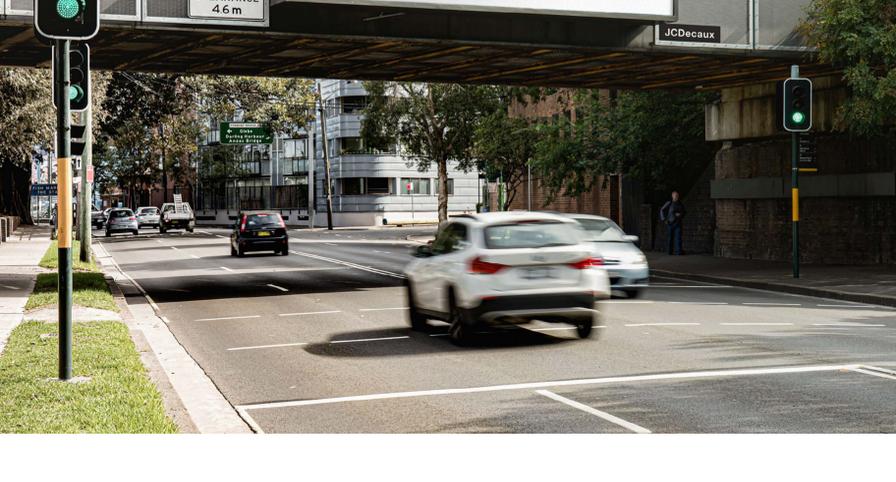


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LIVING IN-STYLE

'Living in-style' will mean different things to different people. Following the most recent fashion styles and trends may be important to some. Others could characterise it as leading an ultra-luxurious lifestyle, or perhaps pared-back simplicity is more your vibe.

Whatever you consider it to be, the JCDecaux network is where you will find the latest ideas, styles, and products you need in your life. There are so many brands providing us inspiration and fashionable solutions this month, showcasing everything from home goods to fashion, lifestyle, and ideas for social good.



FEEL GOOD FASHION

There aren't many Australian fashion lifestyle brands that have been trending for over 40 years, but Country Road isn't like many others. From its iconic canvas tote bags to its cotton tees and sweatshirts, the brand's simple designs, high-quality pieces and continued expansion (into menswear, baby clothes, homewares and more) have ensured it continues to be a fixture in households across the country.

The brand is also leading the way when it comes to ethical and circular fashion – improving traceability through its supply chain, prioritising the responsible sourcing of raw materials and reducing and recycling waste.

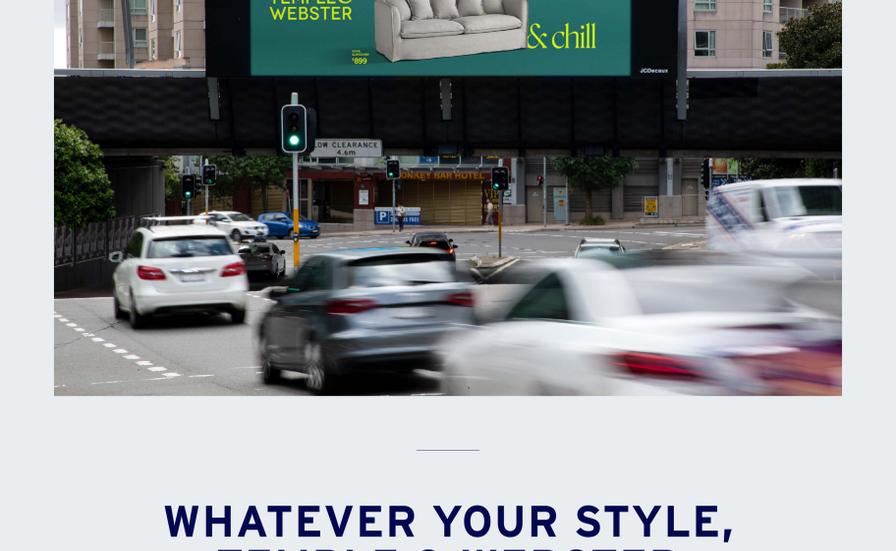
To **build brand equity and reputation as a leading responsible Australian lifestyle brand**, Country Road is featuring across JCDecaux Classic and Digital Large Format, nationally. Sites have been strategically selected to maximise impact, while minimising Country Roads' carbon footprint. JCDecaux Small Format is increasing incremental reach and driving frequency of messaging in urban, retail locations.

The global sustainable fashion industry is currently worth over

\$6.5 billion

and is forecast to reach \$15 billion by 2030.

