Issue 5 2021

URBAN ZEITGEIST

Zeitgeist is the spirit or essence of a time or place.

In the eyes of the millennial, authenticity often equates to edgy and subcultural urban trends. While the word 'authentic' is perhaps one of the most popular and overused marketing terms at the moment, some of today's most successful brands keep their audience feeling grounded and connected by capturing the spirit of the urban zeitgeist.

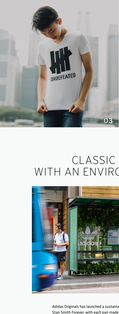
AFTER DECADES OF EXPANSIONISM, WE ARE CONTRACTING, REGROUPING, RECONSIDERING AND REFOCUSING WHAT'S IMPORTANT TO US.

#CultureTrends

01

A NEW VIEW ON YOU

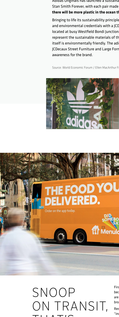
Our 2020 attention on wellness is still going strong, looking beyond just physical health to focus on purpose, mental health, human-to-human connections as well as a greater link to nature and community.



02

THE GOOD OLD WAYS

After times of hardship, we use nostalgia as a stabilizing force to keep in mind what we cherish most. Looking back, reflecting and dreaming of the past as a compass for how or how not to do things in the future.



03

HUMAN BRANDS

Conversely, humans are beginning to assume the role of brands. Thanks to social media, creators are finding new ways to monetise their audiences. Originally, companies created brands to make selling feel more human and ultimately more successful. But humans will always be better at connecting with other people than faceless brands.

CLASSIC CULTURE WITH AN ENVIRONMENTAL EDGE

Bus shelter innovation, Bondi Junction, Sydney

Adidas Originals has launched a sustainable version of a 50-year-old classic, the Stan Smith, made from 50% recycled plastic waste. **Sneaker culture, 2020 there will be more plastic in the ocean than fish**, so now is the time to change.

Bringing to life its sustainability principles, the brand announced the new product and environmental credentials with a JCDecaux innovate bus shelter innovation, located at busy Westfield Bondi Junction. Cascading live plants and green panels represent the sustainable materials of the range, while the special build itself is environmentally friendly. The attribute campaign also features across JCDecaux Street Furniture and Large Format, providing impact, scale and mass awareness for the brand.

Source: World Economic Forum / Ellen MacArthur Foundation

SNOOP ON TRANSIT, THAT'S WHAT WE WANT TO SEE

Free fitting the music scene almost 30 years ago, Snoop Dogg became one of the world's best known rappers. Now, Menulog are tapping into his enduring fame to increase appeal across a broad range of audience demographics.

Research from the Journal of Consumer Marketing found that consumers who rate Snoop Dogg as being "cool, fun, shopping and upscale", and by combining 50c-can Snoop Dogg with their heavy marketing spend, Menulog is certainly delivering on the results.

Snoop Dogg (…) appeals to young people, Gen Z and also to Boomers. It's still very early days, but we're very, very pleased with the current results."

CMO Simon Cheng

Menulog use a selection of high-impact JCDecaux Transit formats: the perfect platform to connect with a huge volume of busy, on the go audiences, ensuring top of mind awareness and maximising nostalgia-vibes in a very competitive category.

MAKING HUMAN CONNECTIONS

After an age of screen time and virtual connections, it's of little surprise that the connections we now seek are human - real, authentic, collective.

This is fuelling the trend for humans to assume the role of brands, and we see this effect in: Out of more so brands continue to draw attention to their message through the inclusion of people and faces, pulling audiences in with human connection.

Crossing the divide between offline and online. Forbes tells us that 'Humans will always be more interesting and trustworthy than faceless brands. In the attention economy, building a community is the most valuable marketing asset."

Such is the case for Tubbo - our inaugural JCDecaux Nurture client, and the latest social media platform to launch in Australia - whose community focus on 'friends not followers' is set to change internet culture. As young audiences seek out the communities that support them, Tubbo is a new generation brand that is sure to deliver on the connections they now seek.

A MODERN BANK THAT UNDERSTANDS MODERN LIVING

After a year of everyday activities being much harder, we are looking to focus on what is most important to us and reconnect with our community and environment – the value of 'normal' life and increasing consumer confidence is showing this is in full effect.

Bay Westgate research shows that

consumer confidence is incredibly high in Australia right now, remaining above the 2021 weekly average of

110.9

26 Bpts higher than April last year.

PRC captures this renewed outlook with their brand refresh. The "Do your thing" positioning speaks to the confidence everyday Australians are regaining, which allows them to focus on themselves and what makes them happy. The vibrant creative running across JCDecaux Digital Large Format and Street Furniture shows transitioning modern life, and how PRC is there for the journey.

FIND THE RIGHT BALANCE

Looking after numbers one is here to stay, with Australians overhauling their daily routines to make time for their own personal wellness, fitness and lifestyle goals. In fact,

56%

of Australians exercise daily (an increase of 11% YOY), according to Nielsen.

Australian-owned Mr Mucks Chef are all about balance, with their range of healthy snacks and ready-meals taking the hassle out of food prep and giving people the time back to live their lives and smash their personal goals.

Teaming up exclusively with JCDecaux, Mr Mucks Chef found a fitting venue at scale with Iconic Digital Large Format in Bondi Junction, to bring their healthy-life to urban audiences across the Eastern Seaboard.

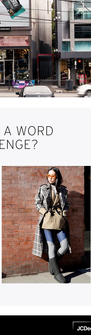
TIME FOR A WORD CHALLENGE?

So, here's an interesting fact readers – the word zeitgeist has appeared in 16 articles in Australian Financial Review since the start of December 19.!! "The Digital Unlikely, Yet Totally Predictable Return of Uggs" by Max Berlinger.

"Uggs permeated the zeitgeist in a way few other footwear brands can claim. …Lately, they bring up images of a very specific, cool-art-scene kid."

Based on the definition and example provided above, can you correctly use the word zeitgeist in a sentence this week?

You simply rhyme!



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