



BEAUTIFUL, BOLD, BROADCAST

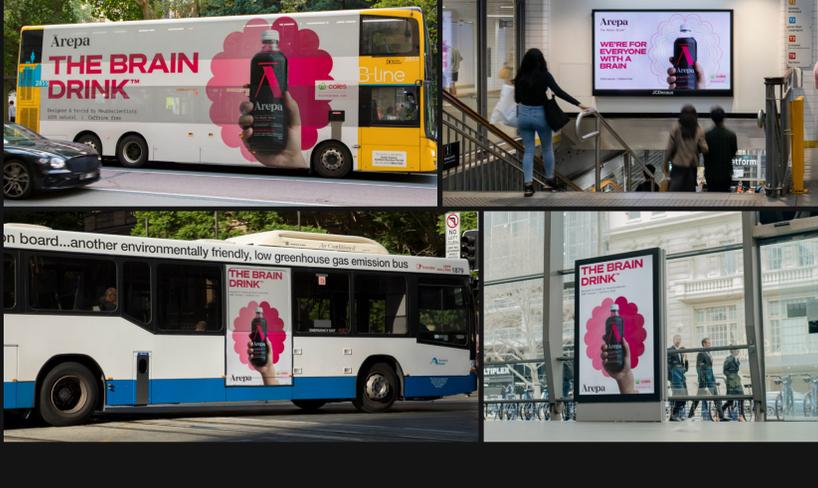
We all know that capturing consumers' attention in the information age is more difficult than ever, which is why so many astute marketers use JCDecaux Transit to get the word out and get people talking about their brands - it's one of the most traditional and enduring types of Out-of-Home advertising, and it works.

The advantages are simply too numerous to overlook:

- Transit advertising is unintrusive and unavoidable, targeting customers in a direct and uncomplicated manner.
- Unlike ads on radio and TV, Transit reaches motorists, passengers and pedestrians all day long regardless of which content they are tuned in to.
- You can efficiently reach a wide range of audiences on a broadcast scale, across many different ad formats, providing a wealth of creative possibilities.
- Transit moves driving neuro-impact, that increases memory encoding.

There's no getting around it: if you commute, take public transport, drive or walk-through urban areas across Australia's capital cities, you've likely seen JCDecaux Transit advertising today. By following commuters, passengers, pedestrians, and drivers throughout their every journey, buses and trams serve as moving billboards, gaining far more exposure than a stationary location ever could.

Transit's success is dependent on its use of bright colours, eye-catching design, and concise language. The goal is to leave an impression on viewers that they will remember. So, let's examine the brands that are on board and getting it right, everywhere we look.



BOOST BRAIN POWER WITH AREPA

Kiwi brand Arepa is committed to creating drinks that harness the natural goodness of nutrients to improve brain function, helping people to think clearly, stay focused, and sustain mental endurance under pressure. While still relatively new in Australia, the global nootropic (cognition boosting) beverage market is growing; currently worth US\$4.64 billion, according to The Business Research Company, the category is forecast to reach US\$7.87 billion by 2027 as people continue to focus on health and wellness.

In its first-ever Out-of-Home campaign, Arepa partnered with JCDecaux to drive broadcast awareness of its unique 'Brain Drink' brand message. **The campaign, that launched to coincide with Brain Awareness Week, featured a combination of JCDecaux Transit, Rail and Small Format assets, maximising reach and frequency across Sydney and Melbourne.**

The B line in Sydney travels over **77,000 kms** each week.

Source: Transport for NSW, Open Mobility Data, 2022



WITCHERY MAKES A MARK

Witchery, one of Australia's most iconic fashion labels, recently launched a powerful brand campaign aimed at increasing awareness and consideration. **The campaign utilises high-impact formats, JCDecaux Transit and Digital Large Format, to capture the attention of trendsetters and fashionistas in their everyday moments, as they move from the suburbs to the city.**

Presence across the JCDecaux Airport network, in Sydney's Domestic Terminals 2 and 3, engages professional women and those travelling with their families in proximity to the Witchery airport store when they have time to dwell.

The campaign's best-in-class creative is a stylish example of a beautiful, bold, brand campaign that leaves its mark.

75% of all bus trips happen during daylight hours in winter.

