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CREATIVE EFFECTIVENESS

When it's done well, the effect of great creative harnesses our most powerful sense, our sight, to leave a memorable visual impact. Out-of-Home enables brands to make impressions that last longer, not just on the street but in the mind. Effective creative has the capacity to stick with us and can be recreated from memory even years later.

For advertisers, the quality of the media location, audience and environment is only half the story, the quality of the creative matters too. Join us as we explore the hallmarks of creative effectiveness and applaud high-impact campaigns.

THE GOLDEN RULE

One of the most incredible things about Out-of-Home is the diversity and scale that the format offers, and this means there are many different ways to execute a campaign. Our Golden Rule of Creative Effectiveness that emphasises the message is an instant – a glance – and so, simplicity is key. The golden rule for creative development is just one of many recommendations for best practice Out-of-Home, so when thinking about your next campaign, consider the 3-7-10 rule below.

CANON SHOOT THEIR SHOT

With most of us having quick access to the camera on our phones, at any time, more and more people are developing an interest in the art of photography itself. Canon have cleverly played into this trend with a light-hearted campaign, turning attention towards the potential of digital cameras.

A recent Pigeon Project survey told us that humour is the leading factor in audiences noticing and remembering an ad, with 80% of respondents recognising this as a critical factor.

The humorous references to selfies and adorable pet photos in Canon's creatives engages the audience and creates a lasting impression.

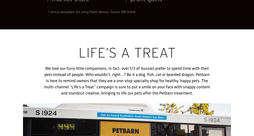
Watch video

JCDecaux OPTI+ demonstrates the impact of the creative, drawing consumer's attention to the product and brand.

THE PATH TO QUALITY CREATIVE LOOKS TASTY

Consumers increasingly want more from brands than simply a product. They expect brands to be socially responsible and believe in quality first.

Chobani's new "Fixed Made Good" campaign cleverly taps into this cultural zeitgeist, creatively expressing their brand values at every touchpoint. The clean and simple creative communicates the brand's commitment to quality and what's in the tub. Short, quirky copy lines in a distinctive brand font are perfectly paired with delectable food imagery, showcasing how salient brand cues can cut through when classic creative principles are applied.



DON'T BE A GOOSE, SWITCH TO REAMPED ENERGY

Redheart Energy is on a mission to shock the electricity provider category and stop Australians from overpaying on their energy bill, and it's working. The business, which launched in February 2019, recently won Canstar Blue's 2021 Outstanding Value award in Queensland.

As a relatively new player in a cluttered and often confusing category, Redheart Energy needed to quickly build brand awareness and drive consideration among potential customers. To do this, they partnered with JCDecaux to run a heavy weight Large Format campaign across the eastern seaboard. To ensure brand memorability and tie in with their campaign tagline, Redheart used a goose character as the hero image. Characters, or 'Ryanti dancing', are proven to not only increase emotional impact, but also drive market share and profit.

+37%
more likely to increase market share*

+30%
more likely to increase profit gains*

* versus campaigns not using Ryanti dancers. Source: 3DEssence

LIFE'S A TREAT

We love our furry little companions, in fact, over 1.5 of Aussies prefer to spend time with their pets instead of people. Who wouldn't, right...? Be it a dog, fish, cat or bearded dragon, Petbarn is here to remind owners that they are a one-stop specialty shop for healthy, happy pets. The multi-channel "Life's a Treat" campaign is sure to put a smile on your face with snappy content and standout creative, bringing to life our pets after the Petbarn treatment.

Partnering with JCDecaux, Petbarn have made their mark on Transit with a failsafe creative campaign featuring bold brand codes and high contrast colours.

HIGH CONTRAST = HIGH VISIBILITY

Cutting through, increasing visibility and making people 'paws' in their tracks.

OUT-OF-HOME TURNED CANVAS FOR CANVA

We know you all have a good PowerPoint presentation... and Canva will have you singing them even more! The online design site demonstrated creative - and media - best practice with this incredibly bright and bold campaign running across the JCDecaux network. Creating a series of messages across a range of formats, the campaign not only spoke to different audiences but the different environments in which they were found.

a Tram Wrap detailed a message to 'slap on track' while Cross Track aimed to 'move your audience'.

CLEVER COPY + CONTEXT + COLOUR = CANVA
NAILING CREATIVE EXCELLENCE

A TRUE MIC DROP MOMENT

While the Seven Network is bringing the cast to your screens, JCDecaux is bringing them to the streets thanks to our Creative Solutions team! Announcing the new season of the singing competition, The Voice, the Seven Network chose to launch large with JCDecaux Large Format, adding a neon feature to the site to add instant impact. Research from the Pigeon Project tells us that:

special builds are seen to be

80%

more impactful than standard creative, making sure this campaign hits all the right notes.

THE IMPORTANCE OF RELEVANCE

+17% INCREASE IN SPONTANEOUS AD AWARENESS

The Moments of Truth, JCDecaux UK, Pointersquare and Ebiquity Channel, 2020.

DRIVING RELEVANCE WITH HOLIDAY MAKERS

If quality media is only half of the equation, and quality creative matters just as much. Shell is in the driver's seat with their recent JCDecaux campaign.

The highly targeted strategy saw Shell select Digital Large Format street high speed assets to promote their brand during holiday season. Shell chose the locations based on proximity to airports and proximity to Shell Coles Express Service Stations.

With quality media comes one of Shell's shelf-ready gems: their creative. Simple, clear messaging, strong contrast, a singular image and exceptionally strong brand codes had us all playing 'I spy' as their campaign hit the road.

If you have feedback or suggestions, please contact us at marketing@jcdecaux.com
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