JCDecaux URBAN SHIFT

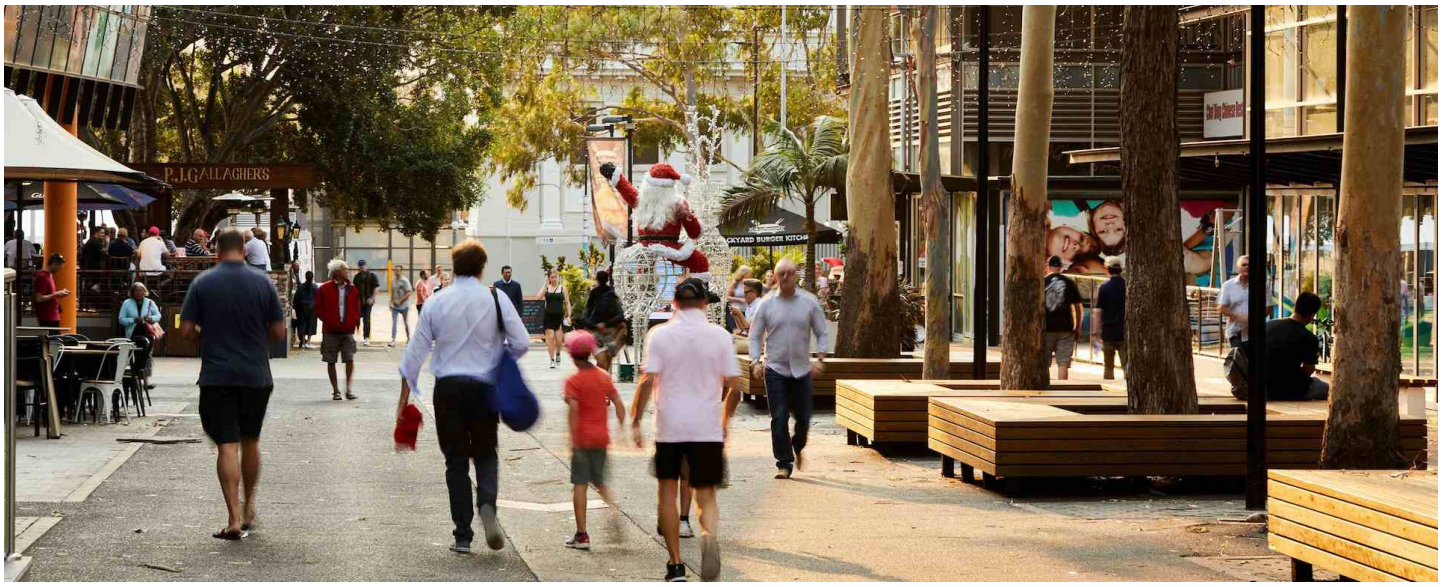
17 December 2020

This festive season we are seeing our partner brands swerving socially distanced Santa and embracing 'joy marketing'. We all know that the world's greatest gift this year will be the joy of time spent together. It's been a year like no other, with so many Australian families doing it tougher than ever before. Joy is what is needed, and it will come in many forms.

Online retailers are helping us to keep things simple. Food and drink brands are inspiring us to entertain. While luxury brands are tempting us with the joy of gifting a truly memorable keepsake.

We have been sharing joy too. For our very last Urban Shift story of 2020 we wanted to tell you about the important work of OzHarvest and why we decided to help feed the millions of Australians going hungry right now. Sometimes giving is truly greater than receiving.

Thank you for reading and have a happy holiday. Your JCDecaux editorial team will be back in the New Year with plenty of fresh inspiration!



FESTIVE PHARMACIES LIGHT UP LARGE FORMAT

With the festive season upon us, National Pharmacies has taken the opportunity to deck the… billboard?

This JCDecaux Large Format special build in Adelaide, created by our award-winning Creative Solutions team, includes fairy lights strung around the edges of the billboard and extending down the pole.

The special build is sure to bring joy to all driving by (it's on Tapleys Hill Road if you're in the area), and with **Roadside Large Format audiences in Adelaide at 87% of pre-COVID levels**, it delivers on both impact and reach.

