



JCDecaux SMALL FORMAT

Issue 30 / 2023

# SMALL CHANGES. BIG IMPACT.

Have you ever stopped to wonder what the JC in JCDecaux stands for? Probably not (!!) but in fact it's our founder's initials. Over half a century ago, Jean-Claude Decaux had a vision - one that would change the landscape of outdoor advertising forever. He invented the concept of advertising funded street furniture, delivering beautiful bus shelters for the city of Lyon in France. The world took notice, and JCDecaux became a global phenomenon.

This powerful format has contributed to our worldwide leadership position, and we have a thorough understanding of how to make Small Format work for brands. We believe the category has reached a tipping point, and it is our responsibility as leaders to redefine it.

The new age of Small Format is geared for the future, more powerful and agile than ever before. There are now four distinct and effective ways for brands to leverage our audiences across the Classicframe network - SCALE, VOICE, FOCUS and PLACE. Whether it's the scale of the network, or the strength of specific locations, our partners now have unrivalled capability to achieve truly unique campaign objectives. We have no doubt that the impact of these small changes will be BIG for brands.

This issue is jam-packed full of great examples of brands using these strategies and more, to deliver their objectives.



## HELGA'S PATH TO PROFIT

As the cost of living continues to rise, brand loyalty has taken a backseat and consumers are hungry for value. Premium FMCG brands, like Helga's, must build marketing strategies that boost brand value, to convince consumers their products are worth the added cost and drive sales growth.

In a stunning display of marketing prowess, Helga's launched a successful campaign across JCDecaux Small Format and Transit Portrait Sides, harnessing the full potential of our new cutting-edge SCALE and PLACE strategies. This dynamic duo of Transit and Small Format has enabled Helga's to **achieve unprecedented levels of reach and impact, whilst targeting supermarkets all over Australia.**

The result? A marketing campaign that's nothing short of awe-inspiring. Helga's achieved a surge in unit sales across its entire product range. The topping on the sandwich? Helga's saw an increase in new customers and a remarkable rise in revenue growth during its latest campaign period. With an uplift in sales and a steady stream of new customers, this beloved brand has maintained its price premium and emerged victorious in the competitive marketplace.

**Helga's achieved a surge in unit sales** across its entire product range, throughout the 9 week campaign period.

Source: Unpacked by Flybuys.



## CARDS THAT CLEAN THE COAST

With seven oceans surrounding Australia, 130,000 tonnes of plastic washes ashore each year. To assist in resolving this issue, ING is offering its customers a new, sustainable way to pay. The brand is inviting Australians to protect our valuable coastlines by using new Ocean Plastic® cards, made from 5,000 kilos of repurposed marine plastic that would have continued to pollute the ocean.

With JCDecaux's carbon neutral Classicframe network, **ING is spreading its message across the eastern seaboard sustainably**, combining a strategically pre-optimised reach network (VOICE), with tactical panel selection in proximity to Australia's busiest beaches (PLACE).

**9 in 10** Australian consumers are more likely to purchase ethical and sustainable products.

Source: The Fifth Estate.



## CULTURE OF COFFEE

As all coffee connoisseurs know, the perfect cup requires three key ingredients - a skilled barista, your preferred type of milk, and most importantly, high-quality beans.

When you find a café that delivers on those requirements, you stick to it!

Bondi-based specialty coffee roaster, Will & Co, set out to create the perfect blend, and is using strategically selected JCDecaux Classicframes and Cross Track panels in NSW to increase awareness and direct coffee lovers to cafés that use and stock their beans.

**All sites are located within 1 kilometre of cafés serving Will & Co coffee,** with creative containing specific café names to ensure those that need a morning pick-me-up can't go wrong.

This is a prime example of a **PLACE campaign**, giving advertisers the **radical flexibility to hand-select panels** within a desired distance to specific store locations.

Takeaway coffee lovers are **27% more likely** to live, work or shop in JCDecaux Small Format areas.

Source: Nielsen CMV S10, 2022.



