JCDecaux FRAME

Issue 12 2021

RETAIL THERAPY

With approximately 10 weeks to go, the countdown is now on to the busiest time of year on the retail calendar, and with over $11 billion set to be spent on gifts this year, retailers look set to have a bumper festive season.

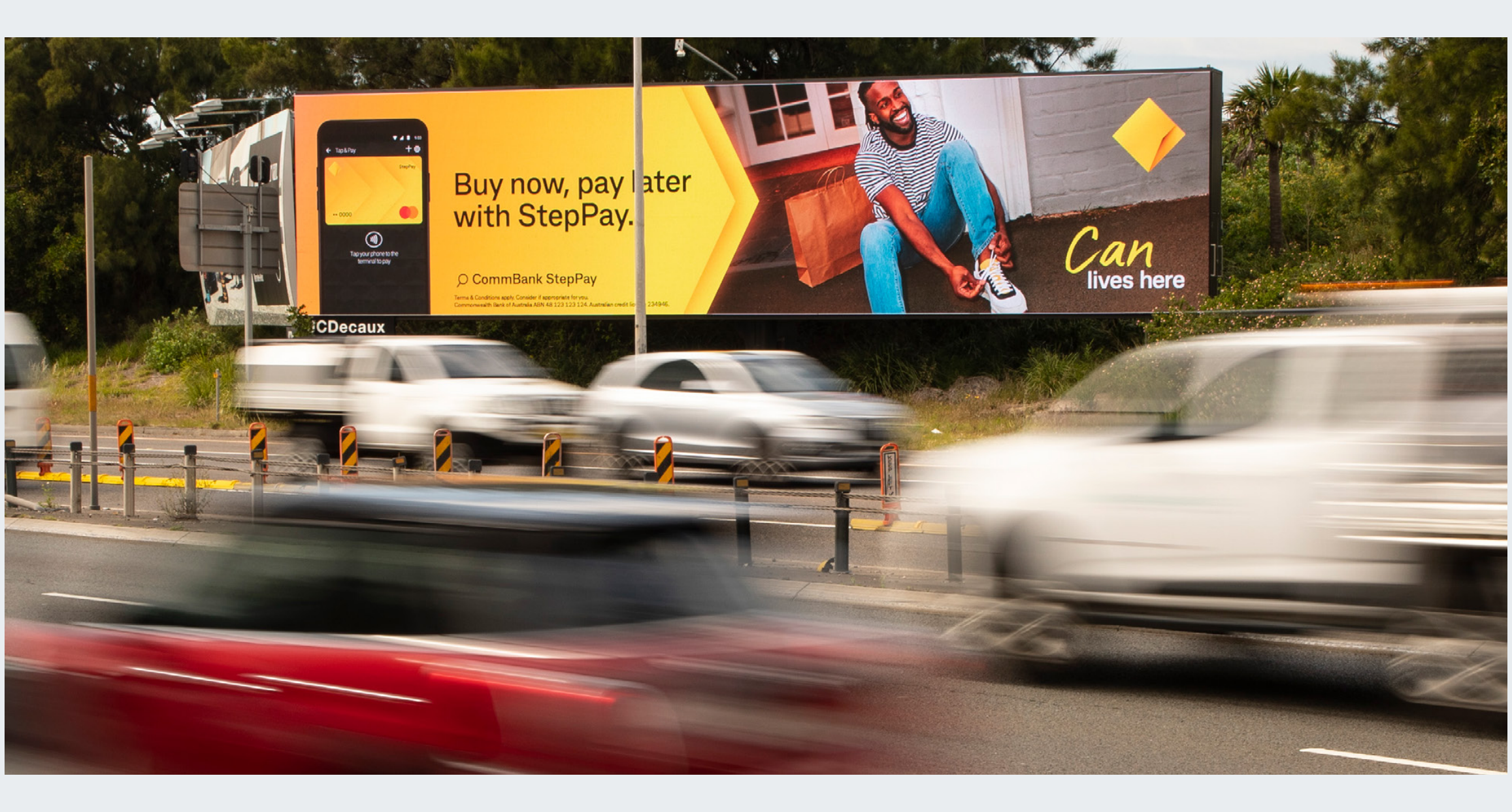
The past few months have been a uniquely challenging time for most retailers, in particular small businesses navigating extended state-imposed lockdowns and restrictions that have limited their ability to trade. Despite this uncertainty, the good news is that **Australian consumer sentiment is upbeat**. Experts say this indicates that retailers can look forward to healthy trading conditions over the festive season. Let's go!

