JCDecaux FRAME

Issue 1 2021

SOCIALLY CONSCIOUS CONSUMPTION

Brands, you need to listen to the conscious consumer of the future.

Audiences are waking up to the knowledge that individual action alone will not be enough, and they are placing increasing demand on brands to step up and help pave the way for our transition to a more sustainable future.

Globally, approximately 50% of people have a strong desire to change their lifestyle, but only 25% have made major changes in the past year to do so. Most people want to be more sustainable, but they either find it hard or feel like they must make a sacrifice, creating an uncomfortable gap between values and action. This means brands have a significant opportunity to focus on making it easier for customers to 'do good' and choose more sustainable products and services.

DESIRE TO CHANGE vs CHANGES MADE TO LIFESTYLE

Desire to change lifestyle to be more ..... / Changes made in the past year to be more ...

Source: Consumers, Average of 27 markets, 2020

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

– Ali Kabir, The Future Laboratory

#ConsciousConsumption

MINOR FIGURES, MAJOR IMPACT

When it comes to our planet, we are nitpicking it. With the dairy and livestock industry responsible for 14.5% of global greenhouse gases – isn't it time we switched our alternative milk to our morning brew?

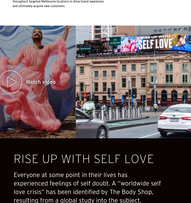
+6.8%

growth in the Australian 'alternative milk' industry in the last five years, worth $36m.

Source: IBISWorld, Soy and Almond Milk Production in Australia, 2020.

Cult milk brand, Brown Cow, has teamed up with JCDecaux to signpost their Oat M*lk to the masses. Leading with a cultural specific strategy, the brand connected with young urbanites on the streets with JCDecaux's unique Large Format and PRO network, coupled with targeted GreenFrame to impact where it counts.

The créme de la créme, is this 100% plant based brand is also carbon neutral and committed to making a positive impact now, and in the future.


40
Brown Cow
Oat M*lk
Oat M*lk
Oat M*lk