

Spring has brought the sun pouring into our windows once more - the warming rays we all needed. It's time to shift from response to recovery and everywhere we turn we see evidence of optimism and the cycle of new beginnings. In this issue we turn our thoughts to the season of change and how we are working together to help advertisers get back to business through and beyond COVID-19.

We want to inspire you and share ideas that will highlight how JCDecaux's flexible solutions and data intelligence, when coupled with great creativity, can play a crucial role in getting brands firmly back in the hearts and minds of audiences, and back into the urban spaces we all love.



Sydney's Pitt Street Mall, 17th September 2020

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.

NATIONAL JCDECAUX ENVIRONMENTS (EXCLUDING MELBOURNE)

Audience volume as at w/c 7th September, compared to pre-lockdown levels (Feb-Mar 2020)

75%
ROADSIDE DIGITAL LARGE FORMAT
Audience at -25% pre-COVID levels

SPOTLIGHT ON SYDNEY STREET FURNITURE

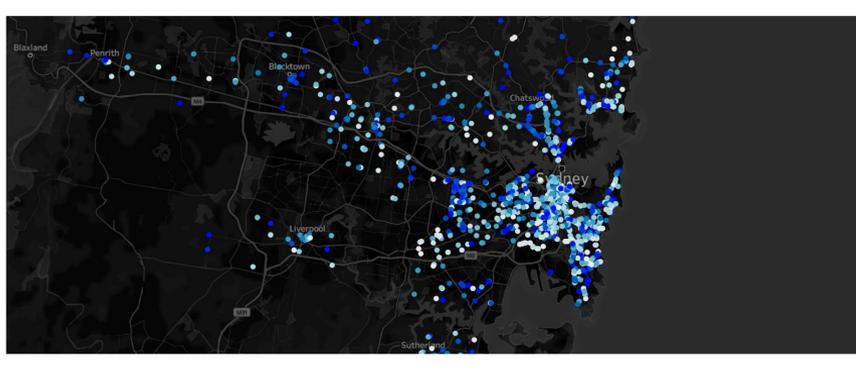
Audience volume as at w/c 7th September, compared to pre-lockdown levels (Feb-Mar 2020)

42%
SYDNEY CBD (POSTCODE 2000)
0% month-on-month change when compared to Aug 2020

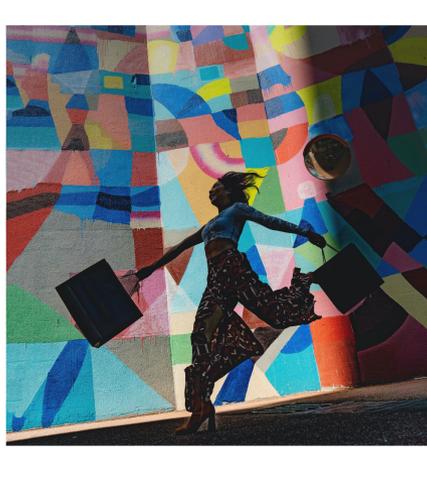
75%
SUBURBAN STREET FURNITURE
Audience at -25% pre-COVID levels

73%
SYDNEY SUBURBS
+2% month-on-month change when compared to Aug 2020

50%
RAIL ENVIRONMENTS
Audience at -50% pre-COVID levels



Solution: Now offering networks with 90% of all locations outside of the CBD, JCDecaux Street Furniture has been redefined through the optimisation of mobility data.



SPRING INTO ACTION WITH BIG-TICKET PURCHASES

As lockdown measures soon begin to ease in Victoria, workplaces will continue to fill, and commuting will increase. Across the country, **Australians will feel more confident and excited to start spending again**.

Many households have been unintentionally saving and as the weather warms up, we're ready to spend it. After a challenging few months of not being able to do much of what we enjoy at all, people are now looking to treat themselves with new big-ticket items. Expect to see an increase in new car purchases, household appliances, luxury goods and fashion.

It's crucial for your brand to maintain a strong presence to drive consideration: in a recent Pigeon Project study, 38% of JCDecaux's locations agreed that **with money they have saved during lockdowns, they'll likely treat themselves in the future**. Although they will remain cautious - 56% said they are making less impulse purchases these days, with big decisions now being more considered.

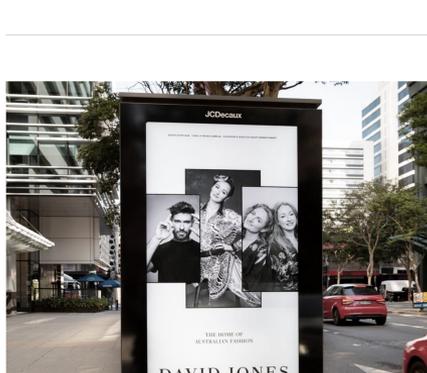


WE'RE ALL GOING ON A LOCAL HOLIDAY

A recent Broadsheet survey tells us that 46% of respondents "can't wait" to travel domestically and are being driven to action by seeking inspiration and/or already booking their trips.