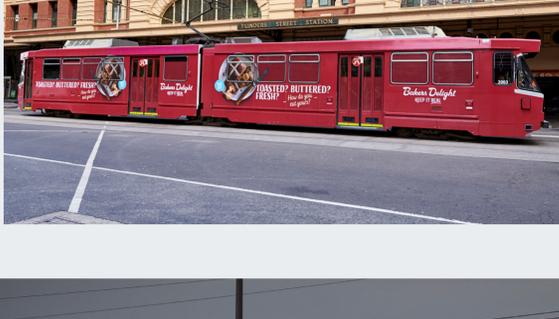
Source: Transport for NSW, Open Mobility Data, 2022



HOW DO YOU EAT YOUR BUNS?

Easter is fast approaching and - behind chocolate - there's nothing more delicious than a Bakers Delight hot bun. In a first for the brand, Bakers Delight is using JCDecaux Transit Megasides to keep its baked fresh daily buns top-of-mind, while posing the controversial question - how do you eat yours? (toasted with butter of course, the only way to eat hot cross buns!). This campaign reaches a wide range of audiences on a broadcast scale in the lead up to this festive season.

Operating buses and tram routes to target Bakers Delight store locations, these unique and powerful moving billboards deliver unrivalled national coverage to quickly build campaign reach and frequency. Distinct brand codes combined with strong visuals of the freshly toasted treats are a sure way to drive customers in store.



In NSW alone, buses travel almost **4 million kms** each week.

Source: Transport for NSW, Open Mobility Data, 2022



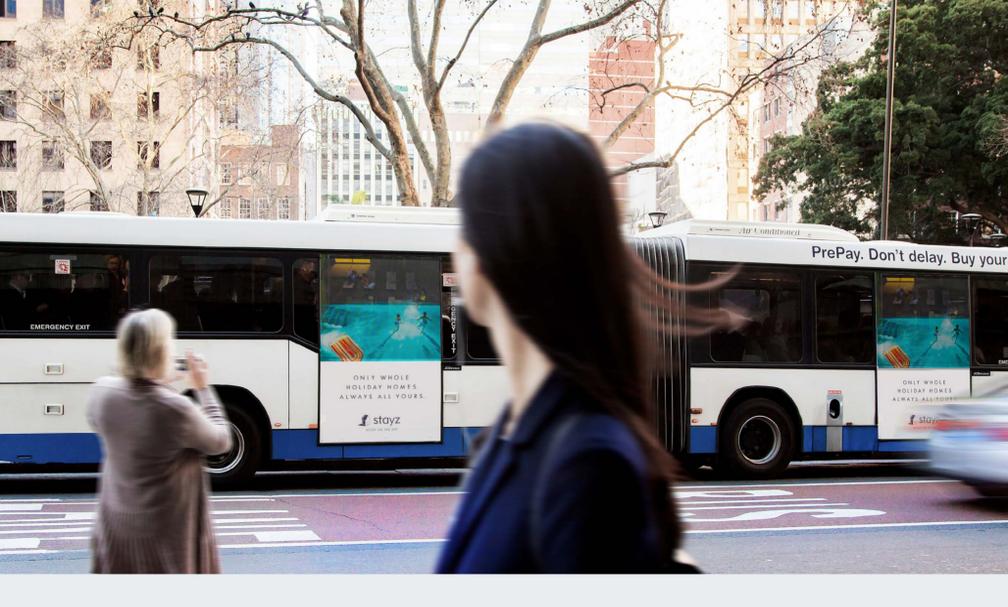
SHAZAM ELECTRIFIES STREETS AND SKY

Universal Pictures activated a delightfully bold campaign, **seamlessly showcasing the upcoming Shazam film release across multiple, high-impact formats.** A showstopping JCDecaux Tram Wrap, various bus formats, and a Classic Large Format special-build - complete with illuminated lightning elements that extended the creative beyond the normal parameters - heightened the impact of 'Shazam' to create an electrifying, attention-grabbing execution.



196 Shazam-wrapped bus routes passed by the Large Format special build in Sydney each week over the 4 week campaign period.

Source: General Transit Specification Feed data, March 2023



STAYZ, WITHOUT THE STRANGERS

With the speedy adoption of short-term rentals, accommodation is now as much a part of the holiday as the destination. Long gone are the days of being cramped in a single room, you can now have a whole house to relax in after a day of sight-seeing. And according to Statista the category is booming, currently worth almost \$2.18 billion in Australia and forecast to reach \$2.24 billion by 2027.

