JCDecaux URBAN SHIFT

2 December 2020

Let's talk about a subject dear to us all - **the joy of food**.

Here we are, fast approaching the end of 2020 and far from what we thought this year would bring! Between weeks of quarantine and economic fallout, society has been pummelled with twists, shifts and turns for which we weren't prepared. Going into the holiday season this year, don't you think it's time we treat ourselves a little, maybe adding a tasty snack or two to the shopping trolley?

There is plenty of delicious inspiration up on the JCDecaux network right now. In this issue we want to promote ideas that showcase how JCDecaux's scale, flexible solutions and audience intelligence, when coupled with impactful creative, is helping brands share the simple joy of food.

AT LEAST 2020 GAVE US MESSINA IN SUPERMARKETS

In what can only be described as one of the most joyous (food-related) things to have happened in 2020, Messina hit the freezer section of our local supermarkets!

The gelato institution expanded its distribution points and product portfolio this year, creating a range of luxurious treats that can be enjoyed from the comfort of your couch.

Using the JCDecaux Citylight and Smartframe networks for mass awareness coupled with the targeting ability of StreetTalk (this particular **national network reaches 74.5% of MGBs**) means that this treat is sure to make the shopping list.

Source: MOVE

FUEL YOUR DAY WITH HEALTHY SNACKING

WFH gave us constant access to the kitchen, helping to fuel a steep rise in snacking habits. A CSIRO study found that **34% of Australians increased their snacking during lockdown** and 32% increased their consumption of junk food.

We can confirm the behaviour has stuck around, but it's looking a bit different post-lockdown. A recent JCDecaux Pigeon Project study revealed that snacking is still happening, but 52% of respondents said they were on the lookout for "healthy options".

Primo were ahead of the game, creating ROAR, a high-protein snack product just in time for summer. To drive mass awareness and product trial, ROAR required a multi-format approach to maximise reach and frequency. JCDecaux Transit and Spectaculars were used to build awareness and impact, with Citylights and Large Format posters in key locations driving consideration and purchase intent.

*several snacks were consumed whilst writing this article

GOING BANANAS FOR MUSHROOMS

You would have to have been living under a rock to miss the Australian Bananas campaign in Out-of-Home over the past six years. Since 2014, Hort Innovation has been consistently overachieving on targets, year after year, with their very successful campaign. According to Nielsen, bananas are still Australia's #1 go-to fruit for a healthy and quick way to 'make your body sing'.

This month Hort Innovation also celebrates a food that has perhaps slipped slightly under the radar - the mighty mushie. JCDecaux Large Format generated reach on route to the supermarket and other purchase points. **Traffic on roads such as Sydney's General Holmes Drive is now at 97% compared to the same month last year**, encouraging Australians to add mushrooms more regularly to their meals, and experience just how mighty they are.

Source: Roads & Maritime Services Traffic Data

GO, ON-THE-GO, WITH MILO

"TO LAUNCH MILO IN A CAN, BUS SIDES AND STREET FURNITURE WERE A NATURAL FIT. NOT ONLY ARE THEY A HIGH INDEXING FORMAT WITH TEENAGERS, BUT THEY CAPTURE OUR AUDIENCE IN AN ON-THE-GO MOMENT, WHICH ALIGNS WITH OUR MESSAGING THAT MILO IS NOW CHILLED AND READY TO GO."

Lauren Mann, Innovation Manager, Nestlé

Hot or cold? Milk first or Milo first? How many spoons do you do? For years Australians have been debating the best way to drink the nation's most iconic drink. Now, Nestlé are introducing a new way to drink Milo with the release of their ready-to-drink can.

Consumer health trends have shaken up the beverages category, with demand shifting away from sugar-filled carbonated drinks towards healthier, lower sugar alternatives that offer functionality and refreshment. This 'functional beverages' category has shown significant growth over the last five years and, according to IBISWorld, is expected to continue growing at an estimated 3.5% per year until 2024.

Nestlé's **JCDecaux Transit campaign quickly builds brand awareness and makes a memorable mark** on teens and young adults with broad suburban and inner-city coverage. To support the brand activity, Nestlé used JCDecaux Citylight and StreetTalk locations in proximity to key retailers, to remind these on-the-go audiences to pick up a can.

NOT ALL JUICE IS CREATED EQUAL

Everything tastes better when you know it's been made with love, even juice. From the families of Leeton NSW to a drinks fridge near you, The Juice Brothers are aiming to be the top juice choice this summer.

Their latest campaign aims to engage premium shoppers by **communicating key brand differentiators** - their Australian heritage, no added sugar, high health-star rating and 100% Australian fruit. With so many choices in store, The Juice Brothers needed to engage shoppers on their path to purchase.

JCDecaux's Street Furniture portfolio offers locations from the city to the suburbs and into the heart of communities. 76% of these locations are within 500m of a supermarket or convenience store, making it the perfect format to keep The Juice Brothers top of mind and drive trial in store.

THAT'S NOT A KNIFE, THIS IS A KNIFE

Vegemite is serious business in Australia, and getting butter in your jar is a serious no-no.

To remedy this nationwide problem, Vegemite created the Vegeknife, a double-headed knife that allows the user to spread their butter and Vegemite with separate ends... thus ensuring no cross-contamination.

