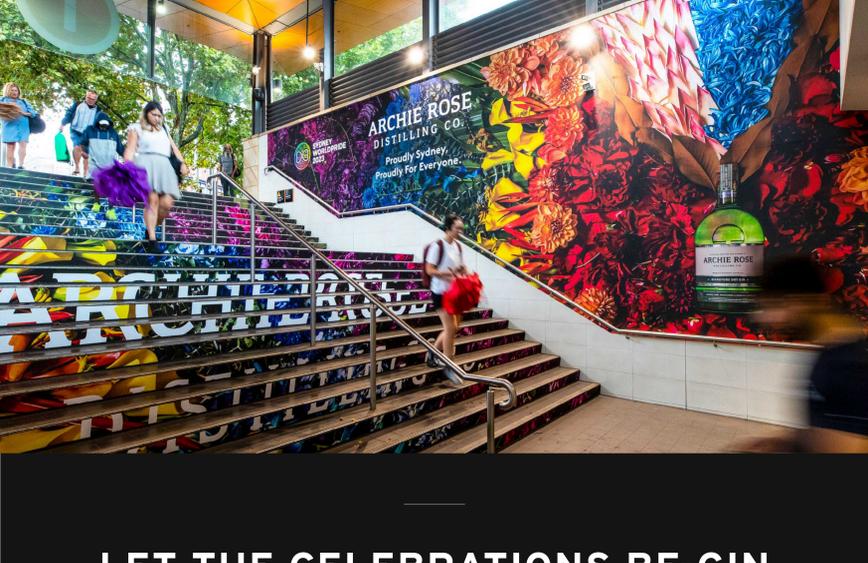


THE FRAME-BOW EDITION

It's that time of year again where the streets are awash with vibrant colour, and brands come together to show their love and support for the LGBTQIA+ community and their allies. This year Sydney is playing host to both Mardi Gras and WorldPride - the first time ever for the southern hemisphere - to create a truly international pride festival.

Fostering a sense of inclusion and belonging is a cause that's very close to our hearts here at JCDecaux, supporting the Marriage Equality Act way back in 2017. To celebrate WorldPride this year our Diversity, Equity, Inclusion, and Belonging (DEIB) committee teamed up with Equality Australia so everyone at JCDecaux could learn more about the importance of pronouns.

New data from Sprout Social reveals more than two-thirds of people say it's important for brands to take a public stand on social and community issues, so it's no wonder WorldPride every year feels bigger than the last, and our network is brimming with fabulous campaigns that shout #PRIDE. We're also excited to share some of the most fabulous campaigns currently painting rainbow colours across JCDecaux's cities around the world.



LET THE CELEBRATIONS BE-GIN

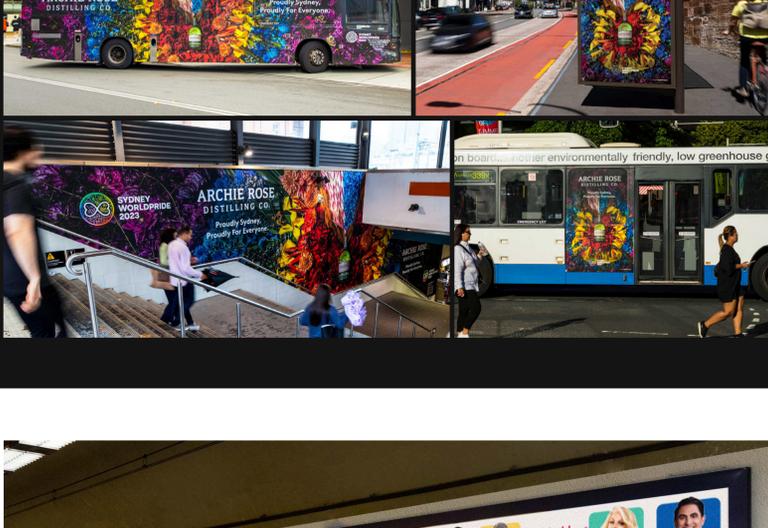
Archie Rose Distilling Co. has once again claimed their throne as the official gin of Sydney Gay and Lesbian Mardi Gras and WorldPride 2023. **They brought the glitz and glamour with a multi-format approach across JCDecaux Large Format, Rail, Station Takeovers, Transit, Airports, and a high-impact bus wrap in Sydney's Waverley.**

Their aim is to captivate the attention of the vibrant LGBTQIA+ community living in areas that they pride on, and they took full advantage of the WorldPride festival to get their message out.

You couldn't stroll through the streets of Sydney without being bedazzled by their bold and distinctive creative approach.

More than **500,000 people** are set to attend the Sydney WorldPride festival.