Australians are set to spend over

$11 billion

on Christmas gifts alone this year

Source: www.roymorgan.com-Countdown to Christmas

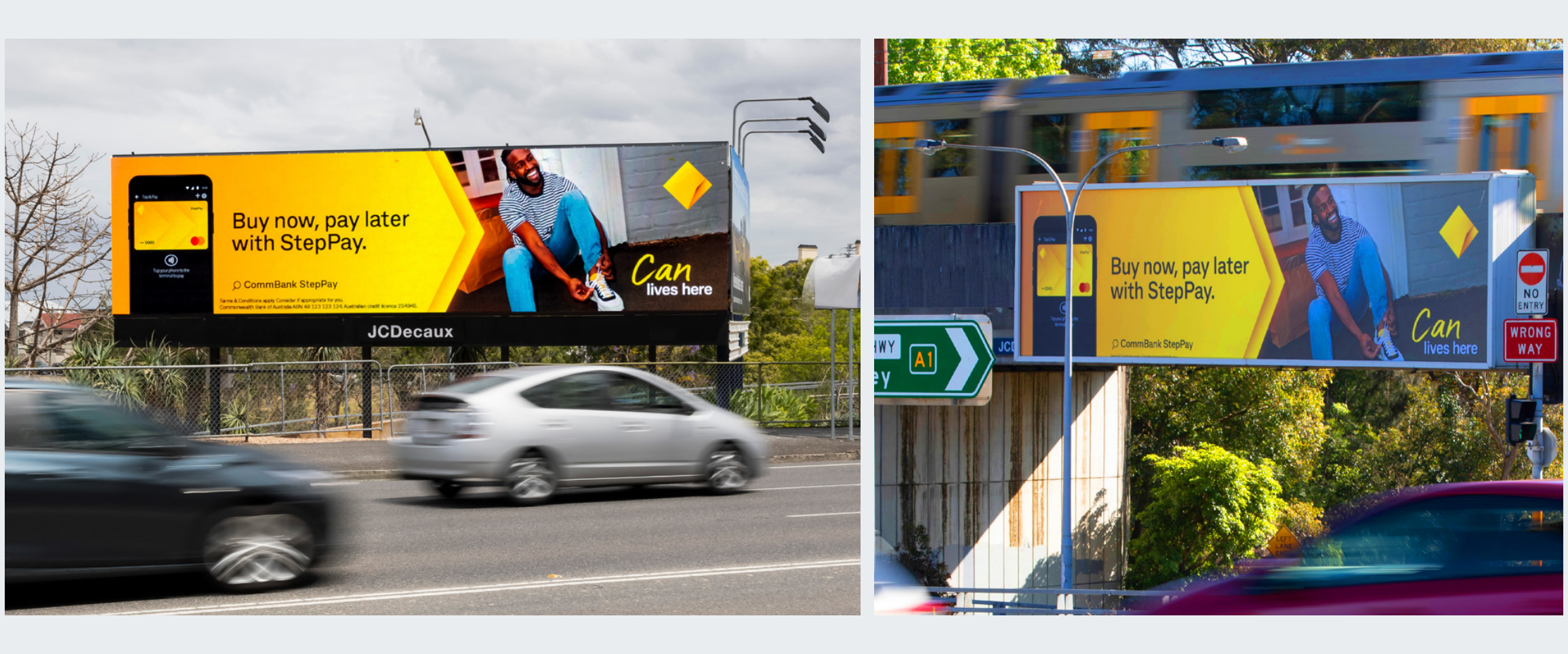

Buy now, pay later with StepPay.
CommBank StepPay
Can lives here
JCDecaux

STEP BACK **INTO THE SHOPS** WITH COMMBANK

Australians are keen to head back to the shops before Christmas, and if the first few days of freedom in NSW is anything to go by, we are in for a major retail surge nationally. **In NSW, $100 million was spent on retail alone on Freedom Day, with consumers lining up at their favourite stores to browse the aisles once again.**