Source: <https://theroundup.org/sustainable-fashion-statistics/>



WHATEVER YOUR STYLE, TEMPLE & WEBSTER

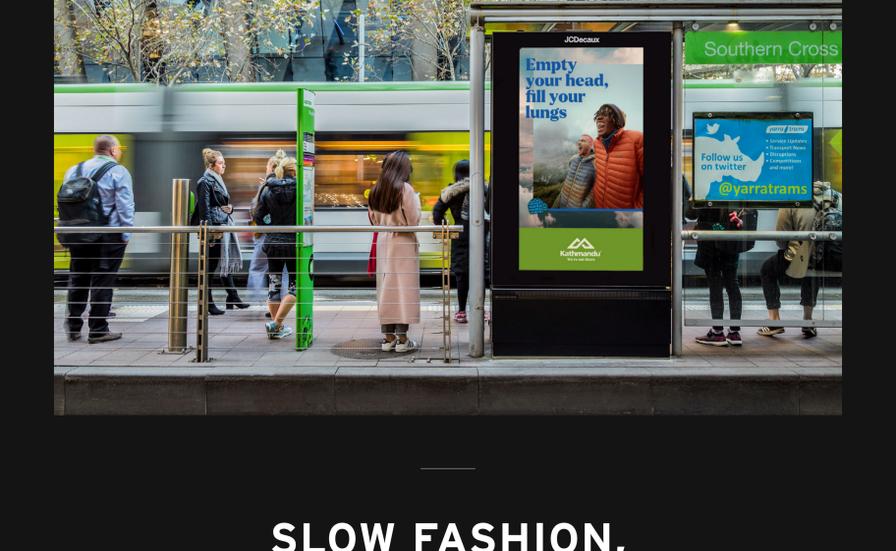
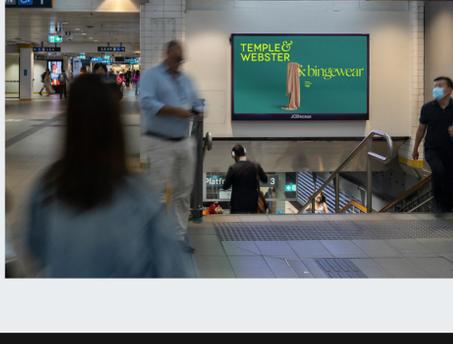
It's getting fresh out there! Temperature drops at this time of year naturally trigger a desire to 'nest' and warm up living spaces with décor that's comfy, cosy and, of course, fashionable. Whether you're renovating, moving, or just want to give your home a facelift, Australia's #1 online-only furniture and homewares retailer, Temple & Webster is **talking over the streets of Sydney with a range of clever headlines to inspire shoppers** to spruce up their space in style.

The campaign features on JCDecaux Classic and Digital Large Format, including Large Format Digital Rail, across metro Sydney, as well as on Classicframes in Sydney's fashionable Bondi. Strategically selected high reaching sites in busy, inner-city locations and in proximity to homemaker centres, are shining a light on some of the brands' most stylish products.

IX132

Sydneysiders strongly agree they like to keep up to date with new ideas to improve their home.

Source: Nielsen CMV, 2022.

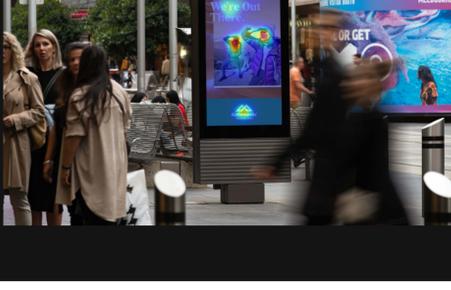


SLOW FASHION, FAST IMPACT

Fast fashion is out, slow fashion is in. No longer just a trend, it's one of the most rapidly growing movements in the apparel industry. With the environment a pressing concern for emerging generations, buying decisions are not solely based on product quality or price. Sustainable values directly impact buying decisions, with many choosing brands that contribute to the circular economy.