Source: JCDecaux Adsquare Data, w/c 28 November 2020

LURPAK SPREADS CHRISTMAS JOY

Lockdown was a time for many to reassess priorities in life, Australians placing less importance on material things and more on spending quality time with people they care about. A recent Pigeon Project survey showed that **91% of our audience agreed cooking for others was a great way to show you care**.

With so many items on festive shopping lists, Lurpak aims to ensure the premium butter is top of mind for shoppers in crowded supermarkets this Christmas. To do so, a combination of JCDecaux StreetTalk and Citylights in close proximity to supermarkets were used to connect with shoppers moments before they enter the store, to drive recall and action.

Roy Morgan predicts pre-Christmas spending on food to grow an incredible 10% year-on-year; the retail category itself is predicted to grow 2.8% YOY. You butter believe it's a good time to be speaking to shoppers.

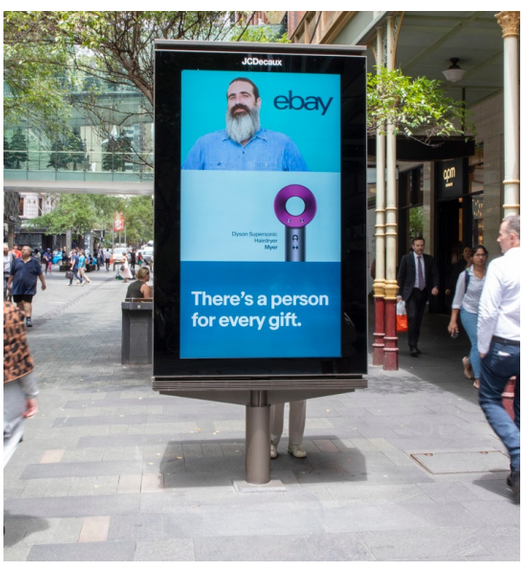
Source: Pigeon Project and Roy Morgan, November 2020

DOUBLE DECKER DECADENCE

When it comes to decadence and joy, it's hard to go past the combination of vodka and caviar. Premium vodka brand Beluga is bringing a larger than life campaign experience to our December commute, inspiring Sydneysiders to add some sophistication to their celebrations. The B-Line Megaside provides the epic canvas for Beluga, reaching premium audiences from the CBD to the desirable Northern Beaches. And what perfect timing – as social distancing requirements on public transport are further eased, **Transport for NSW revealed the city's road network has now almost returned to normal**.

What a truly lovely way to start getting into the festive spirit, or to upgrade your date night and impress your other half with an indulgent evening in. It also makes for an exquisite gift idea – so make a B-Line for Beluga!

Source: Sydney Morning Herald, 14 December 2020



THE ONE STOP GIFTING SHOP

Unsurprisingly, since March, **online shopping is up 76% year-on-year, meaning shoppers are more primed than ever to consider new online shopping experiences**. To showcase the ease of Christmas shopping with eBay, the online retailer partnered with JCDecaux for the 'There's a person for every gift' campaign this festive season. The combination of Street Furniture and Large Format drives awareness of the eBay difference and website visitation.

The JCDecaux Smartframe network provides highly pedestrian reach in the heart of bustling retail precincts such as Pitt Street Mall in Sydney to intercept Christmas shoppers, while Large Format on key arterials delivers on impact, as well as proximity to major shopping centres. Digital formats enabled eBay to showcase the breadth of products and stores available to purchase from on the platform.

Source: Auspost Online Shopping Insights, November 2020

FORGET GREEN AND RED, CHRISTMAS IS L'ORANGE THIS YEAR

Luxury brand Hermès is evoking thoughts of a magical, wintery Northern Hemisphere Christmas with their latest campaign appearing across the JCDecaux Citylights network. 'L'Orange de Noël' is focused on the joy of being together this festive season, with the creative showcasing a beautiful array of Hermès gifting options as the backdrop to shared winter Christmas moments; ice skating in a diamond choker, sledding on a bangle, cozying up in a handbag.

JCDecaux Spectaculars are the perfect canvas to tell Hermès' stunning Christmas story, and the featured gifts are certain to make their way onto our wish lists (and hopefully our Christmas stockings) as our cities and high streets buzz once again in anticipation of the joyful season.

