JCDecaux FRAME

Issue 14 2021

BIG TICKET

After two years of category disruption, luxury is set for its biggest ever bounce back. According to Future Laboratory analysts, by 2025, the global luxury market could reach €370bn, an increase of €150bn since 2020.

JCDecaux enables brands to revitalise, reconnect with 'luxurians' and shape a brighter luxury sector future.

So, what does today's 'big ticket' luxury buyer look like? They are younger, open-minded, socially aware, stylish, technologically engaged and adventurous. We know them well – they are creators, curators, brokers, foodies, change makers and early adopters, always on the hunt for the latest products, services and experiences and they're willing to pay for quality.

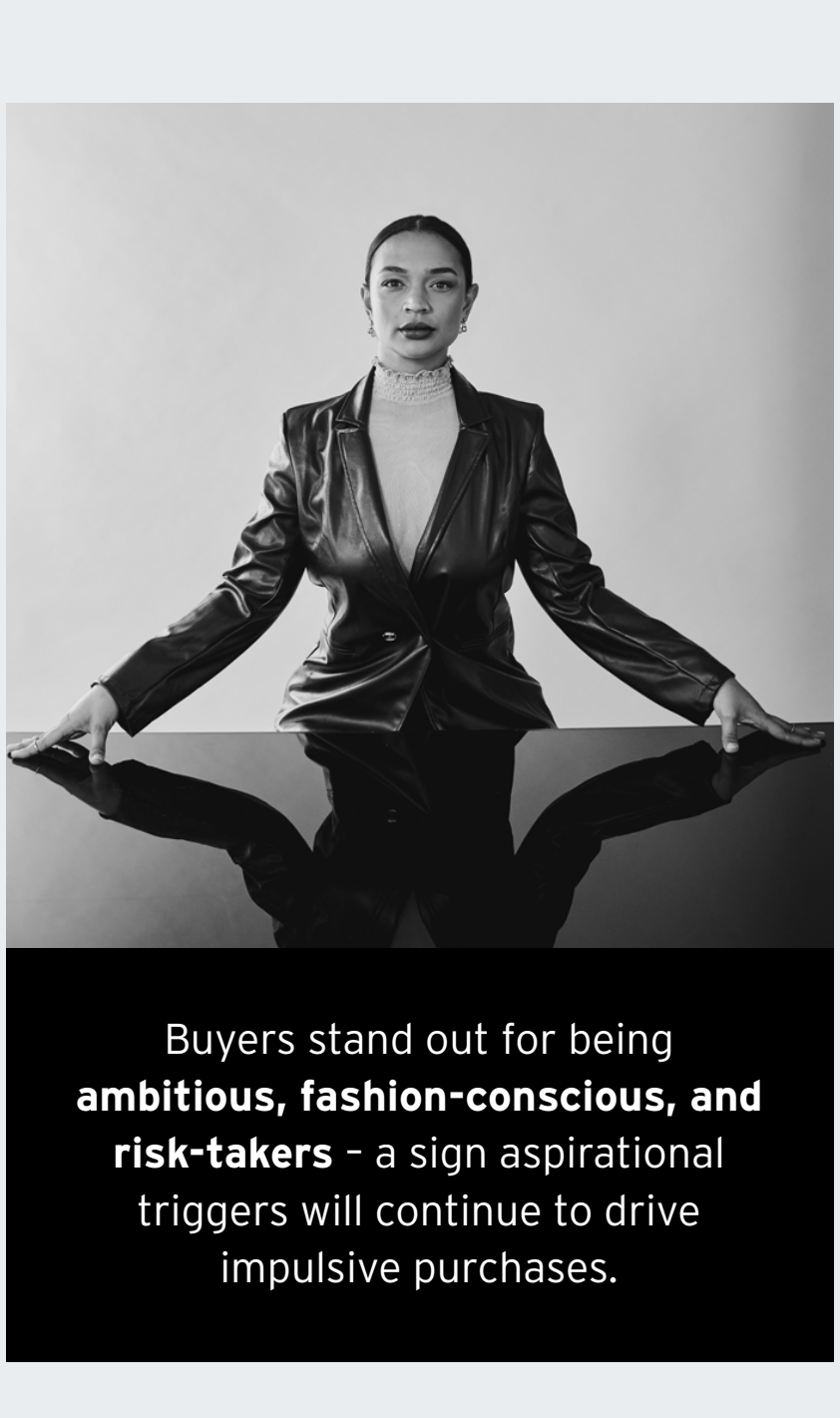
From retail and automotive, to jewellery and fashion, a glance at some of the campaigns appearing across JCDecaux platforms right now, demonstrates that our network is the perfect place to inspire big ticket moments.