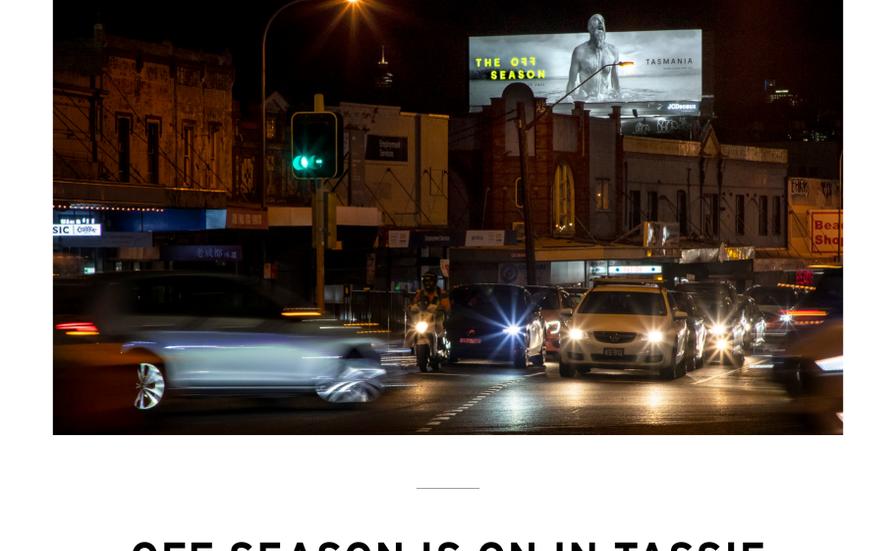
Kathmandu's transformative journey has elevated the brand - not only is it the go-to label for bushwalkers, it's now a slow fashion staple for the sustainably minded. Its latest national JCDecaux Smartframe campaign encourages passers-by to get outdoors and fill their lungs, impacting environmentally conscious audiences where they live, work and shop.

JCDecaux's visual saliency tool OPTIX shows that the brand **creative attracts the attention of onlookers in all the right places** - the copy, the logo, and the people.



Australia has been named the **fifth** most sustainably conscious country when it comes to searches for sustainable fashion.

Source: <https://www.jewellerybox.co.uk/blog/sustainable-fashion-report/>



OFF SEASON IS ON IN TASSIE

Tourism Tasmania continues its successful OFF SEASON campaign this winter, targeting the sun chasers and European summer holidaymakers to consider the beautifully preserved state of Tasmania as an alternate destination. Understanding the sentiment that travellers want something more meaningful and enriching from a holiday than just an Instagram highlights reel, Tourism Tasmania is extending its omnichannel campaign strategy. The brand is running a **national multi-format campaign across JCDecaux Large Format and Large Format Digital Rail, as well as programmatic**. With powerful creatives cutting through in key commuter environments, Tourism Tasmania lets us know where to go to refuel our soul this off-season.

Tourism Tasmania's 2022 OFF SEASON campaign resulted in a:

51%

increase in visitation to Tasmania during the Off Season, with travellers spending over \$1,000 more per person, and staying for, on average, an additional 3 nights compared to June 2019.

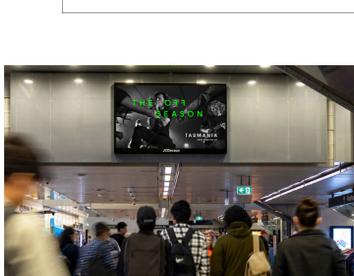
135%

lift in website visits during the campaign period.

31%

lift in website visitors of those exposed to JCDecaux PROGRAMMATIC versus a control group.

Watch the case study [here](#).

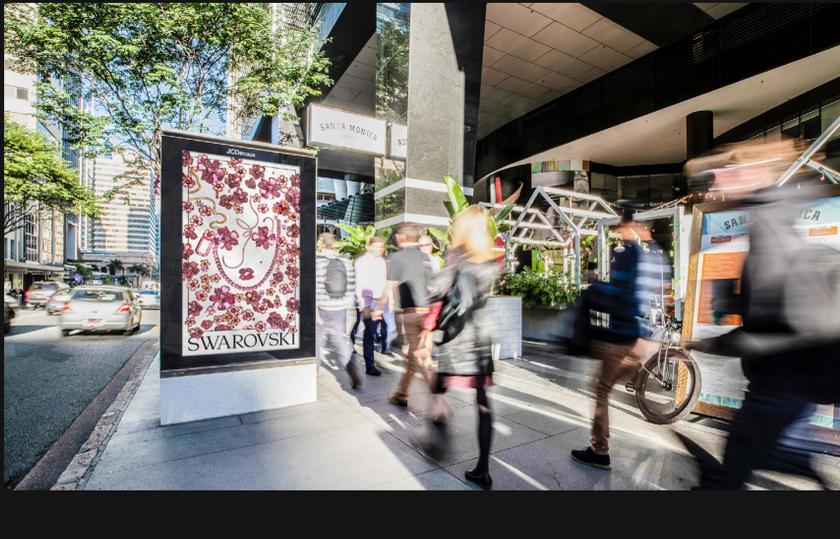


In 2022, nearly 1.2M people travelled to Tasmania, injecting

\$3.476 billion

into the economy.