Source: NSW Government, Feb 2023



HAYU SHINES THROUGH

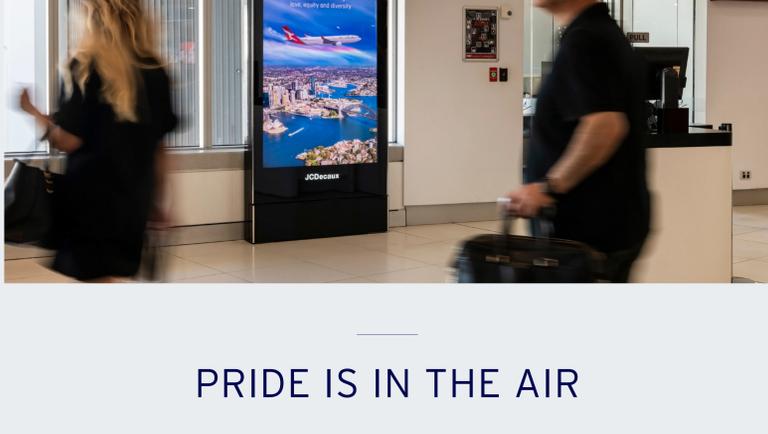
It's in Hayu's DNA to support WorldPride, so we knew their campaign was going to be big, and oh boy does it sparkle. Bursting with diversity and vibrancy, the high-impact, multi-format JCDecaux campaign showcases Hayu talent who identify as part of the LGBTQIA+ community, placing inclusivity at the forefront of their messaging.

Their campaign can be seen all over Sydney, from consecutive Cross Track panels in stations to Transit on the streets, to Digital Large Format and Small Format strategically placed in key WorldPride event locations. And if that wasn't fabulous enough, Hayu brought a little extra sparkle to their campaign with a rainbow bus shelter in Sydney's Bondi Junction, giving their campaign even more hype and shareability. This campaign is a shining example of how brands can show their unwavering support for the LGBTQIA+ community and their allies, in a bold, inclusive and creative way!



Sydney WorldPride 2023 features more than **300 fabulous events**, one of which is the world-famous Mardi Gras Parade on Oxford Street.

Source: Australia's Interactive Advertising Bureau (IAB)



PRIDE IS IN THE AIR

The sky sparkled last week when the Qantas WorldPride flight touched down in Australia, bringing members of the LGBTQIA+ community from Los Angeles to Sydney. Qantas, the official airline partner for Sydney WorldPride has a long-standing relationship supporting the LGBTQIA+ community. In fact, they've been strutting their stuff in the Sydney Mardi Gras Parade for over 25 years.

To showcase their support and welcome travellers to Australia, the "Pride is in the air" campaign ran across a variety of Small and Large Format screens located in and around Sydney and Perth Airports. Key sites used within the campaign are part of a long-term contract that Qantas secures each year with JCDecaux. By partnering with JCDecaux and securing locations long-term, brands can prioritise messaging and focus creative to suit what is happening in the moment.

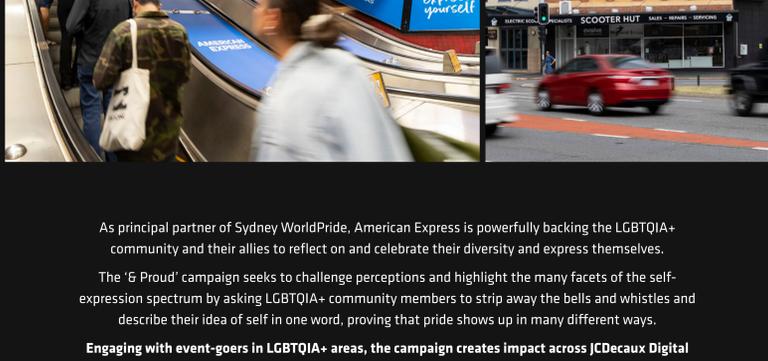
It's clear that Qantas is more than just a flight, it's a journey to inclusivity.



78,000+ travellers are expected to arrive in Sydney for the month-long festivities of WorldPride.

Source: NSW Government, Feb 2023

AMERICAN EXPRESS YOURSELF



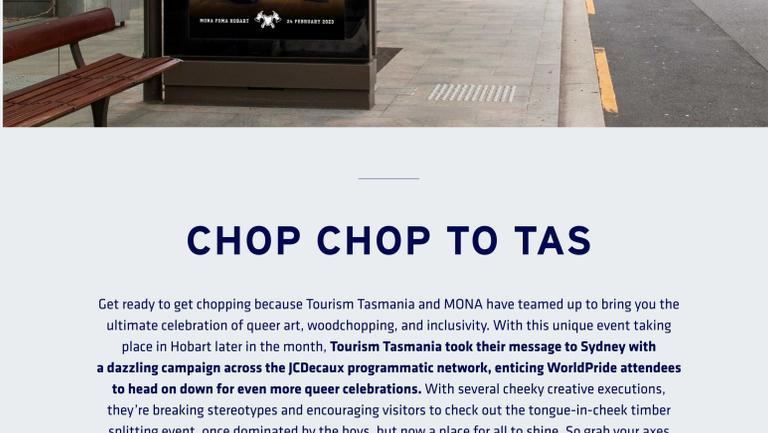
As principal partner of Sydney WorldPride, American Express is powerfully backing the LGBTQIA+ community and their allies to reflect on and celebrate their diversity and express themselves.