THE LUXURY CATEGORY HAS TYPICALLY BEEN ASSOCIATED WITH EXCLUSIVITY AND EXTRAVAGANCE.

But as younger consumers represent a greater share of the luxury market and the industry becomes more inclusive and attainable, these perceptions are evolving; the sector is beginning to incorporate the more light-hearted, laid-back and value-based views of its younger buyers. Bain and Company estimates that millennials and Gen Z will contribute 130% of market growth between now and 2025.

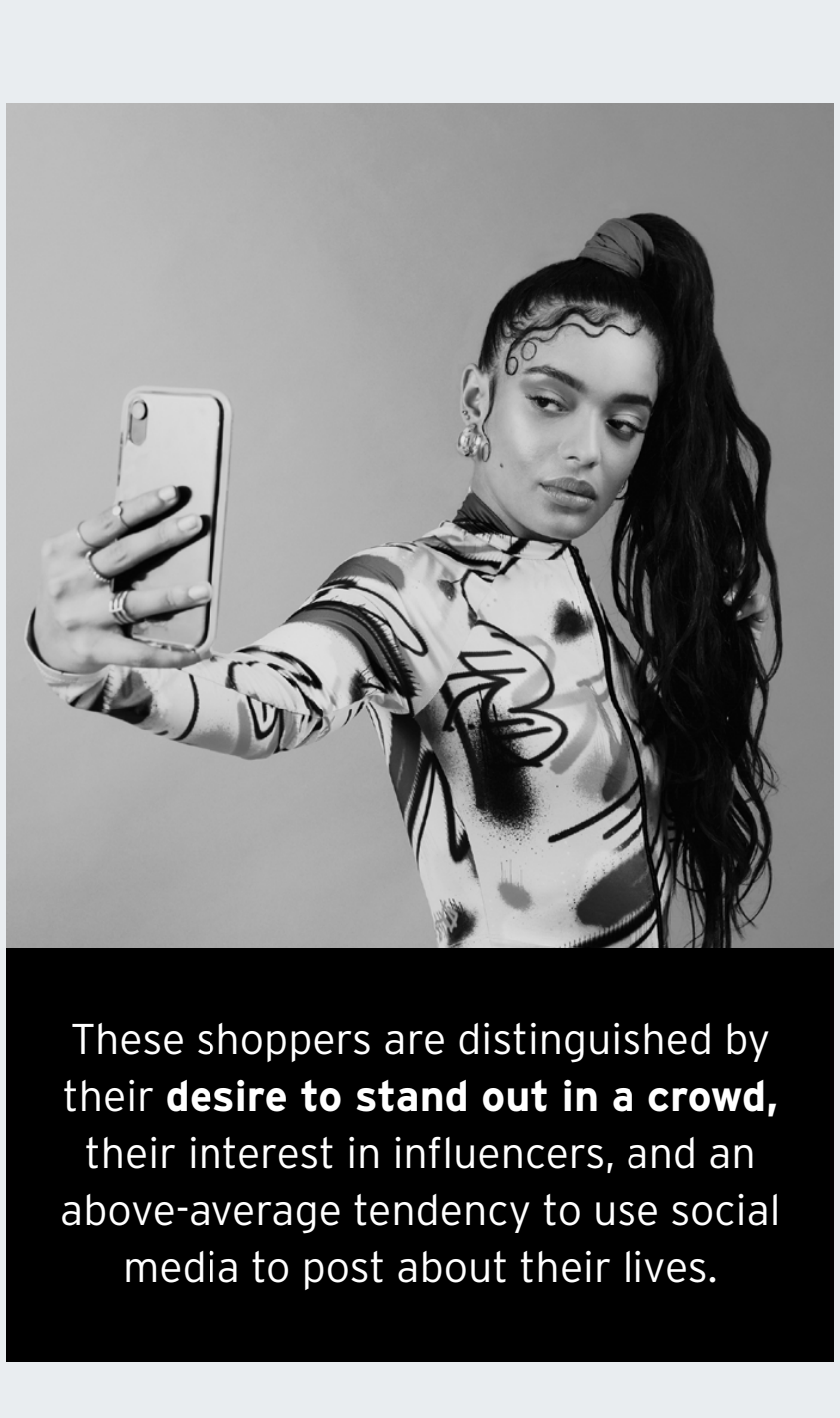
Shared attitudes offer a stronger characterisation of luxury buyers than financial qualities like purchasing power.