With 200 knives to give away, Vegemite partnered with JCDecaux to launch the promotional product, placing one of Australia's most iconic brands onto one of JCDecaux's most iconic Large Format locations. The perfect accompaniment to the social led competition, **this landmark billboard generated hype and awareness while proximity to 20 supermarkets drove audiences into store**. Genius!

AND THE WINNER IS...

Cadbury! They have just taken out Best Use of Digital in this year's Drum Awards for the return of their Cadbury Inventor campaign which ran across the UK. It's no wonder **this real-time dynamic digital Out-of-Home campaign was a winner**, as our Pigeon Project audience tells us dynamic digital creative attracts 60% more attention.

Cadbury featured live polling data to showcase which chocolate bar was leading the race, and which flavour was proving most popular in different parts of the UK. The winning bar, invented by a 19-year-old student for her crunchy honeycomb flavour, was celebrated with a final dynamic creative change at the end of the competition – what a treat.

OUT-OF-HOME IS BRAND SAFE FOR FOOD AND DRINK ADVERTISERS

At JCDecaux we know how much children love their "always" and "sometimes" food, and we take the relevant regulations on how and where these products can be advertised very seriously.

As a founding member of the Outdoor Media Association (OMA), JCDecaux is absolutely committed to the OMA's Health & Wellbeing Policy, which came into effect on 1 July 2020. It reflects a **commitment by the Out-of-Home industry** to limit the display of discretionary foods within a 150m sightline of primary and secondary schools in Australia.

THE JCDECAUX MOBILITY IMPACT MONITOR

With our global partners Adsquare, we have developed an Audience Mobility tracker to help **understand the movements of 3.6 million smartphone users around Australia**. By geofencing all of JCDecaux's locations, we receive weekly 'audience mobility updates' to understand exactly what's going on across our network.

75%

ROADSIDE LARGE FORMAT
Audience at -25% pre-COVID levels

72%

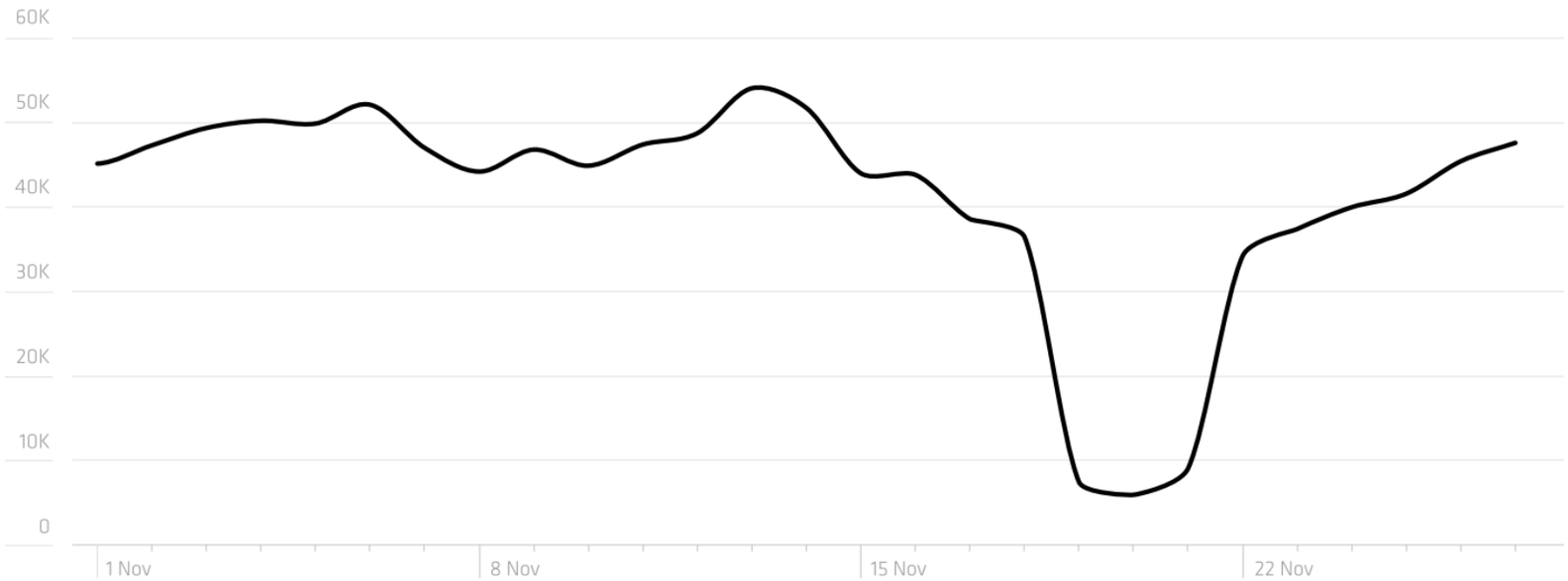
SUBURBAN STREET FURNITURE
Audience at -28% pre-COVID levels

59%

RAIL ENVIRONMENTS
Audience at -41% pre-COVID levels

NATIONAL JCDECAUX ENVIRONMENTS
Audience volume as at w/c 21st November, compared to pre-lockdown levels (Feb-Mar 2020)

Adelaide's King William Road, Hyde Park on 22nd November 2020



ADELAIDE DAILY AUDIENCE VOLUME, NOVEMBER

JCDecaux Adsquare audience mobility, 1 - 27 November 2020

Adelaide audiences were quick to return to the great outdoors following their snap lockdown, with a whopping **247% jump in mobility data** seen from the 21st to 22nd of November.