Source: <https://www.tourismtasmania.com.au/industryfacts/>



A CUT ABOVE

For over 125 years, Swarovski has brought innovative designs and mastered craftsmanship to the jewellery and accessory industry. So impactful is the brand's presence, that for many people (or for women at least) when you think crystals, you think Swarovski.

With its latest campaign, Swarovski is showcasing its unrivalled creativity and joyful spirit by adorning JCDecaux Smartframes with its colourful and chic new season styles. The campaign aims to evoke Swarovski's brand essence and 'savoir-faire' by using strategic placements in proximity to Swarovski retailers, inviting shoppers in-store to explore the collection firsthand.

Favoured by a host of prestigious brands globally, JCDecaux Smartframes across the eastern seaboard are **1.7x more likely** to reach affluent women.

Source: Nielsen Consumer View, National Survey, S10 2022.

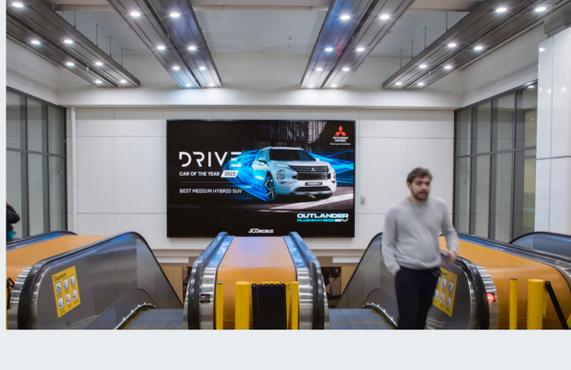


DRIVE AWAY IN STYLE

From crystals to cars, in both instances there can be a tussle of "head versus heart".

When buying your next vehicle, do you go the practical option, that has all the safety features and enough space for family and friends? Or your dream car, that gets you excited about driving and, most importantly, looks good?

One easy way to get an unbiased opinion and tell what's trending in the car market is to look out for award wins. Mitsubishi's Outlander Plug-in Hybrid EV was recently awarded Best Medium Hybrid SUV in the Drive Car of the Year Awards 2023, meaning it's likely to appeal to both the rational and emotional buying motivations. To accelerate awareness of its award-winning car, Mitsubishi is featuring on a selection of JCDecaux's highest reaching, most impactful Digital Large Format screens across road and rail nationally.



JCDecaux Digital Large Format reaches

54%

of all Australians intending to buy a new car.

Source: GeoCMV 2022, Survey 05, Nielsen.

NAB MAKES SAVING FASHIONABLE

Saving is in! According to research by NAB, despite the cost-of-living pressures, Australians are committed to increasing their savings; in fact, 73% are trying to build their savings. And it's not just the older generations either, audience research company GWI reports that 63% of Gen Z want to save more money over the next 3 months.

Aligning with its research findings, NAB is promoting its everyday savings accounts with a multi-format campaign across the JCDecaux Digital Large Format and Smartframe networks.

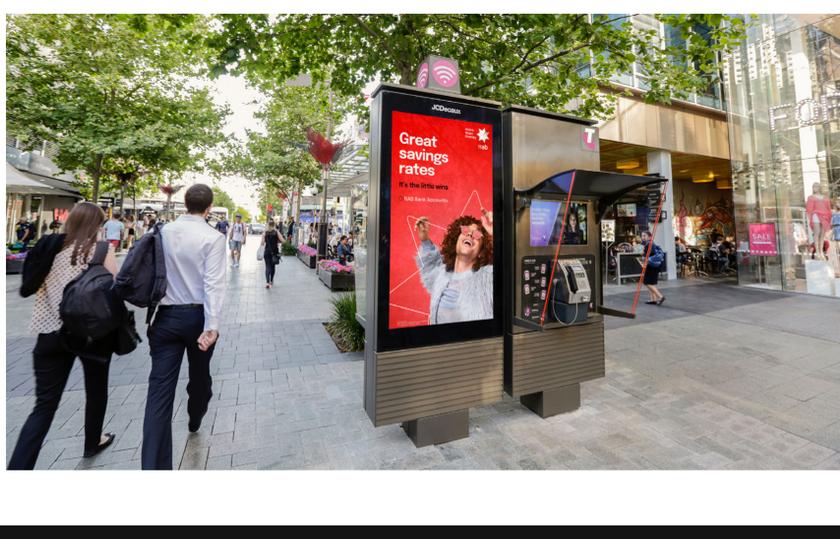
Digital Large Format locations were selected to drive reach and impact in highly populous locations around entertainment precincts, such as stadiums and concerts. Smartframes - naturally located in high-traffic, high-dwell time areas such as train stations - further increase audience awareness during daily routines.