CommBank customers will have an all-new option for spending on their hands with Australia beginning to open up, with the launch of 'StepPay,' CBA's answer to Buy Now Pay Later. Delivering the campaign across the JCDecaux Large Format network with an exciting and vibrant creative, StepPay has come out with a bang to set a new precedent in this loaded market segment.

Source: www.9news.com.au/-Where the dollars went on Sydney's 'Freedom Day'


Buy now, pay later with StepPay.
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83%

of the JCDecaux audience will purchase Christmas gifts in-store

Source: Pigeon Project

COME GLOW WITH US
CHARLOTTE TILBURY
AT MECCA
SHOP AT MECCA.COM.AU

THE HOLY GRAIL OF BEAUTY

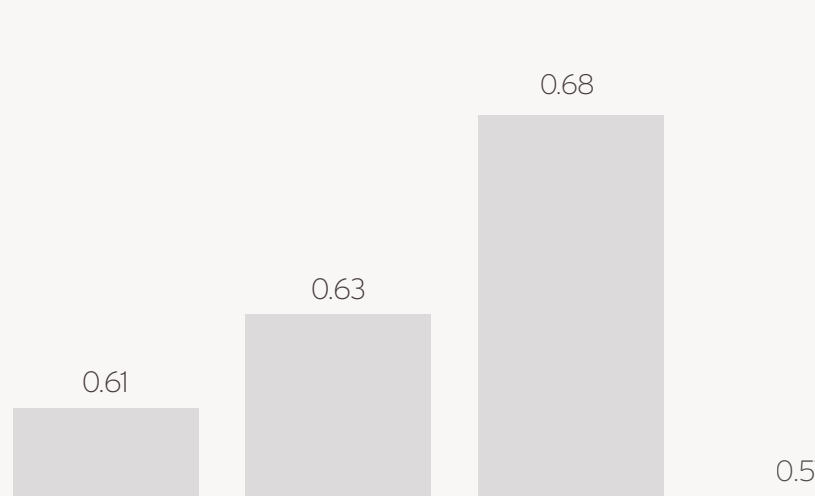
When Charlotte Tilbury landed at Mecca, there was no better place to get glowing than with JCDecaux.

Launching the new line with a combination of Megasides, Digital Large Format and Smartframe placements, the ultra-beautiful world of Charlotte Tilbury was every part as pervasive as it was engaging.

'The Transit Factor', our Neuro-Insight study, shows that **Megasides are the most engaging Transit format.** While the scale and size of the format lends itself to providing WOW moments of brand engagement, perfectly matched to the flexibility of digital, this recent campaign from Mecca had award-winning beauty at the top of our shopping list.

MEGASIDES

0.68 ENGAGEMENT SCORE COMPARED TO
0.57 STATIC AVERAGE



COME GLOW WITH US
CHARLOTTE TILBURY
AT MECCA
SHOP AT MECCA.COM.AU

2020 was the biggest Christmas on record with shoppers nationwide splurging over

$55 billion

throughout the Christmas trade period

Source: www.nra.net.au/2020-the-biggest-christmas-on-record/

SAMSUNG
Unfold your world
Galaxy Z Fold3 | Flip3 5G
JCDecaux
HOTEL YOUNG AND JACKSON
EST 1875

NOSTALGIA IS IN THE AIR

In the mid-2000's, trucker caps, velour tracksuits and statement belts were in. The OC was on TV and flip phones were all the rage. Now, more than 15 years later, **Samsung are bringing back the iconic flip phone design with the launch of their Galaxy Z Fold3 and Flip3**. Arguably the most significant smartphone innovation of the last few years, Samsung's latest release not only has enhanced camera technology – a must in today's social media world – it also has foldable screen, allowing users to fold it into a small, compact device or expand it to full size for a more engaging entertainment experience.

