PLATFORM FOR GOOD

Unfortunately, here we are again folks.

Although the pandemic remains an often overwhelming and unpredictable challenge for the industry, the good news is we now have the benefit of hindsight. We have the confidence and resilience will rebound quickly once lockdowns end, and Out-of-Home is well positioned to recover and grow.

From retail, to travel, to food and finance, marketers remain adamant that the role of Out-of-Home is key to building brands. Out is back in.

So let's take this moment to pause and look out. Across the world, Out-of-Home has been celebrated and applauded as the 'Platform for Good'. Over the last 18 months, many brands and organisations have found new ways to address issues, creating a sense of purpose and possibility. They have led with empathy and helped people connect in a bridge to a brighter future.

Join us as we take a look at some of the recent initiatives appearing across the JCDecaux network and see how some of this year's winning Cannes Lions work – examples of creativity at its most powerful.

Stay safe. We'll see you Out-of-Home very soon.

ONE MESSAGE. MANY LANGUAGES. MANY LIVES.

Stay Home. Save Lives. It's a simple message, but perhaps the most important one right now.

The very nature of Out-of-Home allows us to speak to diverse audiences, with many groups of people from different cultural backgrounds and ways of communicating.

In a time when it was so critical a message as important as this one, we sought to adapt our Stay Home, Save Lives campaign to speak to the Chinese, Arabic and South-Asian speaking communities in Germany. Which meant that we had the message translated into ten of the most common languages spoken at home in the south-west, with one international purpose – to save lives.

#yourhomeisgroup

HEYO TOKYO!

The most anticipated Games ever kicks off this week, and HEYO TOKYO is the app that helps athletes to step up and live out their best Rugby dreams.

While we might not be able to physically attend the Games this year, our Olympics mood is not to be lost, our support for a partner of the Australian Olympic Rugby Team, HEYO TOKYO, is a great way for partners across the Nation's virtual stand - an opportunity to claim your seat in the crowd, share your support socially and send a great luck message to the team in Tokyo.

Visit **www.heyo.tokyo** for access to personalised graphics to share, 50% off the Australian Olympic Team Shop (with a spend over $40) and an invitation to join a group video call with an athlete in quarantine!

AND THE WINNER IS... BRISBANE!

Queensland's capital city has been announced as the host of the 2032 Olympic and Paralympic Games – Brisbane, Queensland!

Brisbane City Council and Destin Media Brisbane partnered with JCDecaux to activate a congratulatory message as soon as the announcement was made, cheering on the news as the city now lit up by dazzling fireworks.

RAISING THE PROFILE OF YOUTH MENTORING NOT-FOR-PROFIT

You might have seen Raise in your local community recently – the youth mentoring not-for-profit has absorbed both Craigie and Grand Hall locations across Australia in order to meet their goal of securing 2000 new mentors in 2021. That is a significant marketing challenge – the previous year they had mentored 500 young people, so this year they needed to double that (then some).

Partnering with us as part of Ad JCDecaux Home program, Raise was able to activate both cross-awareness and cross-targeting, ensuring the message was delivered in place they needed. The results were incredible – not only did they hit their goal of 2000 mentors in high schools across the country, but they were also able to directly track applications as a result of seeing the campaign on the JCDecaux network.

View the Case study, part of our 'Real Stories. Real Change' series **here**

JCDECAUX NURTURING THE BRANDS OF TOMORROW

Speaking of 'Platform for Good' this year, JCDecaux Australia launched the Nurture program, which empowers emerging businesses of tomorrow, by giving them a voice in the real-world today. The program provides start-ups with visibility and awareness in communities across Australia via the reason of Out-of-Home media, backed by intense campaign support and marketing services. JCDecaux Nurture kicked off with a collaboration with Amazon Launchpad, a program that showcases emerging businesses and helps them reach their customers. Nurture's first two Amazon Launchpad clients were awarded, with JCDecaux providing out-of-Home advertising campaign creative development and hosting a strategy and creative session for the winners.

