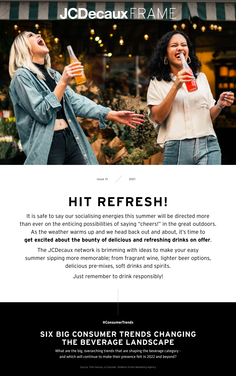


HIT REFRESH!

It is safe to say our socialising energies this summer will be directed more than ever on the enticing possibilities of safely saying "cheers!" in the great outdoors. As the weather warms up and we look out and about, it's time to **get excited about the bounty of delicious and refreshing drinks on offer**.

The JCDecaux network is brimming with ideas to make your easy summer sipping more memorable; from fragrant wine, lighter beer options, delicious pre-mixes, soft drinks and spirits.

Just remember to drink responsibly!

#GenerationTwenty

SIX BIG CONSUMER TRENDS CHANGING THE BEVERAGE LANDSCAPE

What are the big, overarching trends that are shaping the beverage category – and which will continue to make their presence felt in 2021 and beyond?

Source: Tech Nerdy, via Insider Intelligence, Drinks Marketing Agency

Planet-conscious consumers

The beverage trends that punch forward with their eco credentials now are the ones who will carry flavour in the long term. For many years, much of the out of home drinks industry has been at war with single use plastics, with bans on straws, and recyclable/reusable straws and cups, the ride is slowly turning.

Health-conscious consumers

There is no doubt, the pandemic has driven a desire to find balance when it comes to drinking and our physical and mental health. We are seeing low-carbon, low-alcohol and much-lauded supplemented products gaining rapid popularity.

Fame-hungry consumers

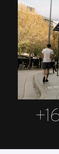
One of the big things seen in the past few years in drinks is the celebrities launch "their own". The advantages of this are clear – not only do manufacturers that partner with celebs in the drinks sector benefit from their celebrity endorsement, also a ready-made audience of fans eager to engage and pay premiums for the product.

Purpose-driven consumers

In drinks as elsewhere, we're seeing consumers look for purpose from the brands they consume. From carbon neutral production to ethical sourcing and environmental causes – savvy organisations are leaning into a more sustainable future.

Convenience-led consumers

As with the plastic point above – convenience of grab and go has been been in tighter demand. Now that we are emerging from lockdowns, we are seeing ready-to-drink, pre-mixed products and cocktails has accelerated.



Quality-led consumers

The idiom of "treating yourself" after a tough week has ring true amongst. The industry has definitely seen brands requesting that consumers have been 'trading up' and buying more of their mid-range and premium products. All going well, it's fair to say 2021 may see us continuing to indulge in the finer things in life.

CHEERS TO MAKING A DIFFERENCE

RealTrip Drinks Co. is a spiced rum producer located on the southern tip of the Cocoa Barrier Reef, that contributes 50% of its profits to the regeneration of the reef.

Founded by two friends who met while on a trip to SE Asia, and up to summer, as well as around Perth, were working with a partner that shared their sustainability goals. Launching the campaign on a selected network of JCDecaux Street Furniture sites guaranteed they were front and centre in iconic summer locations, and also in close proximity to RealTrip distributors.

GREAT BEER TASTE WITH ZERO ALCOHOL...

The festive season is one of the most pause and indulgent times of the year, but can leave many feeling like a detox is needed. The no- and low-alcohol category is taking off in Australia, with the International Wines and Spirits Record reporting that:

7% of Australian consumers intend to increase or maintain their no- or low-alcohol consumption over 2021, and 65% intend to discover new no- and low-alcohol brands in 2021.

To support with a range of bespoke audience segments and increase brand salience of its zero alcohol offering, Heineken used JCDecaux CityLights to deliver natural proximity to urban locations, entertainment venues and bottle shops, aligning with Heineken's premium brand positioning.

+16% forecast growth in the no- and low-alcohol category in Australia, from 2020-2024

Source: IWSR

THE SKYY'S THE LIMIT

Initially formulated to create the perfect martini, Skyy Vodka is making strong go-to with a new liquid introduction, the ready-to-drink (RTD) category, pairing the new formula with flavours that enhance the vodka rather than mask it, illustrating how the spirit provides the perfect base for one of Australia's favourite mixed drinks.

To drive broadcast awareness of the product relaunch and new RTD range, Skyy Vodka has launched across carefully selected JCDecaux Digital Large Format locations to reach a young female audience, as well as JCDecaux Street Furniture in proximity to bottle shops.

+40.2%

INCREASE IN DOLLAR SALES IN THE RTD CATEGORY OVER THE 12 MONTHS TO MARCH 2021 COMPARED TO THE PREVIOUS YEAR

Source: Liquor Marketing Group

DYNAMIC DEALS TO CELEBRATE 50 YEARS

It's Liquorland's 50th anniversary and to celebrate 50 years of cheers, they are offering customers 50 days of deals!

To bring this campaign to life, and drive excitement among audiences, Liquorland has partnered with JCDecaux's Creative Solutions team to run a dynamic digital creative that updates daily to showcase the latest deal on offer. The campaign is then selected JCDecaux Digital Large Format locations within 6km and en route to top performing Liquorland stores nationally.

Spend on alcohol increases over the Christmas period, with consumers looking to splash an estimated **$136 on alcohol between Christmas and New Year's alone**.

Source: Roborouna

NAUGHTY, NICE OR WICKEDLY INNOCENT?

It's the time of year to switch from a rich, substantial glass of red to a light, refreshing glass of white. But even for aficionados, chasing a bottle of wine can be daunting with so many variations and tastes to pick from. To stand out from the crowd, and encourage trial leading into the festive period, Innocent Bordeaux used JCDecaux's ultra-fresh Headly Footlight and SmartFrame networks, as well as select JCDecaux StreetTalk locations in proximity to bottle shops and areas frequented by the Innocent Bordeaux audience.

Innocent Bordeaux also used JCDecaux Digital Large Format locations in mobile and social overspilling of audiences exposed to the JCDecaux campaign. JCDecaux DPFM also helped in ensuring creative effectiveness.

86% of people in JCDecaux's pre-campaign research said JCDecaux Street Furniture displays are in bars proximity to bottle shops

CIAO MALFY

With 80% of audiences agreeing that after another year of lockdowns we deserve a good summer and Malfy Con wanted to tap into this desire.

Inspired by the Italian coastline, Malfy wanted to demonstrate its desirable, yet effortless Italian image in contextually relevant environments to become the perfect summer serve. The JCDecaux Citylight network boasts a robust alcohol advertiser-compliant network within proximity to summer locations, including the iconic Bondi Beach and Manly, making it the perfect Out of Home platform. Featuring broadcast packages throughout the eastern seaboard, Malfy made its summer status known.

1,800+

alcohol compliant Citylight panels within 1km proximity of a summer hangout location

A NEW CLASSIC

Coca-Cola and summer go hand in hand, and this year they are using their seasonal marketing push to support Coca-Cola No Sugar, a global reformulation as part of the company's move to create a zero-sugar drink that tastes like Coke.

Coca-Cola are supporting the launch with an Out-of-Home campaign asking audiences: "Is this the best Coke ever?" The bright and bold creative shows off the all-new branding and has gone live across JCDecaux Digital Large Format and Street Furniture networks, as well as accessing local communities with our StreetTalk network.

Coke drinkers are 15 times more likely to agree that Large Format improves the status of the brand advertised.

Source: Nielsen CMI, CDI Adjustment Index, 2020