With border restrictions still in place, the South Australian Tourism Commission is capitalising on the increased desire to travel brought on by the changing seasons by encouraging local tourism within the state.

JCDecaux Transit provided the perfect canvas to showcase idyllic locations from across the state, with one clear message: South Australia is a Great Place To Be.



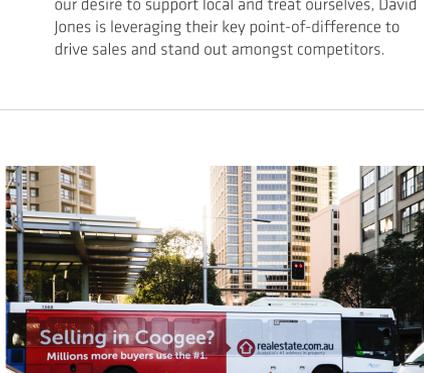
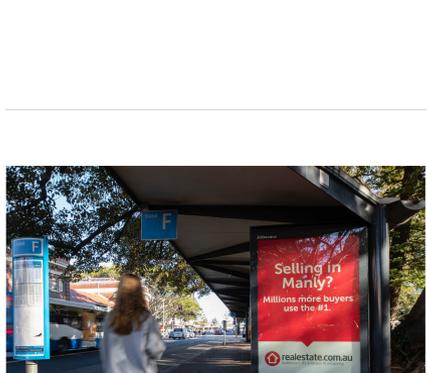
86% of the Pigeon Project audience agreed that it's more important than ever to buy Australian brands.

DAVID JONES NEW SEASON, NEW LOOK

Spring is finally here, and our cities are blooming with new growth and a new look. The same can also be said for our fashion - inspired by the seasonal change, audiences around the country are spending up big on fashion.

According to the monthly NAB Online Retail Sales Index, online spending rose 6.7% month-on-month in July, with fashion being a leading category. With such high competition in retail and increased interest by consumers, **brands need to connect with audiences and stand out**.

David Jones has brought this sentiment to life with their 'Home of Australian Fashion' campaign, currently live on the JCDecaux Citylight network. Appealing to our desire to support local and treat ourselves, David Jones is leveraging their key point-of-difference to drive sales and stand out amongst competitors.

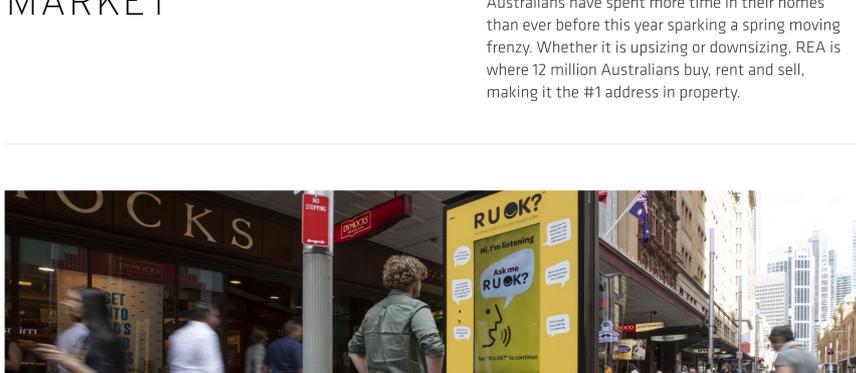


AS THE WEATHER WARMS UP SO DOES THE REAL ESTATE MARKET

Wrapped about house hunting? So are we! Check out REA's clever geotargeted campaign. Spanning the north to the east, they used suburb specific creative across JCDecaux Street Furniture and Transit,

creating contextually relevant messaging wherever you live.

Australians have spent more time in their homes than ever before this year sparking a spring moving frenzy. Whether it is upsizing or downsizing, REA is where 12 million Australians buy, rent and sell, making it the #1 address in property.



AS THE SEASON CHANGED, WE WERE GIVEN A TIMELY REMINDER TO ASK R U OK?

2020 has been a year that makes organisations like R U OK? so important. This year, R U OK? Day coincided with World Suicide Prevention Day, **raising awareness and generating conversations that could change, or save, a life**. Do you know what to say after you ask "Are you OK?"

The Mentally Healthy research* conducted the past two years shows depression and anxiety remain commonplace in the media, marketing and creative industry. This year's results show a positive improvement in stigma around mental health, with 24% more respondents now comfortable disclosing if they had been diagnosed with depression compared to 2018. Similarly, 22% more believed others would not be treated poorly if they disclosed a mental illness at their workplace.

You don't need to be an expert to reach out - just a good friend and a great listener. Use these four steps and have a conversation that could change a life:

1. Ask
2. Listen
3. Encourage action
4. Check in

And if you missed our R U OK? Day voice activated campaign, watch the video [here](#).

* The Mentally Healthy research is conducted by Everymind, Never Not Creative and UnLtd, and supported by the Mentally-Healthy Change Group.