## SWIPE RIGHT FOR SMALL FORMAT

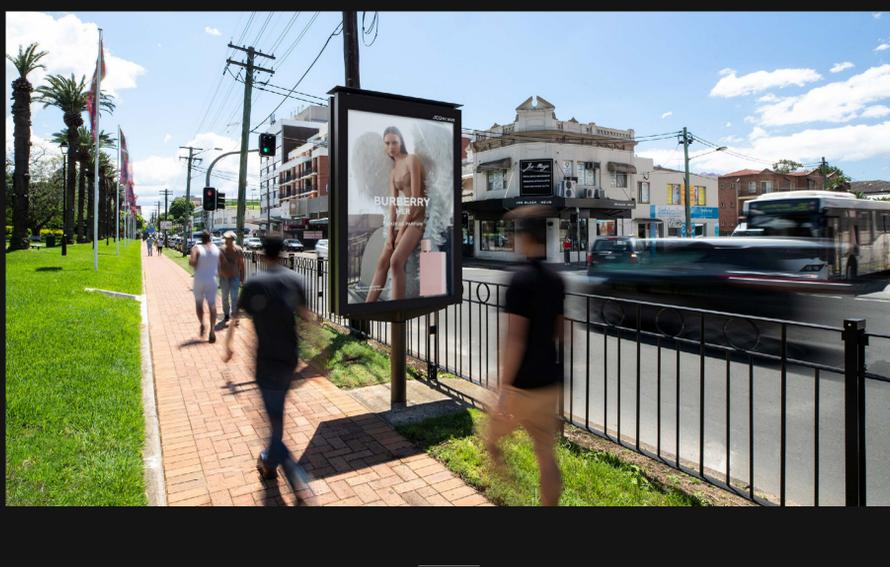
For over a decade, Tinder has been the go-to online dating app for singles. In its first ever worldwide marketing campaign, the brand is celebrating moments of connection made through the app. Vibrant creative showcasing dating milestones, such as meeting the parents and leaving a toothbrush at their place, is featuring across JCDecaux Small Format and Cross Track, in bustling pedestrian precincts and inner-city locations throughout Sydney and Melbourne.

To achieve campaign objectives, the brand tapped into Experian and mobility data, alongside MOVE to plan their campaign for optimum reach of their audience (FOCUS). We know Tinder's target audience of Gen Z and Millennial singles interact with these **strategically selected panels, unlocking a new level of audience understanding.**

Tinder users are **17% more likely** to live, work or shop in JCDecaux Small Format areas.

Source: Nielsen CMV S10, 2022.



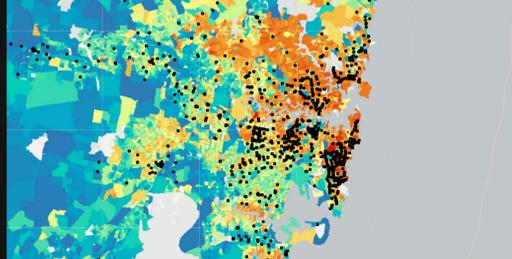


## BURBERRY BOTTLES HER SCENT

Small Format has long been revered by the world's most prestigious luxury brands, including Burberry, for its unique ability to engage with high-end fashion buyers and its strategic locations near major retail centres.

To launch its latest scent, Burberry Her, the luxury British fashion house's strategy encompasses pre-optimised JCDecaux Classicframe networks designed to **deliver maximum reach (VOICE) combined with a bespoke schedule using sophisticated audience data (FOCUS)** - achieving a high reach, cost efficient campaign.

JCDecaux Smartframes amplified the message digitally across the eastern seaboard, further increasing impact and frequency of the new product launch.



**82%** of JCDecaux Small Format panels interact with **luxury consumers** throughout their week.

Source: JCDecaux UNIVERSE.



## QANTAS MARKETPLACE TAKES FLIGHT

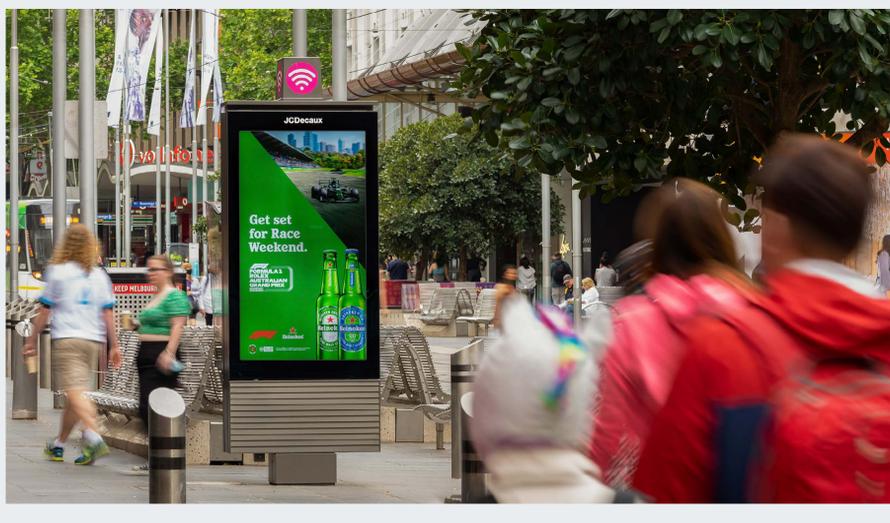
With travel continuing to lift-off, and collecting flight points back on the agenda, Qantas has changed gears and revamped its rewards system - 'Qantas Marketplace' - offering more opportunities for members of the Frequent Flyer program to be rewarded while providing greater value when spending points.

