

HEALTHY PRIORITIES

Our relationship with health and wellness is forever changed. We now understand that we are all connected and that taking care of ourselves, each other, and the planet, helps us to live better. Brands are focused on playing a helpful and 'healthful' role in our lives, providing us products and services to help us feel good from the inside out.

Let's take a look at some of the health and wellness category campaigns across the JCDecaux network this month. With our newfound interest in making wellbeing our number one priority, the credibility and scale of the public screen mean these brands are really hitting the mark.

GO NATURAL FOR SMOOTHER, STRONGER SKIN

In recent years there's been a major shift towards consuming organic products that are ethically sourced and free from chemicals, and this has been especially true for the skincare industry. Worth USD\$6.4 billion in 2021, the global natural skincare products market is expected to increase to USD\$12.27 billion by 2030. The Body Shop has been a leader in this space, pushing purpose with its range of natural products long before it was mainstream.

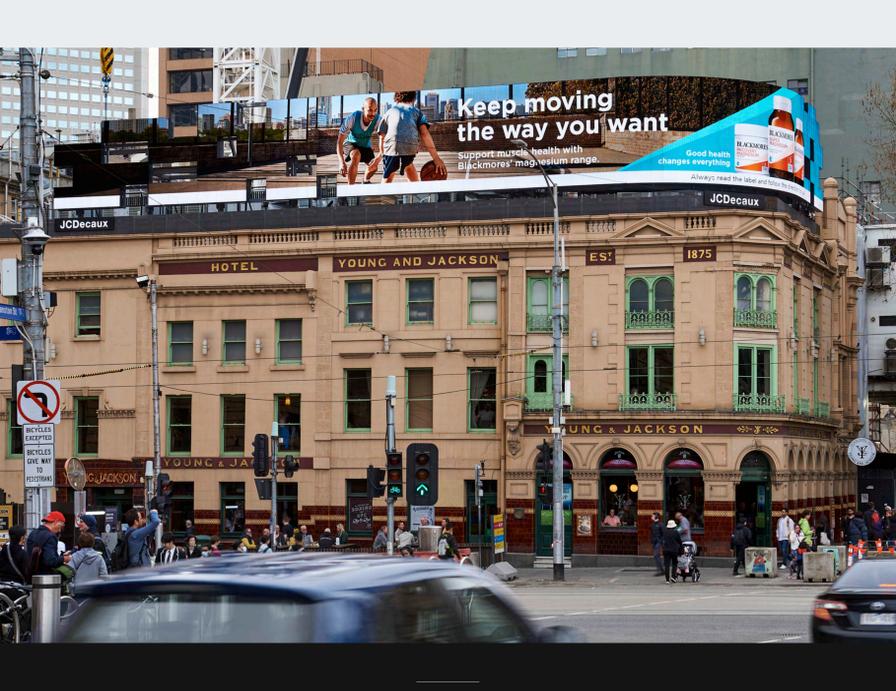
In its latest campaign, The Body Shop is building awareness of the launch of its Edelweiss skincare range that promises stronger, smoother skin (and who doesn't want that?) targeting young, ethically engaged consumers.

The campaign features on the **JCDecaux Small Format network and across Large Format in the rail environment to drive high frequency coverage and awareness in urban precincts** where audiences are out-and-about and exposed to city pollution.

IX137

The young, ethically engaged audience is more likely to see Small Format ads every few days.

Source: Nielsen CMV, SID 2021, National Survey



KEEP MOVING WITH BLACKMORES

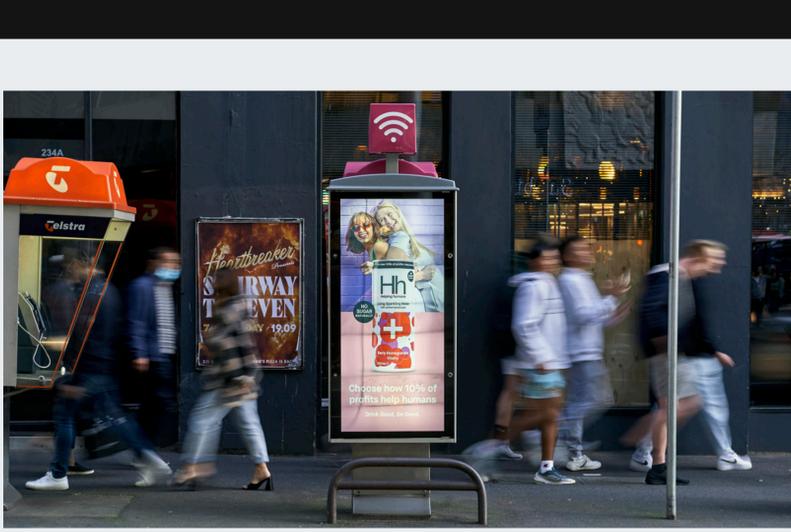
The weather is (soon to be) warming up and with that comes a desire to look and feel your best.