Source: blog.gwi.com

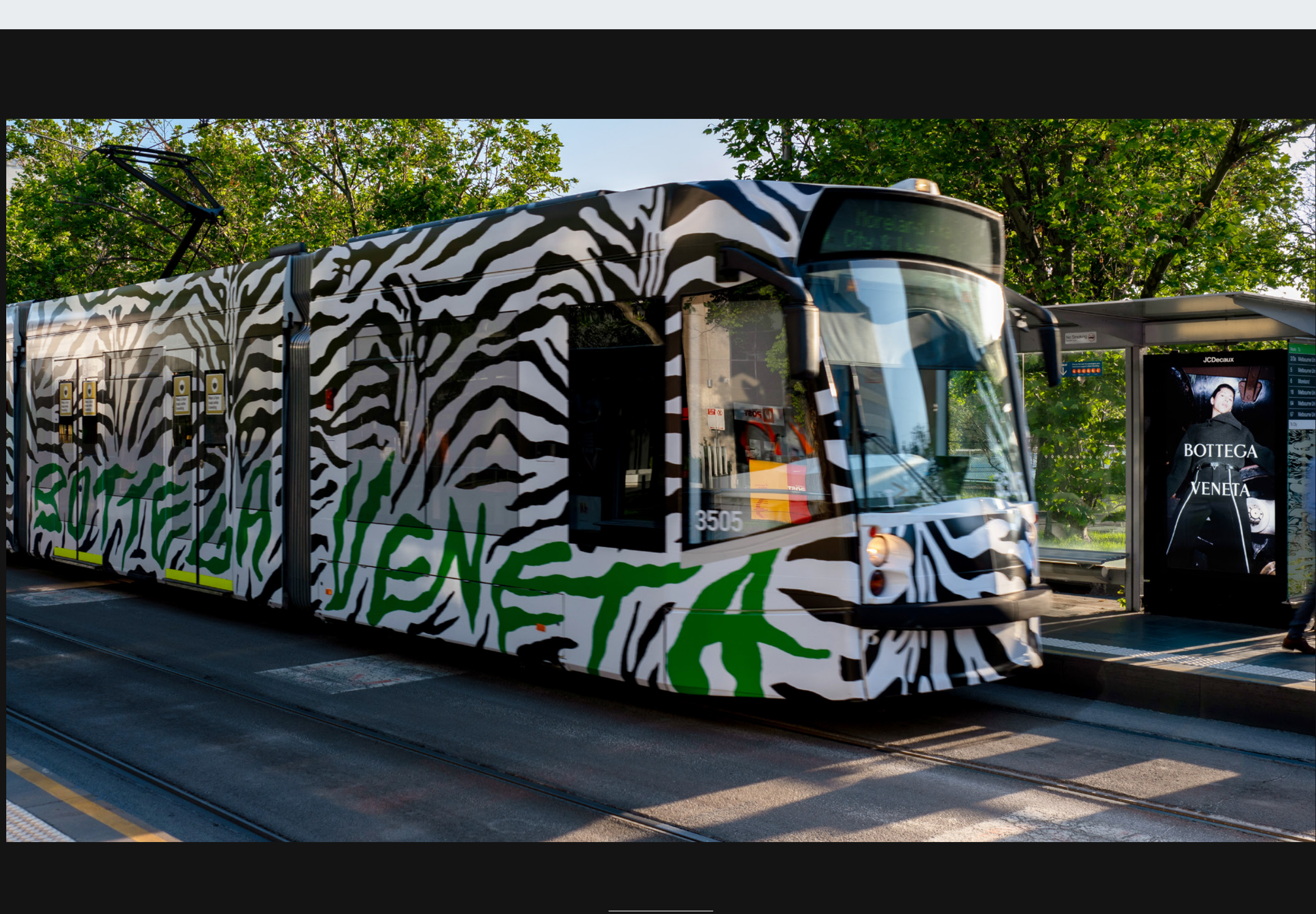


Buyers stand out for being **ambitious, fashion-conscious, and risk-takers** – a sign aspirational triggers will continue to drive impulsive purchases.