In its latest campaign, **Qantas balanced appealing to new customers and piquing the interest of current Frequent Flyers, using targeted audience reach optimisation across multiple formats (FOCUS)**. With JCDecaux Transit Megasides, Qantas targeted postcodes containing higher densities of Frequent Flyer members. JCDecaux Small Format, Rail and Digital Large Format captured audiences in engaged environments multiple times throughout the day, keeping the new and improved online marketplace top-of-mind.



Out-of-Home is proven to drive online action. Consumers who see Out-of-Home advertisements are **63% more likely to take online action.**

Source: WARC.



## HEINEKEN ROARS AHEAD

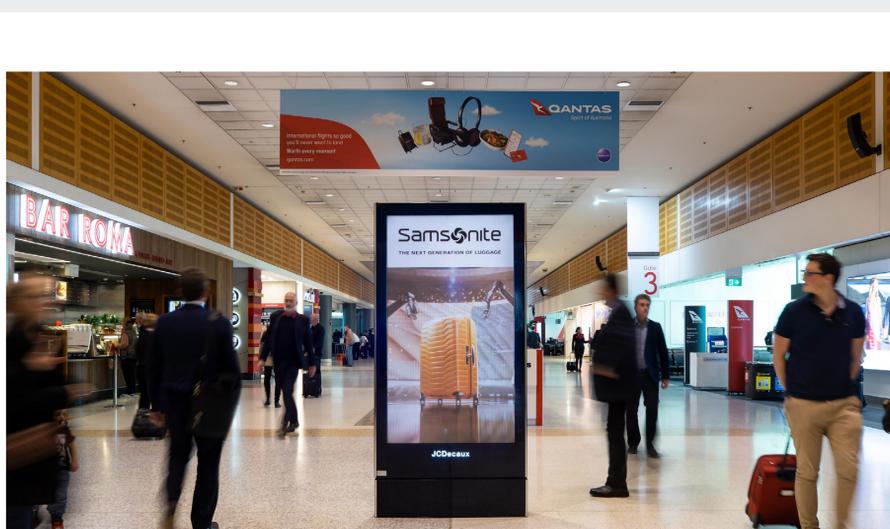
Heineken has a long history of sponsoring the Formula 1 globally. To seize the opportunity to maximise awareness of its local sponsorship, Heineken ran a brand campaign across **JCDecaux's Smartframe network during the record breaking 2023 Australian Grand Prix.**

Strong presence in Melbourne kept the brand front-of-mind in the lead-up and throughout the four day event. Coverage in Sydney and Perth extended reach of the campaign, promoting the experience to Formula 1 fans and encouraging domestic travel.

Naturally optimised to urban centres, reaching affluent professional audiences, JCDecaux's Smartframe network powerfully complements a JCDecaux Classicframe campaign.

The 2023 Australian Grand Prix event broke records with over **444,000 fans in attendance**, the highest ever attendance in Melbourne's history of hosting the event.

Source: Australian Grand Prix.



## NEXT GEN STRATEGY FOR SAMSONITE

Whatever type of traveller you are - the 'gets to the airport five hours early' type or the 'throws clothing in a suitcase two hours before take-off' type - owning a sleek and fashionable suitcase is the perfect fashion accessory to feature in your mandatory pre-departure selfie.

To drive awareness of its stylish new product line, Samsonite is running an **eye-catching multi-format campaign across JCDecaux Digital Small and Large Format, Transit, Rail and Airport** in high-dwell locations in the CBD, airports and shopping precincts, and rail stations, enticing travellers to learn more about the range.

JCDecaux continues to invest in its Smartframe network with over 300 upgrades planned nationally in 2023.

With 90% of Australians planning to travel in 2023, the Australian luggage and bags eCommerce market is predicted to reach **\$760+ million.**

Source: Luxury Escapes 2023 Trend Report.

