

Issue 6 2021

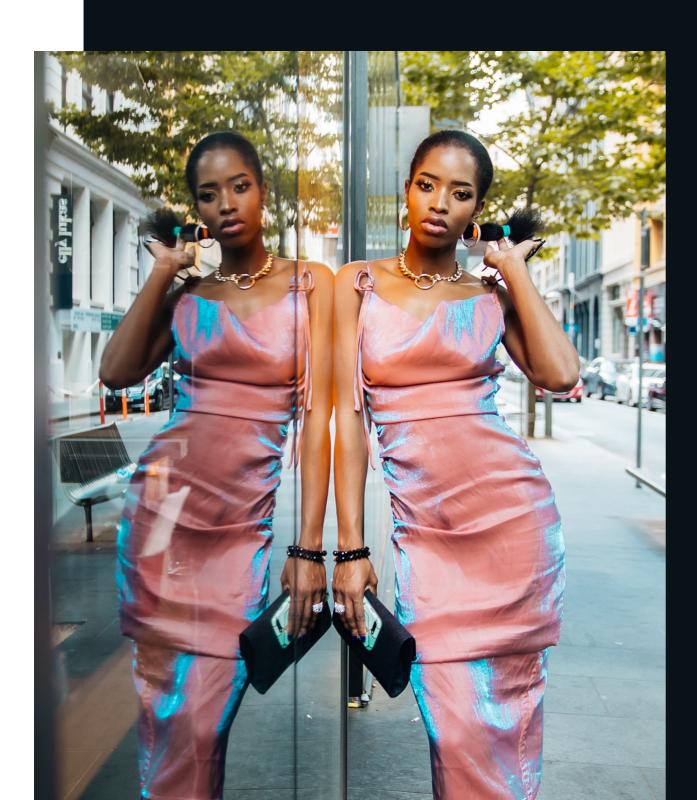
MELBOURNE MOMENTUM

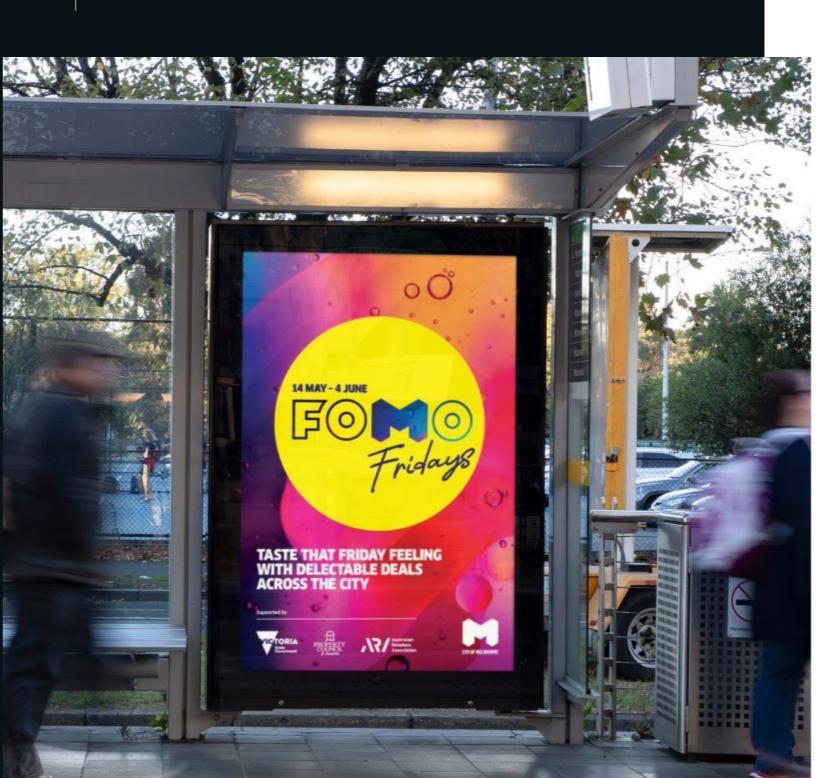
Right now, there's an energy in Melbourne, an exciting determination to invigorate. It's easy to think in binary and say the city's heart will never be the same under the "new normal". But our shared need for trade and connection has not gone away. What we've learnt through this time might allow us to enrich the things we are most passionate about.

MELBOURNE IS COMPLEX AND NUANCED, AND THAT IS ITS BEAUTY, A BUSTLING CITY OF 5 MILLION PEOPLE. WE GO THERE TO EAT, SHOP, WORK, TO SEE SPORT, ART, LIFE ON SHOW.

Sydneysiders (and other Aussies!) are filling planes again too, we are going for business once more and to soak it all in, because it's a creative hub, a truly global city.

Many brands are working with JCDecaux to harness the momentum, enrich Melbourne's urban life and restore meaningful connections with its communities.