In one week, the JCDecaux Smartframe network delivers more than

27 million

impressions nationally.

Source: MOVE April 2023, 1 week, medium weight national pack 15% SOT.



VICTORIA BITTER GOES EXTRA

Since its inception in 1854, Victoria Bitter has been a staple in Australian culture. Consistently present among the top 5 most popular beers in Australia, VB is widely known as the perfect reward for "a hard-earned thirst". With recent surges in popularity of craft beers that are strong in flavour and alcohol content, especially among Gen Z, VB has pivoted its product range with the release of VX (or Victoria Bitter Xtra), a 6.9% beer with a bolder and more intense flavour profile.

To launch with impact and match the bold nature of the new product, the VX campaign features across JCDecaux Digital Large Format and Rail.

Large Format is unrivalled in its ability to quickly build brand fame, which is critical for any new product launch. This campaign appears on strategically chosen screens along main roads, and in proximity to sports stadiums and social hubs. With unmatched viewability and impact, VX stands out among the surrounding environment, driving top of mind awareness and likelihood to recall.

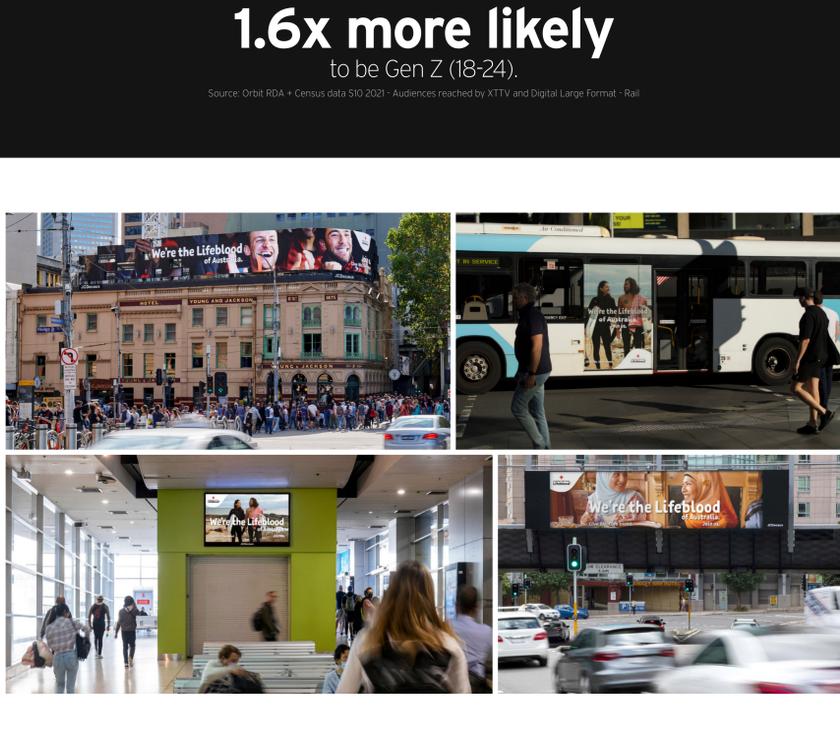
The Rail component captures commuters in a moment of pause, as they're travelling home after a long day, ready for their "hard-earned night".

Rail commuters are

1.6x more likely

to be Gen Z (18-24).

Source: Orbit RDA + Census data S10 2021 - Audiences reached by TTV and Digital Large Format - Rail



COMMUNITY STYLE

Prioritising mental health and happiness is a trend that continues to maintain momentum. Two scientifically proven ways to increase happiness are to engage in random acts of kindness and to enhance your social connections - both of which can be achieved by donating blood.

To engage Australians and reframe blood donation as a means to give back, do good, and connect with the community, the Australian Red Cross is running a national multi-format campaign across JCDecaux Digital Large Format, Transit, and Rail.

To target the various donor communities, campaign messages are tailored to specific geographic areas, from surfers in Bondi, sporting fans in Melbourne to foodies in Chatswood, encouraging all Australians to join the movement and become part of Australia's lifeblood.

Those who frequently notice roadside, rail and airport advertising are **1.8x** more likely to search online after ad exposure.

Source: Nielsen CMV, National Survey, S10, 2022.