Buyers are more likely than average to describe themselves as **adventurous** (46% vs 39%) and **like exploring the world** (64% vs 51%).



These shoppers are distinguished by their **desire to stand out in a crowd,** their interest in influencers, and an above-average tendency to use social media to post about their lives.



THE WORLD IS YOUR RUNWAY

As a luxury fashion brand, Bottega Veneta is accustomed to turning heads at the world's most prestigious fashion shows. Now, the brand is using **JCDecaux's Melbourne tram network as its own personal runway, commanding attention and building brand awareness with a striking zebra-print Tram Wrap to launch its Salon 02 collection.**

To support the stand-out Tram Wrap, Bottega Veneta is leveraging JCDecaux Smartframes across Sydney and Melbourne. Based on the insight that in-store buyers tend to spend more than e-commerce customers, Bottega Veneta is rotating a series of 10 creatives, each showcasing a look from their new collection, to target its growing younger customer base and drive consumers into the Bottega Veneta flagship stores.

+5.66%

Forecast growth in the luxury fashion market over the next five years, due to the rise in the number of high-net worth individuals, the growing popularity among younger millennials and Gen Z audiences and the increasing brand loyalty among existing customers.

Source: Businesswire.com

JCDecaux
BOTTEGA VENETA

A powerful statement
JCDecaux

AUDI GOES BEYOND

The luxury car market has gone from strength to strength in Australia this year. CommSec reports **luxury car sales hit a record high with 12.6% share** of overall passenger vehicles and SUV sales. Audi feature a range of models across the JCDecaux Large Format network, with creative that radiates elegance and class, building brand impact in key locations to reach audiences with a new car in mind.

PELOTON LANDS IN AUSTRALIA

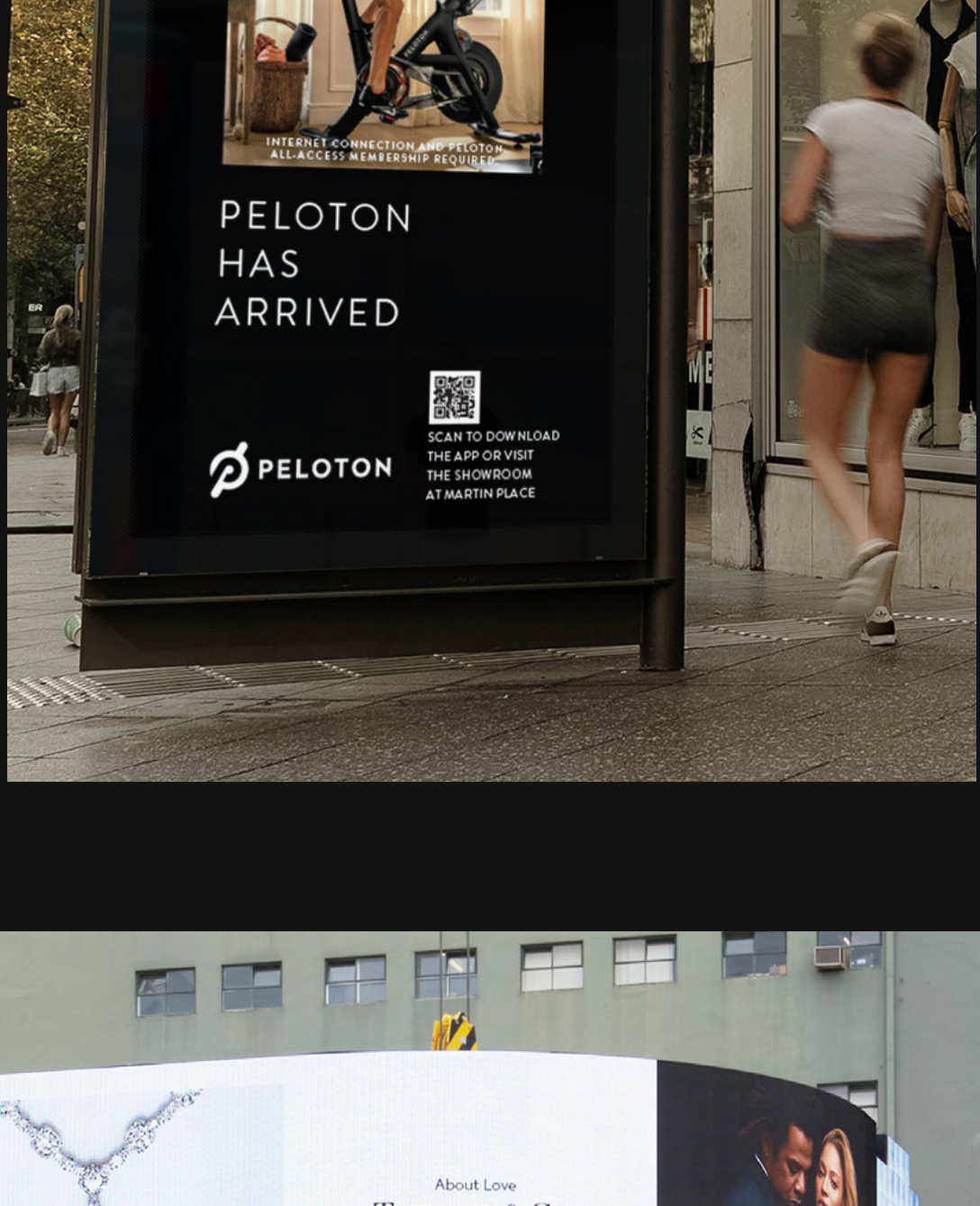
Over the past two years, many of us have been forced to find new ways to exercise, outside of the gym. Now, the at-home work-out is set to become even more appealing with Peloton entering the Australian market. The brand, aiming to be the 'Netflix of fitness', offers high-end exercise bikes and and has a global following of over 4 million people including celebrity fans Hugh Jackman, David Beckham and Justin Bieber.

