JCDecaux
URBAN SHIFT

18 November 2020

It's time to lean in. The world around us is changing rapidly, and 2020, more than any other year in recent history, has accelerated new customer mindsets and shifted our societal priorities. More and more, audiences are looking to the companies and products they invest in to embrace positive change, to lead it. Across the JCDecaux network we have seen brands striving to do more; collectively they are creating a brighter future, one campaign at a time.

We have a role to play too. At JCDecaux our company purpose is 'to connect brands with communities, enriching urban life'; we exist to connect people to campaigns in meaningful ways, creating moments that evoke emotion and drive actions.

This issue, we want to inspire our industry partners and share ideas that will highlight how JCDecaux's scale, flexible solutions and audience intelligence, when coupled with important, positive messaging, can help marketers find new ways to connect with audiences who care.

PROFITS WITH PURPOSE

Consumers are starting to expect more from brands, making purchases that align with their values. In fact, a recent survey found that **65% of Australian say they consider social issues when making consumer purchases**.

With 63% of Millennials likely to consider investing ethically in future, a new mindset around investing has emerged. Positive impact group TrueCoven recently launched a brand campaign with JCDecaux Citylights and Cross Track, to get young Australians thinking about how profit and purpose can work together when investing. Highly polarised formats will allow savvy JCDecaux audiences greater time to engage with the campaign and visit the website to find out more.

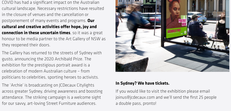
Source: Responsible Investment Association Australasia Report 2019

LET'S MELBOURNE AGAIN

As the city emerged from the world's longest lockdown, the 'Let's Melbourne Again' campaign went live across the JCDecaux network to celebrate those things that make Melbourne. Melbourne.

For an audience excited at the thought of being able to put on the blackest black and head outdoors again, the campaign supported by Melbourne-based brands featured across JCDecaux Street Furniture and Digital Large Format networks at the perfect time.

Following further easing of restrictions across Victoria, **+35% mobility uplift week-on-week in the days after the announcement can be seen**:



28-DAY LOOKBACK MELBOURNE DAILY AUDIENCE VOLUME

JCDecaux Australia Limited Mobility - 30 October - 28 November 2020

TIME TO PUT YOUR FACE ON SYDNEY

COVID has had a significant impact on the Australian cultural landscape. Necessary restrictions have resulted in the closure of venues and the cancellation or postponement of many events and programs. **Our cultural and creative activities offer hope, joy and connection in these uncertain times**. So it was a great honour to be media partner to the Art Gallery of NSW as they reopened their doors.

The Gallery has returned to the streets of Sydney with guerrilla, announcing the 2020 Archibald Prize. The exhibition for the prestigious portrait award is a celebration of our creative community, from politicians to celebrities, sporting heroes to activists. The 'Archie' is broadcasting on JCDecaux Citylights across greater Sydney, driving awareness and boosting attendance. The striking campaign is a welcome sight for our savvy, art-loving Street Furniture audiences.

In Sydney? We have tickets.

If you would like to visit the exhibition please email jonsu@jcdecaux.com and we'll send the first 25 people a double pass, pronto!

AUSTRALIA, THE TOURISM INDUSTRY NEEDS US

It's well known Australians love to travel, but did you know 80% of Australian's total tourism revenue is spent by Australians, within Australia? Tourism is a vital industry, and it's time to encourage people to explore.

When we have come to so about half the year, it was the travel and tourism industry that suffered the most. **To really engage and inspire Australians at large, Tourism Australia chose Out-of-Home**. The latest campaign moves us from the dreaming phase we have been in for so long, to the booking phase. It inspires us to redeem all those holiday credits and savings, and travel to the beautiful destinations we have on offer domestically.

JCDecaux Digital Large Format reaches the vast audiences back out on the road (traffic numbers climb weekly), to consider a road trip across our great land. While Street Furniture was the perfect choice to engage a highly-mobile audience, with one-to-one storytelling to motivate booking that bucket list trip.

Source: Tourism Australia

WOOLWORTHS PUTS AUSTRALIA FIRST

One of the positives to emerge throughout the year is our **renewed sense of community and a desire to support local business**. Australians' desire to buy locally-grown food grew from 64% to 69% last year, to 48% in December during the bushfires and increased again to 52% during the COVID crisis.