DON'T GET FOMO, GET INTO THE CITY ON FRIDAY INSTEAD

Some of the best parts of Melbourne are experienced after dark on a Friday night. The CBD provides the backdrop to many of the best restaurants, bars and retailers that Melbourne can offer. To drive people into the CBD, City of Melbourne has partnered with JCDecaux to promote FOMO Fridays – a series of initiatives aimed at getting people back to experiencing classic Melbourne once more.

Our Audience Mobility Impact Monitor tells us audiences are back in the CBD at



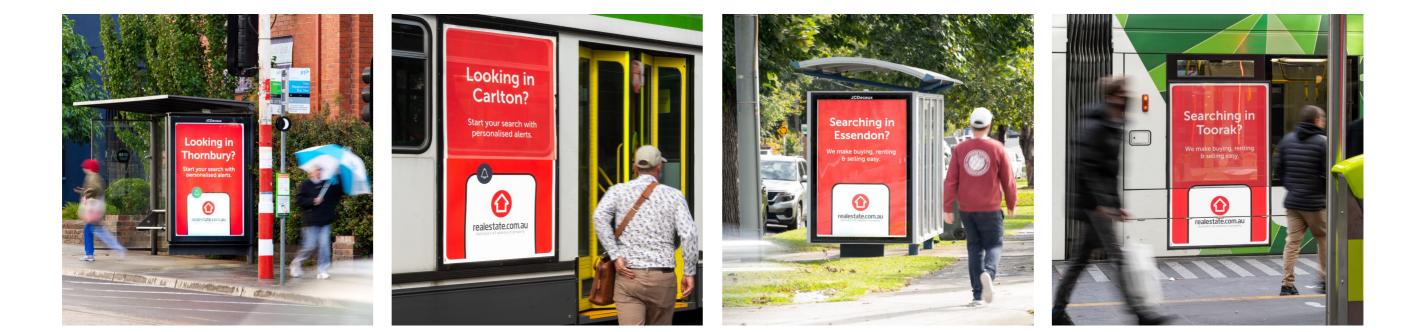
of their pre-COVID levels.

With investment by local government incentivising audience returns via this targeted campaign within 7kms of the CBD, we expect to see these audience numbers continue to increase as Melbourne gets back to what it does best.

Source: JCDecaux Adsquare Mobility Data, as at w/c 1 May 2021, compared to pre-lockdown levels (22 Feb - 13 Mar 2020)



LOCATION, LOCATION, LOCATION



After a year inside, Melburnians are hopping back on their public transport routes and venturing out to the CBD once again. The increased commuter confidence coincides with the city being part of the

strongest property boom in recent memory, with the median house price steadying at

\$869,676

up from \$859,097 in March.

The booming market combined with increased mobility means it's more important than

ever for realestate.com.au to integrate themselves into the minds of audiences and deliver advertising that not only captures attention, but is relevant to their daily activities. Building upon their hugely successful suburb-specific spring campaign, realestate.com.au continues the conversation with Melburnians through highly relevant messaging across high impact Transit and Street Furniture networks to deliver a hyperlocal approach. We're sold!

Source: SMH

THE SHOW MUST GO ON



As the cultural capital of Australia, Melbourne is unashamedly back with an incredible line up of live events, theatre, gigs and concerts to feast your eyes (and ears) on.

"From the people, to the passions, to the events, to the food, to the entertainment and causes. People give a shit in Melbourne and it's one constant adventure"

Melbourne Respondent, JCDecaux Pigeon Project



Melburnians are 6 times more likely to attend live theatre productions, so it's no surprise to see live shows gracing our landscape once more. Disney brings us the smash-hit Broadway musical Frozen, targeting families with young children in their local suburbs through Classic and Digital Large Format, while Harry Potter and the Cursed Child has us returning to Hogwarts (and Melbourne's iconic Princess Theatre) with a heavyweight Large Format campaign.

Source: Nielsen CMV, Pigeon Project

FRAMS CAN'



JCDecau

REAL SUBURBS, REAL LOCAL BRANCHES, REAL ENGAGEMENT

Commbank's 'Can Lives Here' brand campaign launched back in October 2020 using real Australians to celebrate our capacity to thrive and stay optimistic, and there's no better example of this than Melbourne. After a particularly tough 12 months the nation's trendiest city has well and truly bounced back – the magic of Melbourne has returned!

The latest iteration of the 'Can Lives Here' campaign is taking a personal approach with localised messaging – an approach that is proven to increase audience engagement with

63%

of Pigeon Project respondents agreeing that location based contextual advertising is seen to be more interesting.

By referencing specific suburbs in Melbourne on targeted JCDecaux StreetTalk touchpoints as well as Citylights to build broadcast awareness in urban and suburban communities, ensures Commbank's relevance and ultimately increases audience engagement.

INGLEWOOD

INGLEW

AND FINALLY.. GET OUT THERE

In the spirit of celebrating all things Melbourne, check out what's on in this vibrant city this week, courtesy of our friends at Broadsheet.

JCDecaux.com.au

If you have feedback or suggestions, please get in touch at TheFrame@jcdecaux.com © 2021 JCDecaux ANZ