The national co-branded campaign went live in mid-June alongside the winner announcement.

It's a time of heightened competition for attention. It is critical for brands to find moments that effectively reach new audiences. Out-of-Home builds brand trust and legitimacy in the real world, with audiences at scale, which is why the Nurture program is a powerful opportunity for start-ups.

AMAZON SETS PERSONAL BEST WITH REACTIVE CAMPAIGN

With interest in sport peaking every 4 years –

79% of people agree that the Olympics increases their interest in sport –

the lead up to the Games was the perfect time for Amazon Prime Video to dive in and launch their Swimming Australia partnership.

This agile and reactive campaign changed at lightn ecks into the JCDecaux Large Format Digital Network, with the ability to change creative in real time, encouraging Australians to banack (and snatch out) as history was made in the pool.

YES WE CANNES

2020 may have been a challenging year for brands across the world, but from adversity came game-changing creativity, with Out-of-Home continuing to showcase important messages as a platform for good. Here are our top three picks from the 2021 Cannes Lions Winners:

ONE DOLLAR AT A TIME

Royal Australian Mint's Donation Dollar campaign is one that nailed Out-of-Home strategy, designing the 'First-Ever, Secure Note' creative across the JCDecaux Transframe network nationally in 2020. Royal Australian Mint, in a world first, developed special donation dollar – distinctively made to be donated.

According to research,

57% Australians say they would be likely to donate the coin if it was found in their change.

With Green Fundraising to serve as a reminder, the campaign could foster charitable behaviours amongst the Australian public.

WHEN A BUS SHELTER IS OUR ONLY SHELTER

It's hard to spare a bank account when you don't have a home. With over 105,000 homeless people in the UK, Big Issue, the charity that provides a platform for people who have been or are currently affected by homelessness, comprising the Pitch Perfect Alliance scheme was launched, to help people without a home to open a bank account by using the charity's address on their application.

A powerful JCDecaux campaign depicted homelessness exactly where it happens, on the streets, with tactical Street Furniture and Large Format executions across the UK, targeting areas with high rates of homelessness and financial exclusion. Big Issue, the charity, also donated a portion of every sale of its magazine, creating the illusion of rough sleepers and sellers to raise awareness of the shifts of the homeless.

Driven purely by purpose, this campaign took home gold at this year's Cannes Lions but most importantly, supported people in uncertain times.

52% Increase in no fixed access accounts

1 in 5 QR code scanners become regular donors

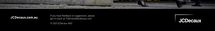
COURAGE IS BEAUTIFUL

Dove has a keen eye on the function of challenging the meaning of beauty, showcasing themes such as ageism, body image, discrimination and mental wellbeing. Their Cannes Grand Prix winning 'Courage is Beautiful' campaign created a striking tribute to the heroes of the pandemic, featuring medical professionals and Ad-Tech Jackson Wainwright into their Dove Campaign for Beauty Bar, which was placed in Tube stations across London, with the aim to reach Home Lovers, with roles selected nearby hospitals thinking fundamentally healthcare heroes. "Vulnerable, honest, heroic and heart breaking, it deserves the accolades it's getting" said Lewis Jordan Bumback, president of Ogilvy London.

2bn+	99%	360k	$5m+
earned impressions globally	positive sentiment on social	mentions in a day on Twitter alone	donated to frontline healthcare workers by Dove

OUT-OF-HOME IS BACK ON THE GROWTH CURVE

Despite 18 months of pandemics, lockdowns and uncertainty, the Australian media landscape is showing positive recovery signs, according to Pwc's 2021 annual Entertainment & Media Outlook. The report suggests that the current "positivity means a certain stability".

Pwc's report also shows that Out-of-Home, as a mature and resilient medium, will continue to be a strong long-term driver for the industry, as mobile-operation continues to convert our sorts of assets to digital, and advertisers embrace the flexibility, immediacy and functionality of the medium.

Pwc is forecasting a compound annual growth rate of 2% of Out-of-Home to 2025.