FEELING A LITTLE MOVED?

This issue we are tuning the
spotlight on campaigns that move us.
Marketing experts estimate that most of us are exposed to around 4,000 to 10,000 advertisements every day. So, what does it take to stand out from the crowd? At the centre of any great campaign is a message that runs with the moment, challenges the norm, tugs at the heart strings, ignites change, and ultimately speaks to your soul.

TRUST US WHATEVER THE CHALLENGE.
TRANSIT DELIVERS

You know that feeling when something moves, you see it out of the corner of your eye, and you can't help but look at it?

Scientifically speaking it's "opinionated navigation" – the reflex mechanism that makes our ears listen to a moving object. And that's instinctively what we do when we see brand activity. Both our off and night sides of the transport network are ideal for creating **unforgettable memory woods messages for future experiences.**

JCDecaux has done a deep dive into our transit network studies as well as looked at three really interesting case studies that prove JCDecaux Transit delivers effectively and memorably for brands. We've also gone back to our friends to share it with you.

Transit is not just a good place to be viewed. It's a trusted platform, proven to grow brands efficiently and drive conversions. Our Transit Network is unique and offers campaigns a huge footprint across the Australian capital markets just on roads, so here's a few campaigns that have got our attention. So of the right reasons.

TURN DING DING DING INTO BLING BLING BLING

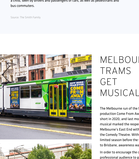
WHY TRAM, WHEN YOU CAN GLAM TRAM?

It's the question on most people's minds when Australia's Daily Deal site Tramm wrap for Melbourne's Grange graduate programs with glitter.

The campaign aims to bring some wow and inspiration to commutes in Melbourne as the train moves from the city to the suburbs Suburban audiences have returned to 70% of pre-COVID levels*), employing a wrap with glitter, with the wrap supplied by Melbourne based Grange Graduate Program. Tramm's Grange wrap, which ran on the Melbourne Tram Circle Route including Tramm's Grange graduate a multi-format out of home campaign, the sneaky seafarer, use of bold imagery and unusual approach to the creative ensures it has a greater chance of being remembered.

Source: Victorian Research Monitor, data, w/e 27th Feb 2021

LIFE CHANGING SUPPORT FOR KIDS LIKE BILLY


Kids like Billy
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