To cut-through in a category dominated by the competition, **Stayz is running its first Out-of-Home campaign since 2019, leveraging a variety of JCDecaux formats across the eastern seaboard** to establish itself as the trusted vacation rental choice and to promote its point of difference – that with Stayz you rent **from the host, not with the host**. JCDecaux Transit, Portrait Sides and Showcases, served to increase brand awareness among people 35-64 from the suburbs to the cities, while JCDecaux Rail and Digital Large and Small Format delivered incremental reach, impacting audiences on the daily commute and while out-and-about in popular urban locations.

Transit delivers a **2.1 NIF score**, which is 3x higher than the benchmark for memory encoding (0.7).

Source: MOVE



THE TAHS CROWD THE HOUSE

The return of the Waratahs to their home ground at the newly refurbished Allianz Stadium is set to cause a stir of excitement among fans in the lead up to and across the 2023 Super Rugby Pacific season.

To amplify the anticipation and convince fans to #crowdthehouse, **Waratahs partnered with JCDecaux to spread the word at scale in Sydney**. JCDecaux Transit traversed the streets, engaging sports fans with high impact, eye-catching Bus Wraps and Full Backs, encouraging them to join the action. Strategic JCDecaux Large Format together with Cross Track placements at train stations were also used to capture commuter attention and entice rugby lovers to experience the excitement across the season once again.

Rugby Fans are **1.6x times** more likely to say they can't help noticing advertising on buses (ix. 164).

Source: Nielsen CMV, National Survey, S10, 2021



SHARING IS CARING

First, Uber transformed the rideshare category, then it revolutionised food (and grocery) delivery services - making it possible for people to get almost, almost anything. Now it's turning its attention to the car share category, with its recently launched Uber Carshare. An uber smart move given the centralisation of populations in larger cities, the rising cost of living and the ever-changing role of the car in people's lives.

To drive awareness of the new product offering, Uber is running a multi-format campaign across JCDecaux Transit, Large Format and Small Format; **strategically targeted to inner-city, high-demand areas for the service.**

60% of Carshare trips are made within the inner-city CBD.

Source: Uber



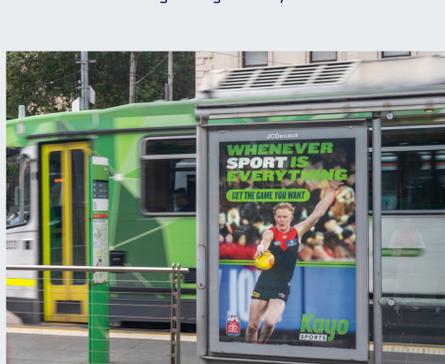
GET THE GAME YOU WANT WITH KAYO

With the sports season about to kick off, Kayo has taken an Out-of-Home approach to increase in-home viewership. With Australians making the switch from free-to-air television to subscription-based streaming services, **Kayo is ensuring it's top-of-mind with a multi-format approach, including highly impactful JCDecaux Bus and Tram Wraps, as well as Classic and Digital Large and Small Format.**

Kayo offers the freedom to access sports content anywhere, anytime. With the goal of attracting fans (not fanatics), the extensive coverage delivered by JCDecaux Transit is sure to drive brand awareness from the city to the suburbs and convince audiences to get the game they want.

Over **675 suburbs** are covered nationally by JCDecaux Transit.

Source: JCDecaux



TRANSPORT YOUR SENSES

Glasshouse is well known for its beautiful candle fragrances, that transport us to luxurious places. Its latest product innovation sees them launch a new range of fragrance disks for your car, **contextually placed on the back of buses to captivate drivers and passengers whilst in said cars.**

JCDecaux Transit Full Backs capture the attention of the driver for substantially longer than any other format, especially when sitting in traffic for long periods of time. The added movement of the bus in and among the streets of our cities and suburbs, and the vast distance they travel, makes this format incredibly unique.

Glasshouse was able to flawlessly deliver its brand message in a relevant and meaningful way, offering consumers a tiny luxury that will intercept ordinary moments.

85% of Aussies who leave the house for work, travel by car.

Source: Census 2021