuglia said: "We were looking for a way to launch the joy of Yoplait Yoghurt Smoothie to ultimately ensure it's a memorable experience which aids recall at the fridge. This Out-of-Home idea will literally stop people in the street and create a value exchange anchored in whether they are happy or hangry, two very real category need states. Their attention will then be rewarded with a voucher to redeem for their Yoplait Yoghurt Smoothie of choice nearby. The interactions so far have evoked a few giggles."

Watch the video [here](#)

For more information about Yoplait visit: www.yoplait.com.au

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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 FY18, JCDecaux reported revenue of approximately €3,619 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 business includes street furniture and transport advertising, plus its recent acquisition of APN Outdoor in Australia and New Zealand comprising 40,000 assets spanning airports, rail, transit, static and digital billboards.

Key figures

- 2018 revenue: €3,619m, H1 2019 revenue: €1,842.3m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is part of the FTSE4Good index and the MSCI and CDP rankings
- 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)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,061,200 advertising panels in more than 80 countries
- Present in 4,030 cities with more than 10,000 inhabitants
- 13,030 employees.