Australia's most trusted supermarket, Woolworths, has a long-term commitment to supporting Australian farmers and stocking only fresh, home-grown produce, as communicated in their latest campaign. JCDecaux Street Furniture and Digital Large Format drives awareness and consideration, reminding people of shopping thrifty among both pedestrians and vehicular traffic, reaching audiences from suburban communities, all the way to our CBDs.

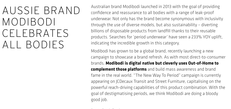
Source: Mirage

A COOL CHANGE FROM COOL RIDGE

Collectively we can make small changes and switches to our everyday buying habits which will reduce the impact of our consumption on our environment. Sustainable environmental concerns are packing downward pressure on the bottled water category, with the industry shrinking by 7% since 2019.

Using powerfully high-reaching JCDecaux Transit Portrait Sides in combination with the impact of Street Furniture, **Cool Ridge is driving salience and top of mind awareness** to remind potential customers that when they can't choose to re-use, they can have confidence in choosing Cool Ridge.

Source: Euromonitor Bottled Water Manufacturing in Australia Report, June 2020.



AUSSIE BRAND MODIBODI CELEBRATES ALL BODIES

Australian brand Modibodi launched in 2013 with the goal of providing confidence and reassurance to all bodies with a period. Fast-forward seven years and Modibodi not only has the brand become synonymous with inclusivity and body positivity, but has helped to divert an estimated 2 billion billions of disposable products from landfill thanks to their reusable products. Searches for 'period underwear' have seen a 233% YOY uplift, indicating the incredible growth in this category.

Modibodi has proven to be a global brand, recently launching a new campaign to showcase a brand refresh. As with most direct to consumer brands, **Modibodi is digital native but cleverly uses Out-of-Home to complement these platforms**. Street Fast awareness and brand fame in the real world. "The New Way To Period" campaign is currently running on JCDecaux Transit and Street Furniture, capitalising on the powerful reach-driving capabilities of this product combination. With the goal of destigmatizing periods, we think Modibodi are doing a bloody good job.

Source: Google Trends

RENEW, RECYCLE, REJOICE IN A SUSTAINABLE SUMMER

Today's consumer is increasingly sustainably minded and with **53% of people more likely to buy if a company claims to be sustainable**. With consumers looking to promote greener companies and more sustainable options, HUM has produced a range of swimwear from recycled materials in response to this mindset, accompanied by a summer campaign launched with JCDecaux.

Our audience intelligence uncovers where the 'HUM woman' lives, shops, works and plays, to ensure JCDecaux Street Furniture locations are optimised to best reach her on summer journeys. This is then paired with proximity to store to influence a last minute purchase decision.

Melbourneans, keep an eye out for the HUM Tram Wrap, live this week. Not only does this format deliver on major impact, but also minimal carbon emissions, as Melbourne trams run on renewable energy.

Source: Bloomberg Transparent

WOMINJEKA! NI HǍO! MARHABAN! MELBOURNE

It's great to see you getting back to business Melbourne. JCDecaux will be there to greet you when you celebrating our multicultural and indigenous communities. As evidenced by our weekly mobility data, our high-value audiences are beginning to return to workplaces, shopping and dining precincts and their regular communities across Melbourne.

Created by JCDecaux In-House Creative Services team, this offer for **'Hello' campaign celebrates diversity by displaying greetings in 10 of the most spoken languages** (according to latest ABS data), as well as Aurate for the leading Inuit and traditional First Nation dialect (in partnership with First Languages Australia).

JCDecaux has harnessed its comprehensive audience data intelligence to geo-locate messages to areas where a population with a high proportion of these different languages reside or congregate. Our message is having an impact.

"I've been working in the CBD for over 30 years and it's the first time I have eye-seen the Greek language displayed anywhere around the city". Helen Kotheas Rhodes, The Greek Herald.

Melbourne Bicycle Tribe | Thomas Lim

THE JCDECAUX MOBILITY IMPACT MONITOR

With our global partners Adequate, we have developed an Audience Mobility tracker to help **understand the movements of 2.6 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.

79%
ROADSIDE / LARGE FORMAT
Audience at -25% pre-COVID levels

75%
SUBURBAN STREET FURNITURE
Audience at -25% pre-COVID levels

59%
RAIL ENVIRONMENTS
Audience at -41% pre-COVID levels

NATIONAL JCDECAUX ENVIRONMENTS, EXCLUDING MELBOURNE
Audience volume as at w/c 1 November, compared to pre-lockdown levels (1st Mar 2020)