Australian health supplement brand, Blackmores, tapped into this health-conscious mindset of consumers with its newest campaign, shining a light on the benefits of magnesium to keep your body moving the way you want. Large Format sites in high pedestrian locations **reach people physically on the move, making for a compelling, contextually relevant campaign**, in moments that matter.



60% of Digital Large Format impressions in the ESB are pedestrian.

Source: MOVE 1.5



DRINK GOOD, DO GOOD

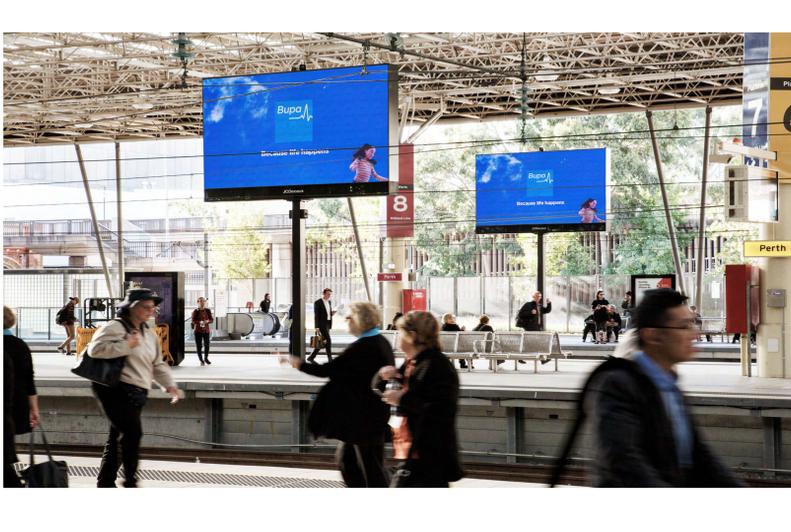
Australia's new range of sparkling water, Helping Humans, launches a cause-driven campaign, with every can sold giving back to the community. By scanning the QR code on the can, consumers can choose one of eight Helping Humans' partner charities to support including Headspace, The McGrath Foundation, Black Dog Institute and Planet Ark.

The brand used JCDecaux StreetTalk to connect with health-conscious humans, positioned in proximity to grocery stores, petrol stations as well as cafes and QSRs. **JCDecaux StreetTalk offers a powerful network with bespoke location targeting, proximity to points of interest**, and maintains reach in those all-important metropolitan and suburban locations.

9.1 million Australians live, work or shop within JCDecaux StreetTalk coverage areas.

Source: Nielsen CMV, 2020

BECAUSE LIFE HAPPENS



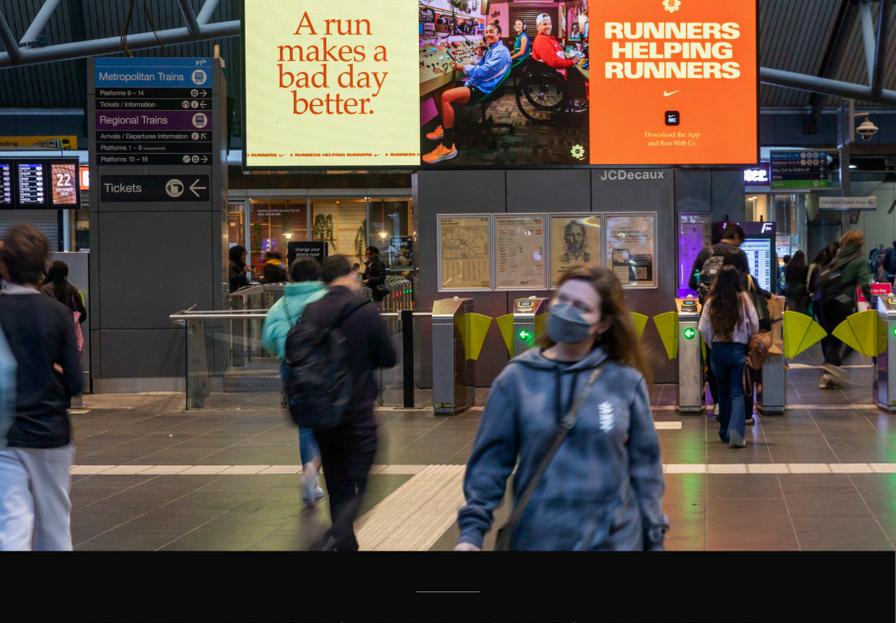
Life certainly has its ups and downs, and insurance company Bupa has been supporting Australians through it all for 75 years. Bupa has dialed up the distinctiveness in its latest brand campaign which reminds audiences how health insurance can prepare you for life every day, not just when something happens.

