

JCDecaux PROGRAMMATIC CAMPAIGN OF THE YEAR AWARD

TERMS AND CONDITIONS

- The JCDecaux PROGRAMMATIC Campaign of the Year Awards is open to entries from Australian-based companies only.
- This year, it includes four award categories including:
 1. Best Use of Programmatic Features
 2. Best Use of Creative Innovation
 3. Best Results
 4. Best Hybrid Campaign (Direct IO + Programmatic)
- Advertisers can enter one or multiple categories.
- All entries must be submitted via the online entry form, located on the JCDecaux Australia website - www.jcdecaux.com.au/jcdecaux-programmatic
- The entry deadline is close of business, 12 March 2027. This date is final; no extensions will be provided.
- The JCDecaux PROGRAMMATIC Campaign of the Year Awards winner will be notified by JCDecaux on 8 April 2027 and will be announced publicly on or around this time.
- To be eligible for entry, campaigns must have delivered greater than or equal to one million impressions across the JCDecaux PROGRAMMATIC Out-of-Home network AND allocated a minimum 20% share of the overall programmatic Out-of-Home campaign budget to JCDecaux.
- Entries must be submitted by the Media Agency, Trading Desk, Direct Advertiser, or DSP as a managed service, that planned and transacted the campaign.

- Campaign eligibility period: The majority of the submitted campaign must fall within this set timeframe – between 1 January 2026 – 1 February 2027.
- Contact details must be submitted at the end of the entry form. A verification email will be sent to the individual directly, confirming your entry.
- Please make sure all entry details are entered accurately, including grammar.
- If there is specific information in your entry that is commercially sensitive and should not be published, please mark as 'not for external use' and JCDecaux will not use it across its owned and earned platforms.
- The entrant retains the intellectual property of the material submitted. Except where the material is marked as 'not for external use', the entrant provides a worldwide, perpetual licence to JCDecaux to use all entry material for the purpose of promoting the JCDecaux PROGRAMMATIC Campaign of the Year Awards. The entrant warrants to JCDecaux that it has all necessary rights and permissions to be able to grant JCDecaux this licence.
- Details collected through the online entry may be used by JCDecaux across its owned and earned platforms, including, but not limited to, social media channels, website, PR activities, and Sales and Marketing collateral. The entrant warrants to JCDecaux that it has all necessary rights and permissions to be able to grant JCDecaux this right.

- Entries must not exceed the word count. Additional supporting materials can be supplied as attachments. These are not included in the word count.
- A campaign image is required for entry. Supporting materials including but not limited to campaign videos, testimonials, PowerPoint slides, or PR coverage (to give judges a greater understanding of your campaign) are strongly recommended.
- Entrants must stipulate original thinking and provide credit to other collaborating agencies and media owners where applicable.
- Please note, entrants and/or clients may be contacted to clarify entry details.
- Entries cannot be edited after submitting, if you notice an error in your entry, please contact your JCDecaux programmatic team member at au.programmatic@jcdecaux.com
- Judges reserve the right to disqualify entries that do not adhere to the entry requirements outlined in the Entry Toolkit.
- Entries may go through an independent review process prior to results being determined.
- JCDecaux reserves the right to reject any entry without having to give reasons. The decision of the judges in relation to Awards will be final, and no correspondence will be entered into.
- To the fullest extent permitted by law, JCDecaux accepts no liability to entrants in connection with their participation in the Awards.