A frequent Out-of-Home advertiser locally and globally, Samsung partnered with JCDecaux for the product launch, running across a selection of iconic Digital Large Format locations to elevate the brand and drive scale and impact, combined with Street Furniture for rapid reach and frequency.

SAMSUNG
Unfold your world
Galaxy Z Fold3 | Flip3 5G
SUSHI HUB

+11%

Increase in searches for the term 'Smartphone' in Q4 versus rest of year average.

Source: Google Trends

THE CIRCLE OF LIFE

Back in the realm of online shopping, The Iconic recently announced their partnership with AirRobe to further their push to make online shopping a more sustainable venture. The **'AirRobe Circular Wardrobe'** allows for a new way of extending the life cycle of fashion, creating a system to resell, rent or recycle your Iconic clothes.

This exciting new launch comes on the back of their **'Fast Delivery. Free Returns'** campaign currently running across the NSW Street Furniture network. The Iconic's continued push for a more positive, seamless and convenient shopping experience is making life much easier for those of us with last minute Christmas ideas.

56%

of people are more likely to buy gifts online

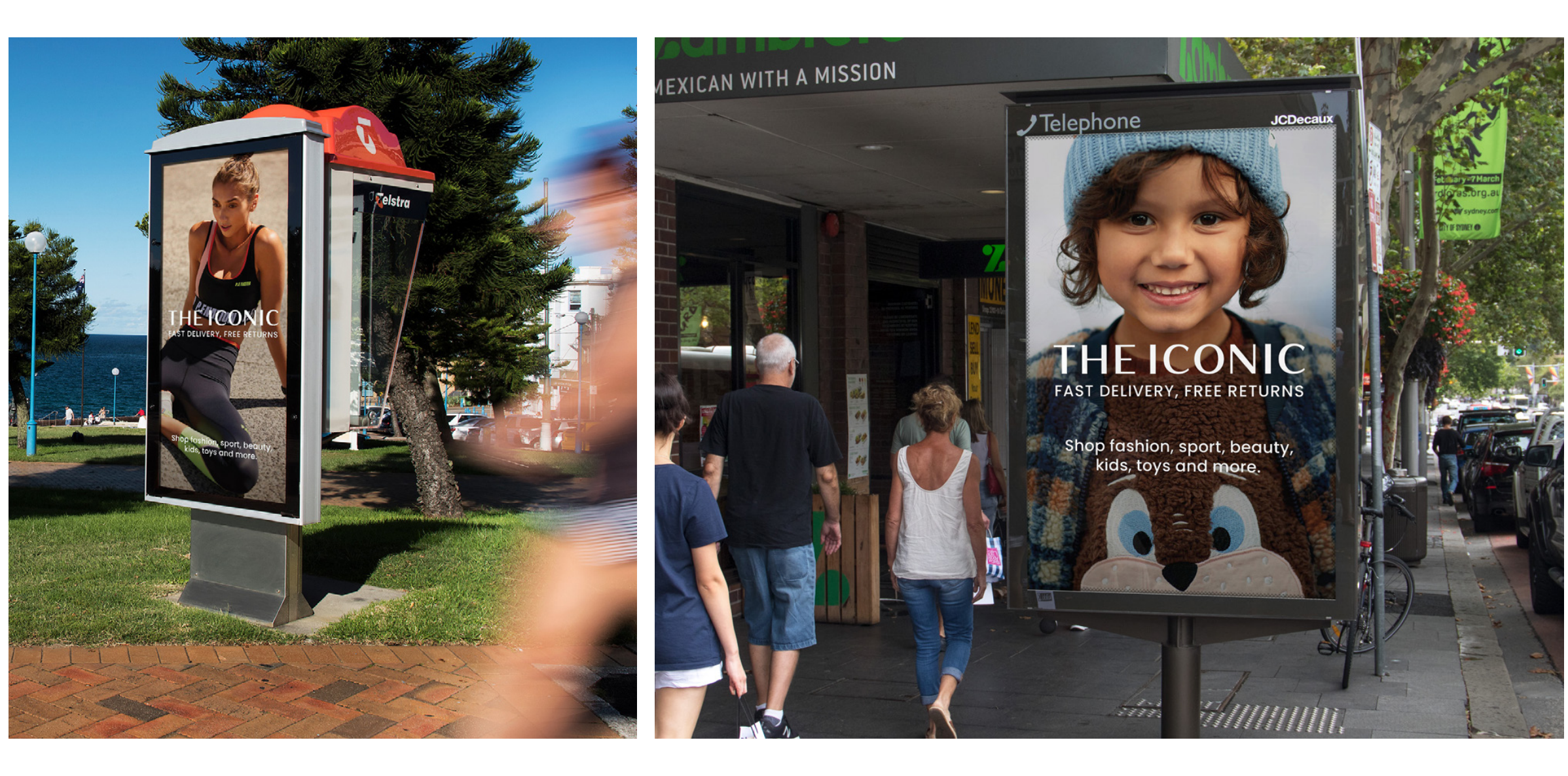
Source: Pigeon Project

Out-of-Home is

4X

more effective in generating online search

Source: Nielsen Out-of-Home online activation survey 2017


THE ICONIC
FAST DELIVERY, FREE RETURNS
Shop fashion, sport, beauty, kids, toys and more.
Telephone
JCDecaux

TIME FOR A NEW ACCESSORY?

For those with a larger budget who are really wanting to treat themselves or someone they love this Christmas, it might be time to invest in a luxury watch. Since they were invented, **luxury watches have long been a symbol of status and wealth.** Hand-crafted using high-quality materials and subject to a range of quality control tests, **luxury watches are not only designed to last a lifetime, but to be an investment** – retaining, and in some cases increasing, their value over time.

To drive brand awareness and desire among an affluent AB audience, Patek Philippe hand-selected three high-impact Classic Large Format locations in Perth, encouraging audiences to visit the Barbagallo watch boutique.