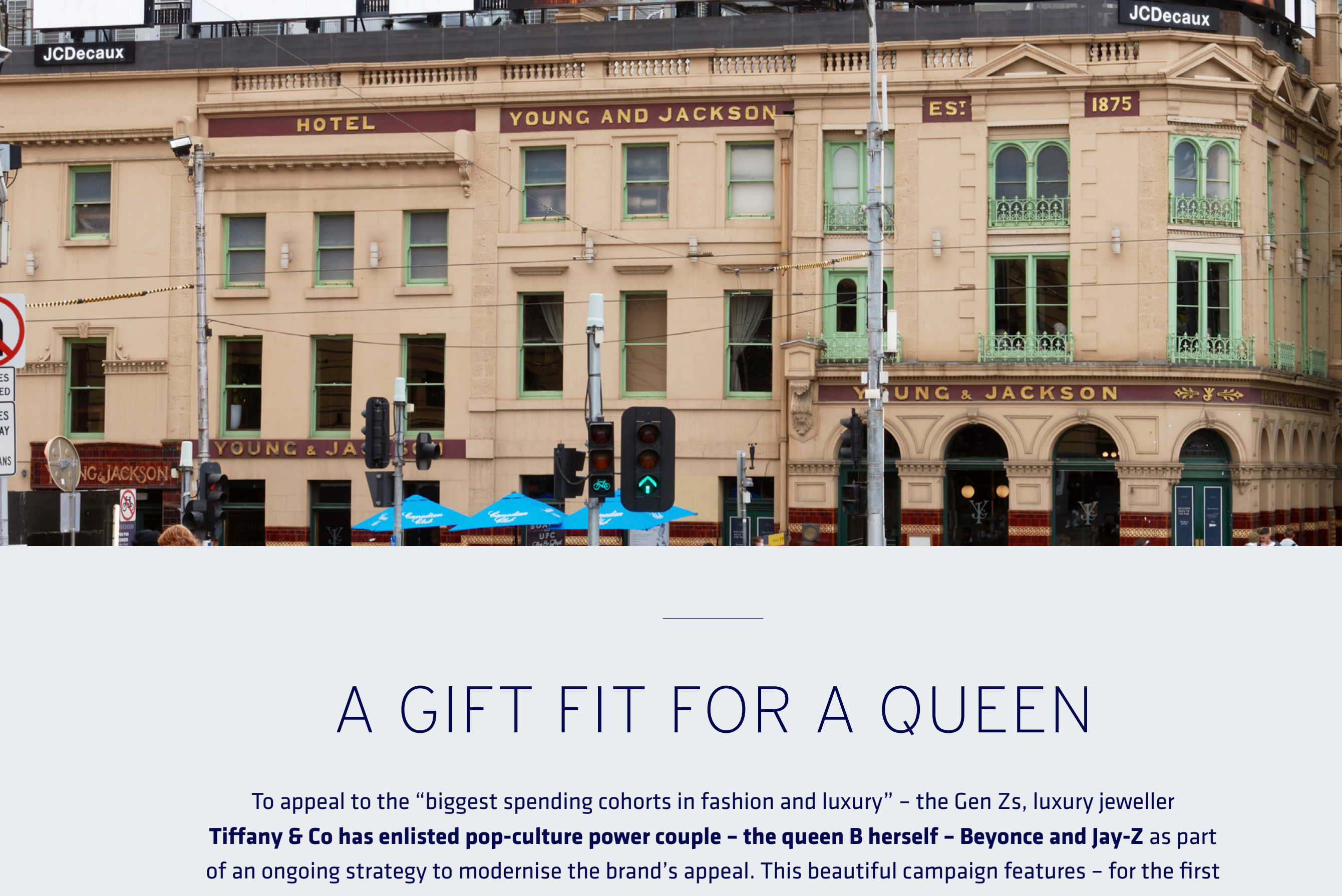
To **quickly build brand awareness and create impact at launch,** Peloton has a heavy presence across JCDecaux Cross Track, Street Furniture and Digital Large Format in NSW and QLD.

