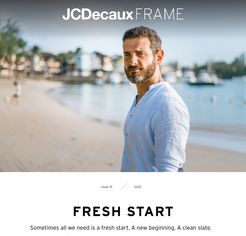

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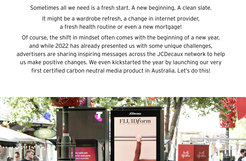
FRESH START

Sometimes all we need is a fresh start. A new beginning. A clean slate.
It might be a wardrobe refresh, a change in internet provider,
a fresh health routine or even a new mortgage!
Of course, the shift in mindset often comes with the beginning of a new year,
and while 2022 has already presented us with some unique challenges,
advertisers are sharing inspiring messages across the JCDecaux network to help
us make positive changes. We even kickstarted the year by launching our very
first certified carbon neutral media product in Australia. Let's do this!



FIND A NEW FLOW

As we return to work refreshed, relaxed and enthusiastic for the year ahead, it's the perfect time to incorporate positive habits into the daily routine, that will serve us in the long run. And there's nothing more beneficial than activities that promote strong physical and mental health.

An emerging brand in a sluggish category, FluidForm Pilates **leverages JCDecaux Street Furniture to connect with its target audience in affluent areas, while JCDecaux Transit builds and maintains brand awareness at high frequency throughout the campaign.** And you don't need to hit the gym to get motivated, with on-demand virtual classes and a celebrity following making pilates the exercise du jour.

Out-of-Home is
4x
more effective at generating online search.
Source: Nielsen Consumer Insights, 2020

DIVE INTO A NEW TRADING PLATFORM

If pose New Year's resolution is to start building towards financial freedom and diving head first into the stock market, then this news campaign from Superhero might just be for you.

Superhero's latest JCDecaux campaign features **fresh new creative, perfectly timed to engage with audiences over summer.** The multiformat campaign across Street Furniture, Large Format and Transit, leverages the brand's iconic hero character to promote Superhero's trademark pure and quality creative taglines. Cultural relevance plus smart location selection equals an outstanding campaign.

NEED GREATER CONVENIENCE? TURN TO UBER

New year, the sun's out and it's time to spend more time outdoors doing the things you love, and less time running errands. With Uber's recently launched groceries and delivery service, next-day groceries delivered are a thing of the past. Taking convenience to the next level, Uber Eats allows customers to get whatever they need, delivered on-demand and wherever they need it.

A multiformat national Out-of-Home campaign **featuring across JCDecaux Large Format, Street Furniture and Transit.** the delivery service is being launched under the new "This calls for" brand platform. Uber distinguishes the service by moving away from using celebrities – a hallmark of Uber Eats ads – and instead focuses on everyday situations to ensure the brand becomes synonymous with 'in the moment' needs.

6.4
million
Australians have started grocery shopping online since 2020.
Source: Australian Bureau of Statistics

REFRESHING TO A TEA

Australian summers are synonymous with beaches, beverages and quality time with friends and family. While January is more commonly a time known for diets, detoxes and dry nats.

Lipton's recent JCDecaux Large Format, Bus and Transit campaign **tops into the summer city mood while simultaneously appealing to audiences' growing health concerns and desire for better-for-you products.** Lipton reaches audiences in and en route to outdoor summer hangout destinations, to raise awareness of Lipton iced tea's naturalness, in environments that align to their brand purpose of connection while also appealing to audience's health conscious mindsets.

1,800
JCDecaux Citylights are 1km of a summer hangout.
Source: JCDecaux Citylights, 2022

RESET, REFRAME

If you didn't tick the new year off in a brand new home (pairing off a shiny new home loan), chances are you considered refinancing.

The banking sector has been given a fresh start off the back of the last financial year, with the Royal Commission recommendations and abandoning operating in mistakes to reimagine banking from a blank slate.

Macquarie Bank drives a consistent brand message home with its latest JCDecaux campaign, **maintaining reach to these all-important suburban home locations across Large Format and Street Furniture.** Using real people that "bank with Macquarie", the campaign successfully applies a creative bridge across public (Out-of-Home) and private (online digital) media, reminding Australians on and offline, that their flexible home loans are designed for life.

Source: Nielsen Consumer Insights, 2020

Refinancing customers are
1.6x
times more likely to look for more information online after seeing an Out-of-Home ad.
Source: Nielsen Consumer Insights, 2020

A BETTER WAY TO BE(LONG) ONLINE

Starting the new year working from home and thinking about switching internet provider? Why not go with the carbon neutral option? Belong – Australia's first certified carbon neutral telecommunications provider – is free across JCDecaux Citylights and StreetTrack nationally. Based on the insight mobile network in Australia emit more than half a million tonnes of CO2 every year, Belong aims to **increase cut through of this super sustainable carbon neutral offering, and drive consideration among sustainably minded Australians.**

An all-time high of
75%
of Australians are concerned about climate change.
Source: Ipsos, 2021

BE PART OF THE SOLUTION WITH JCDECAUX

We did it! JCDecaux Transit advertising is now completely carbon neutral certified having received the stamp of approval from Climate Active – making it the first carbon neutral Out-of-Home product in Australia.

This means **all JCDecaux Transit advertisers who print through JCDecaux's in-house printing service, CDR now automatically benefit from belonging a carbon neutral advertising campaign across our bus and train networks, at no additional cost.**

To make Transit advertising carbon neutral, JCDecaux Transit has taken a lifecycle analysis calculating all carbon inputs – everything from sourcing, recycling, printing, cutting and installing to removal of materials post campaign. This has provided us with a complete understanding of the consumption, which will be offset to two Indigenous carbon projects – the Thaa Ngargun carbon project and the Nyalga Pre project.

And that's just the start – we aim to do the same with our other products in the future.

JCDecaux is laying down the gauntlet to brands and media agencies to make the responsible choice – and choose suppliers who offer strong but sustainable media solutions.

A FRESH TAKE ON MODERN ART

Museum of Contemporary Art Australia, presents Doug Aitken: New Era as part of the Sydney International Art Series and by all accounts **this Street Furniture campaign is turning heads and driving ticket sales.**

American artist Doug Aitken is internationally recognised for his ambitious practice that incorporates objects, installations, photographs and vast, multi-MODERN ARTscreen environments that envelop viewers within a kaleidoscope of moving images and sound. Aitken has realised museum projects around the world, as well as monumental interventions within the natural landscape and below the ocean's surface. Check it out Sydney!