Issue 1 2021

SUMMER RECHARGE

Welcome friends of JCDecaux, our fortnightly feature is back with a new look and a new year energy. We hope you are rested and recharged, looking forward to the opportunities that 2021 brings. No, we're not out of the woods yet, but **maybe a good 'Aussie Summer' was just what we all needed to reset**.

The streets are about with audiences and campaigns alive, celebrating and connecting over quintessential Australian summer experiences like road trips, beach days, healthy lifestyles, food, sport, adventure and of course, summer fashion.

AIN'T THIS THE LUCKY COUNTRY?

The Westpac-Melbourne Institute consumer sentiment index dropped slightly to 107.0 in January from 112.0 in December – which had marked the highest reading since October 2010. However, sentiment remained comfortably above the 100 mark, indicating that **Australian consumers are feeling optimistic**. This unique moment in time creates an opportunity for brands to be present, to leverage the JCDecaux platform and connect with Australian summer culture and our sense of positivity – so let's look at some of the brands synonymous with summer right now.

Consumer sentiment index

SUMMER DELIVERED DIFFERENTLY THANKS TO JIMMY BRINGS

Jimmy Brings has continued to disrupt the food delivery landscape across Australian this summer, with lightning fast delivery of alcohol in less than 30 minutes.

The brand developed a distinctive visual campaign to dominate across multiple mediums including Digital Out of Home and Digital Large Format were **strategically located within Jimmy's 30 minute delivery zones**. The campaign leverages mass reach and powerful memory encoding, driving the message of summer long.

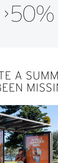
GET YOUR SWIM 'ON'

When you start seeing swimwear campaigns on the streets of your city, you know summer is in the air.

This summer, Cotton On aimed to 'make a splash' around key summer moments for the launch of their new Swim collection. Their format approach across JCDecaux Large Format, Transit and Street Furniture **disrupted Cotton On's young female audience in moments of 'untie' with targeted messaging** that was relevant to the time of day and location. The campaign used Digital screens to maximise exposure in key summer areas, complemented by each building Street Furniture placements to ensure Cotton on Swim has summer covered.

NOTHING TASTES AS GOOD AS CLASSIC SUMMER MARGS

To support their partnership with local Brand Fusion Hospitality, Street Furniture **took advantage of their unrivalled flexibility and natural proximity of JCDecaux StreetTalk.** With over half of the StreetTalk network within 500m of bars and pubs, it's the perfect choice to deliver proximity to key locations. To further enhance the campaign, they also extended the campaign to capture summer areas across Sydney on StreetTalk and Digilights, inspiring Sydneysiders to create their own summer-long moment.



›50% of the StreetTalk network is within 500m of bars and pubs

CELEBRATE A SUMMER YOU'VE BEEN MISSING

A Showstopping Shelter with Bondi Beach

When you were growing up, if your mate had a swimming pool, your summer was sorted. Dominick are bringing back those super fun, summer memories (ok, so maybe sunburnt burn is a little less fun, but it's definitely still memorable) to target a new generation of Aussie travellers with their campaign across the JCDecaux network.

Combining the impact of a Bondi Beach shelter with the ability to purchase targeting capabilities of StreetTalk and a showstopping shelter wrap in the heart of Sydney's Bondi Beach, this campaign uses a memorable creative that taps into this Pigeon Project insight :

70%

of respondents want advertising to make them feel good or laugh

So, we say bring on those summer vibes!

SYDNEYSIDERS LOVE THEIR NORTHERN BEACHES

Northern Beaches_JCDecaux Adequate Mobility Data
Adequate Mobility Data is a JCDecaux proprietary data set, leveraging mobile location data from Telstra. Period: 01.02.2020 - 04.02.2021

Total national audience volume

JCDecaux Adequate Mobility Data
Source: Telstra Location Intelligence
Audience Metric: Unique Mobiles - Total

74% ROADSIDE LARGE FORMAT

Audience at -30% pre-COVID levels

67% SUBURBAN STREET FURNITURE

Audience at -33% pre-COVID levels

BRING ON THE BLOCKBUSTERS

Historically, heading to the movies on Boxing Day is the chance to experience some of the biggest silver screen releases for the year (and perhaps escape the heat!).

According to Deloitte's 2019 Media Consumer Survey

39% of Australians are still devoted to the big screen and would choose to watch a new release blockbuster at the cinema.

Roadshow Films has partnered with JCDecaux to inform and engage audiences about their upcoming titles for many years. While this summer's date might have looked a little different – Australian films THE DRY and PENGUIN BLOOM were released in cinemas and available on demand simultaneously – the strength of Roadshow's Special Attention remained consistent, using **the size of JCDecaux's Digital Out of Home network to drive awareness of scale in Transit and Street Furniture, while more awareness**.

These campaigns demonstrate not only Roadshow's faith in the film industry as it migrates from Hollywood to Australia, but also underpinning the strength of the partnership in the continued power of Out of Home.

TIKTOK HIGHLIGHTING UNIQUELY AUSTRALIAN SUMMER MOMENTS

There is something special about experiencing our summer at the end/start of the year – school holidays are filled with backyard cricket, beach cricket, regular cricket,... any kind of cricket really. And beaches. And road trips. And the million other possibilities that summer affords as we open up to the great outdoors.

This is what TikTok celebrates in their latest campaign, #TikTokAustralianSummer, highlighting what makes Aussie the very best of summer. The summer we needed, that we thought we might miss. The summer that starts on TikTok.

Digital placements were specifically chosen to capture the best summer moments and locations, including JCDecaux Digital Out of Home Transit and Street Furniture. Audience data that means TikTok are sure to capture the hearts and minds of younger Australians (75% of Gen Z are watching video online, according to Deloitte). So, we'll see you in the best next summer adventure and share it, of course, on TikTok.