The 10-week campaign focuses heavily on XTrackTV in rail environments, as well as a combination of Digital Large Format and Small Format sites in high pedestrian areas across the country. **Bupa's use of distinct brand codes successfully delivers brand recognition and memorability.**

90% agree XTrackTV captures their attention.

70% agree XTrackTV is a welcome distraction.

Source: JCDecaux Pigeon Project



NIKE MAKES BAD DAYS BETTER

Australia's largest running event, The Nike Melbourne Marathon Festival, returned to the streets of Melbourne on October 2. As the title partner, **it was critical for Nike to build hype ahead, during and after the event with its "Running Helping Runners" messaging** – a global campaign by Nike to support the running community around the world.

Nike harnessed JCDecaux Large and Small Format to achieve maximum impact across a 9-week campaign, as well as a Tram wrap that followed the route of the marathon, ensuring Nike was in and amongst the action of the race.

63% see ads on trams at least once a week in Melbourne.

Source: JCDecaux Pigeon Project



ADD HEALTHY SKIN TO YOUR LIST

Demand for collagen products is on the rise, as consumers increasingly focus on holistic beauty and understand that a healthy mind and body starts from within.

To capitalise on growing consumer demand and build brand awareness, Healthy Care dominated JCDecaux's B Line route, reaching Northern Beaches residents, all the way to city workers in Sydney's CBD.

Transit is the ultimate format for FMCG products, proven to increase mental availability due to the movement of the bus or tram, allowing Healthy Care to drive brand preference ahead of the shop.

Transit formats are **12.28% more engaging** than static formats.

Source: Neuro-insight. Transit factor. Engagement score, movement v static format average.



SELF CARE FOR YOU AND THE PLANET

Natural, ethical, Australian-made skincare brand, etchðos, pride themselves on being "the science of healthy skin". Committed to creating products that look after both people and the planet, the etchðos range is all in 100% recyclable packaging made from milk bottles that would otherwise go to landfill.

To establish etchðos as a brand leader in sustainability, they ran a powerful multi-format campaign that educates consumers about the product benefits. The campaign featured on **carbon neutral StreetTalk and Digital Large Format panels in proximity to pharmacies** stocking the brand to convert audiences at the point of sale.

JCDecaux has now officially received accreditation across all Classic advertising solutions from ClimateActive, which means any campaign booked across Transit, Small and Large Format and printed with GSP is certified carbon neutral.

95% say brands are responsible for environmental concern.

Source: OOH: The Sustainability Edit, Kinetic Worldwide 2022.

THE TOP HEALTH AND WELLNESS TRENDS OF 2022 AND BEYOND



01. DIGITAL HEALTHCARE

Online healthcare services are becoming more popular than ever. Now we can have virtual sessions with medical professionals, from specialists and therapists to nutritionists and personal trainers.



02. TRACKING WELLBEING

Wearable tech helps us to understand our daily vitals better and have a more balanced lifestyle by tracking sleep, activity, oxygen levels, and heart rate.



03. DELVING INTO DNA

Analysing DNA to determine health risks and uncover ancestries is becoming increasingly accessible.



04. MENTAL HEALTH PRIORITIES

Self care is a growing trend, especially for Millennials and Gen Z. People are tracking their mental health closely as it remains a number one societal priority.



05. WORK LIFE BALANCE

Organisations all over the world have realised how crucial a good work-life balance is, and employees expect the autonomy and freedom to "work smarter, not harder".



06. WELLBEING MEETS BEAUTY

The beauty industry is evolving rapidly with brands developing innovative DIY solutions that improve one's wellbeing wherever you are and for whatever you need.



07. GUT HEALTH NUTRITION

In the last few years, Google searches for 'gut health' went up by 83% and this is expected to grow as wellbeing benefits of a healthy gut are becoming more widely understood.



08. SUSTAINABLE FOODS

As global poverty and the climate crisis continues, a growing number of us are looking to reduce meat consumption and demanding responsibly grown and sourced food.



09. RESTORATIVE TRAVEL

Holiday destinations are highlighting mindfulness, nutrition, and connection with nature, to help us restore and reset as this is an increasing priority for travellers.



10. ZERO-HEROS

Alcohol consumption among young adults in Australia is steadily declining as people seek a healthier lifestyle. Dan Murphy's and BWS say zero alcohol products are one of the fastest-growing categories.

Source: Top 9 Health And Wellness Trends In 2022 (luxuocom)