The 'G Proud' campaign seeks to challenge perceptions and highlight the many facets of the self-expression spectrum by asking LGBTQIA+ community members to strip away the bells and whistles and describe their idea of self in one word, proving that pride shows up in many different ways.

Engaging with event-goers in LGBTQIA+ areas, the campaign creates impact across JCDecaux Digital Large and Small Format, together with JCDecaux Cross Track and a showstopping takeover at Martin Place Station, capturing commuter attention, and ensuring American Express dominates in the heart of the action in Sydney, cementing their status as a champion of inclusivity and diversity.

Sydney WorldPride is anticipated to inject **\$112 million** into the NSW economy.

Source: NSW Government, Feb 2023



CHOP CHOP TO TAS

Get ready to get chopping because Tourism Tasmania and MONA have teamed up to bring you the ultimate celebration of queer art, woodchopping, and inclusivity. With this unique event taking place in Hobart later in the month, **Tourism Tasmania took their message to Sydney with a dazzling campaign across the JCDecaux programmatic network, enticing WorldPride attendees to head on down for even more queer celebrations.** With several cheeky creative executions, they're breaking stereotypes and encouraging visitors to check out the tongue-in-cheek timber splitting event, once dominated by the boys, but now a place for all to shine. So grab your axes and let's get chopping, because Tasmania is calling.



170+ JCDecaux Digital Large Format sites are available to activate programmatically.



ALL CREATURES WELCOME

Little Creatures are owning the moment with their bold, colourful and inclusive campaign, inviting all creatures to embrace the spirit of WorldPride and enjoy a cold beer in the process.

From the moment tourists arrive in the host city, they are greeted with engaging 'Welcome to the extravaganza' and 'Welcome to Faaaabulous Sydney' creatives in every Sydney Terminal.

Then, taking their inclusive messages to the streets, the official beer of Mardi Gras are also owning commuter hubs with 'Welcome to enjoy, whatever your flavour' messages in key train stations in proximity to WorldPride events as well as JCDecaux Rail and Large Format messaging in the heart of the LGBTQIA+ community in Sydney's Darlinghurst.

Beer drinkers are **87% more likely to strongly agree** they notice ads at train stations.

Source: Nielsen CMV S10 Survey 2021



BOOKING.COM FILTERS PLACES, NOT PEOPLE

As the Major Partner and Exclusive Digital Travel Provider of Sydney WorldPride, Booking.com is committed to making it easier for LGBTQIA+ travellers to experience the world.

The brand is showing its support for the community, **displaying three inclusive creatives across JCDecaux Digital and Classic Large Format in strategically selected locations in proximity to inner-city event festivities. And they're not stopping there, JCDecaux Transit Megasides out of Sydney's Waverly depot are spreading the love** across the eastern suburbs, including Randwick, which plays host to Randwick Pride at Coogee Beach; and Bondi, for the Bondi Beach Party.

Pack your bags because Booking.com can take you on the trip of a lifetime, filled with love and inclusivity.

JCDecaux Full Backs, Metro Backs and Megasides provide geo-targeting solutions, allowing brands to **target specific audiences and/or areas through depot optimisation.**

OREO SPREADS THE TASTE OF LOVE

Who better to be Sydney Gay and Lesbian Mardi Gras and WorldPride's Official Snacking Partner, than iconic brand Oreo, globally committed to the LGBTQIA+ community. **Here they use the power of the public screen to engage audiences across Sydney Trains during the busiest weeks of WorldPride celebrations.** With their unforgettable brand colours and mouth-watering snacks on display, they're spreading the message that #ProudWords can make someone's day better.

So, grab a pack of Oreos and celebrate love, acceptance, and pure deliciousness.



43% of Sydney-siders catch the train during a typical week.

Source: Nielsen CMV S10 Survey 2021

PRIDE AROUND THE WORLD

The rainbow party isn't just limited to Australia, WorldPride is a global event that has captured the hearts and minds of brands all over the world. These brands are declaring their love and support for the LGBTQIA+ community and their allies, with **dazzling campaigns across the global JCDecaux network.** These campaigns not only spread messages of inclusivity and acceptance, but also demonstrate the brands' unwavering commitment to diversity and equality.



CISCO



CALVIN KLEIN



SKITTLES