To ensure maximum cut-through, high impact, 'isolated' sites – with little to no competing focal points – were strategically selected, allowing Patek Philippe communicate the premium nature of the brand and command the full attention of passers-by.

PATEK PHILIPPE
GENEVE
BEGIN YOUR OWN TRADITION
BARBAGALLO
WATCH
133 St Georges Terrace · Perth
www.barbagallo.watch
JCDecaux

CHRISTMAS PLANNING TIMELINE

With Christmas around the corner, consumers are planning for the festive season **from as early as September.** Now is the perfect time for brands to make an impact on holiday purchases.

Holiday or travel plans
3+ months before

Planning their gifts
1-2 months before

Planning decorations
1 month before

Planning the Christmas menu
1 month – 1 week before

CHRISTMAS 2021

Source: Pigeon Project, Christmas Survey. Sept 2021 N= 294

CHEERS TO A **MORE CONSCIOUS** FESTIVE SEASON

Christmas Day might be about showering loved ones with gifts, but the festive season is all about self-indulgence. It's a time to celebrate the year that was; treat yourself to a few new outfits, splash out on hair and make-up, and wine and dine with family and friends. And to make you feel even better about new retail purchases, H&M have launched **Conscious points to reward loyalty members each time they purchase a conscious item.**

To launch the **'Let's change'** campaign, H&M have partnered with JCDecaux to run a Street Furniture campaign across the eastern seaboard targeting people 25-54. Rotating three creatives, each showcasing an on-trend item of clothing, the campaign aims to drive awareness and educate audiences on the 'Conscious points' initiative.

H&M have put their money where their mouth is when it comes to sustainability, planning to only use **"recycled and sustainably produced materials by 2030, and to be climate positive throughout the value chain by 2040."**

Source: www.thedrum.com/Why is H&M's sustainability push failing to resonate with consumers?

JCDecaux
Let's change
Launching this spring: Conscious points for conscious choices. A new way of rewarding our members.
H&M
Wear. Care. Recycle.

JCDecaux.com.au

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

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