Reports are showing that it's not just our cities that are buzzing; our wallets are back in full swing with the recession being technically declared as over in Australia. Illion data shows **consumers are spending again, with expenditure 12% higher than this time last year**. The country's wealthiest are driving the recovery, with suburbs such as Burwood in Sydney's inner west reporting the biggest turnarounds, with spend now at 55% above the pre-pandemic norm.

Source: illion AlphaBeta

JACOB'S CREEK WRAPPED FOR SUMMER

The JCDecaux audience is eager to get out and do more of what bring them joy this summer, with 66% saying they will have more picnics and 72% saying outdoor drinking and dining will be a major feature of their summer plans. In order to put Jacob's Creek at the heart of these key wine consumption occasions, Pernod Ricard created **custom JCDecaux shelter wraps in the iconic Sydney summer locations** of Bondi, Coogee and the CBD, alongside a broader campaign on the Citylights network.

To drive further engagement, each wrap showcased specific social moments for the location; think the Bondi to Coogee walk on Bondi Beach or the Royal Botanic Gardens on the Elizabeth Street location in the city. The now ubiquitous QR code was used to share a summer playlist to drive further engagement and creation of summer vibes.

Source: Pigeon Project 2020

THE JOY OF DATING IN 2020

If there was ever a brand that rose to the challenge of 2020, it's Bumble. During the first lockdown Bumble recorded a 26% increase in messages sent, but as restrictions eased, the dating app needed to find a way to continue the momentum. From finding love in lockdown, to parks becoming the next best thing to the bar, Bumble has continued to drive timely and contextual messaging in Out-of-Home. So, you can expect the latest silly season campaign to be as seriously engaging as their predecessors.

Using a mix of JCDecaux Transit Megasides, including the B-Line in Sydney, and a **Street Furniture network specifically designed to reach key summer destinations** (read: bar, beach, shopping), Bumble has made the first move (and the second, and the third!)

'TIS THE SEASON TO BE GIVING

JCDecaux's annual industry "Ham Day" tradition logistically wasn't possible this year (thanks COVID!) so we decided to turn this into a positive and support people in our communities who need it most and **partner with Australia's leading food rescue organisation, OzHarvest**. When we discovered OzHarvest has seen a 47% spike in demand for their services this year, with a staggering rise in "the new hungry" (30% of people who have never faced food insecurity before) - we wanted to help.

OzHarvest Founder and CEO Ronni Kahn explains why every single dollar counts; "Christmas is always the most challenging time of the year for vulnerable people, and this year in particular. In Australia this year there are more than five million people who will need food relief over Christmas alone."

Not only are we making a significant contribution to help OzHarvest provide 50,000 meals to Australians going hungry right now, we are also running a Christmas food drive across every office and depot in the country, so JCDecaux staff can contribute non-perishable pantry items to those who need it. If you'd like to help too, get in touch at www.ozharvest.org.

JCDECAUX'S SOCIAL IMPACT COMMITTEE

We have also recently formed a Social Impact Committee here at JCDecaux, consisting of a panel of people from a range of disciplines across our Australian and New Zealand businesses. The purpose is to streamline the way in which we work with our charity partners, so we support charities with meaningful opportunities and help our staff contribute towards making a difference in people's lives. We are excited to roll out a series of initiatives over the coming months so stay tuned for details.

THE JCDECAUX MOBILITY IMPACT MONITOR

With our global partners Adsquare, we have developed an Audience Mobility tracker to help **understand the movements of 3.6 million smartphone users around Australia**. By geofencing all of JCDecaux's locations, we receive weekly 'audience mobility updates' to understand exactly what's going on across our network.

78%

ROADSIDE LARGE FORMAT

Audience at -22% pre-COVID levels

74%

SUBURBAN STREET FURNITURE

Audience at -26% pre-COVID levels

64%

RAIL ENVIRONMENTS

Audience at -36% pre-COVID levels

NATIONAL JCDECAUX ENVIRONMENTS

Audience volume as at w/c 5 December, compared to pre-lockdown levels (Feb-Mar 2020)

Data and information sources: Adsquare, in-house data from our Pigeon Project and other JCDecaux Audience Intelligence platforms, industry research reports and articles from respected people within the media and marketing industries.