

12 December, 2018

Jetstar and JCDecaux use eye tracking to highlight the dream destinations of passers-by in Australian Out-of-Home first

Jetstar, in partnership with JCDecaux, has used eye tracking technology to determine the dream destinations of passers-by in a unique Australian first Out-of-Home campaign.

Using eye tracking technology, the campaign was able to determine the exact area of the ad people were looking at, and then serve a message relevant to their gaze.

The JCDecaux INNOVATE panels featured a range of destinations from Jetstar's Christmas Sale, including Honolulu, Ho Chi Minh City, Gold Coast and Perth. People naturally looked at their dream location, while eye tracking technology registered the movement of their eyes. Based on this movement, the INNOVATE panels either told people the sale price for a flight to that destination, or dispensed a Jetstar Gift Card to the value of \$500 allowing participants to book the flight themselves.

The Jetstar campaign, developed in collaboration with J Walter Thompson and Wavemaker, featured on JCDecaux INNOVATE panels at Melbourne's Southern Cross Station and on George Street, Sydney.

Jetstar Chief Customer Officer, Catriona Larritt, said: "Everyone has a dream destination when it comes to travelling and together with JCDecaux, we were able to develop an innovative and engaging way to bring this campaign to life.

"Using eye tracking technology, passers-by were able to see aspirational destinations featured on the panels, and we were able to surprise and delight them by showing them a sale fare, or giving them a gift card encouraging them to book their next holiday with Jetstar."

JCDecaux Head of Creative Solutions, Ashley Taylor, said: "Our eye tracking capabilities allowed the INNOVATE panels to interact with passers-by by featuring their dream destination in a beautiful, high-resolution execution that makes it desirable and a Jetstar airfare offer that makes it a must-do. The Australian first Out-of-Home campaign is just one example of how JCDecaux can deliver innovative, stand-out creative solutions for clients."

The campaign ran for a week until December 10th, 2018.

You can view the campaign here: <https://we.tl/t-uQ7DXuXF1c>

Credits:

Client: Jetstar

Creative Agency: J Walter Thompson

Media Agency: Wavemaker

Social Agency: TLA Worldwide

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For further information contact:

Rochelle Burbury
Third Avenue Consulting
0408774577
Rochelle@thirdavenue.com.au

About JCDecaux

JCDecaux is a global out-of-home advertising company, with more than 1 million advertising panels in more than 80 countries and more than 13,000 employees. For FY17, JCDecaux reported revenue of approximately €3,493 million. Incorporated in 1964 in France, JCDecaux was listed on the Paris Stock Exchange in 2001. JCDecaux has been providing high quality, architecturally designed street furniture in Australia since 1997. Its Australian business includes street furniture and transport advertising, plus its recent acquisition of APN Outdoor in Australia and New Zealand comprising 40,000 assets spanning airports, rail, transit, static and digital billboards. JCDecaux commissions and maintains a range of street furniture assets, including bus and tram advertising shelters (either traditional or digital), automatic public toilets, self-service bike rental scheme and retail kiosks with integrated advertising panels.

Key figures

- 2017 revenue: €3,493m*, H1 2018 revenue: €1,643m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is part of the FTSE4Good index
- N°1 worldwide in street furniture (543,050 advertising panels)
- N°1 worldwide in transport advertising with more than 215 airports and 250 contracts in metros, buses, trains and tramways (356,320 advertising panels)
- N°1 in Europe for billboards (141,630 advertising panels)
- N°1 in outdoor advertising in Europe (672,220 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (216,290 advertising panels)
- N°1 in outdoor advertising in Latin America (77,190 advertising panels)
- N°1 in outdoor advertising in Africa (26,770 advertising panels)
- N°1 in outdoor advertising in the Middle-East (18,650 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,074,113 advertising panels in more than 80 countries
- Present in 4,033 cities with more than 10,000 inhabitants
- 13,040 employees