+9.9%

Increase in spend on health and fitness in October 2021, versus YA

Source: CommBank Household Spending Intentions (HSI), October 2021





A GIFT FIT FOR A QUEEN

To appeal to the "biggest spending cohorts in fashion and luxury" – the Gen Zs, luxury jeweller **Tiffany & Co has enlisted pop-culture power couple – the queen B herself – Beyonce and Jay-Z** as part of an ongoing strategy to modernise the brand's appeal. This beautiful campaign features – for the first time – across iconic JCDecaux Digital Large Format screens to drive impact, and the JCDecaux Street Furniture network to increase broadcast awareness and frequency.

Source: theguardian.com

TIFFANY&CO.
News Stand

JCDecaux Street Furniture audiences are **1.6x** more likely to be ABs

Source: Nielsen, 2021

FOR ALL WE ARE

Google is shaking up the smartphone category with the release of its latest model, the Pixel 6. To differentiate from competitors and align with the company's recent push towards promoting diversity and inclusivity, **the premium handset contains 'Real Tone', a feature designed to properly represent skin tones which are often over-brightened or unnaturally saturated – issues predominantly affecting people of colour.**

To launch with impact, and drive consideration in a highly competitive category, Google partnered with JCDecaux to deliver a multi-format, national campaign, appearing across JCDecaux Street Furniture, Large Format and XTrackTV.

For All You Are
JCDecaux
For All You Are

MOVEMENT IS FREEDOM

The sports luxe trend is alive and well in Dior's latest campaign, showcasing their CRUISE collection. Inspired by contemporary sportswear, the range celebrates women's liberation - "no longer restricted by the corsetry of eras past – or even heels – but free to move without constraint and take on the world".

Dior is driving broadcast awareness among AB women in key premium shopping environments over the busy Christmas retail period with presence across the JCDecaux Street Furniture network in Sydney, Melbourne and Brisbane. Luxury retail is all about the in-store experience and Dior are backing the return to in-store shopping all the way, with this being the brands' second campaign in Q4.

Source: marieclaire.com.au

Annual luxury sales are expected to climb by 2.4% annually to

$4.5bn

in 2026.

Source: IbisWorld

DIOR
DIOR
DIOR

COME ALIVE at THE WORLD'S MOST BEAUTIFUL CINEMA
6 JAN–22 FEB
OPENAIR

WORLD'S MOST BEAUTIFUL CINEMA RETURNS

Framed by the Sydney Harbour Bridge and the Sydney Opera House, the Westpac OpenAir cinema, located at Mrs Macquarie's Chair, is the quintessential summer experience.

We are proud to be **continuing our long-standing partnership with Westpac OpenAir cinema in 2022 and beyond;** with a film line-up that includes a mix of highly anticipated new releases, including House of Gucci, King Richard and Spencer, as well as recent blockbusters, No Time to Die and Dune, it's the hottest ticket in town this summer.

JCDecaux.com.au

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

© 2021 JCDecaux ANZ

JCDecaux