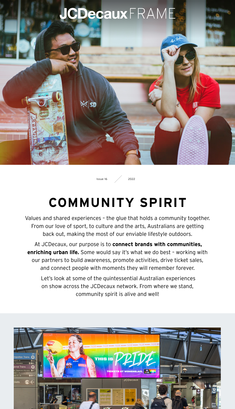

Issue 16 2022

COMMUNITY SPIRIT

Values and shared experiences – the glue that holds a community together. From our love of sport, to culture and the arts, Australians are getting back out, making the most of our enviable lifestyle outdoors.

At JCDecaux, our purpose is to **connect brands with communities, enriching urban life.** Some would say it's what we do best – working with our partners to build awareness, promote activities, drive ticket sales, and connect people with moments they will remember forever.

Let's look at some of the quintessential Australian experiences on show across the JCDecaux network. From where we stand, community spirit is alive and well!

CELEBRATING PRIDE, AT SCALE

40%
of people who see Digital Large Format daily are interested in AFL.

Source: Kantar OOH! - 30 Metropolitan Areas

GO WEST

In a busy, sprawling city like Sydney, it's easy to get in the habit of sticking to your own neck of the woods. The problem with that – you're missing out on the diverse arts, culture, restaurants, and festivals that are on offer in different communities across the city.

To **encourage Sydneysiders to explore Parramatta,** City of Parramatta is leveraging JCDecaux Transit - Portrait Sides and Megaslides - to drive commuter awareness of what's on and to "Where is it on Parramatta" campaign, that helps overall messages Parkes to showcase 96 various stand-out attractions to visit.

Transit formats are, on average,
25.9%
more effective when processing the details than static formats.

Source: Kantar Millward Brown

HOP ON THE PARTY BUS TO ADELAIDE FRINGE

South Australia is known for its vibrant arts and culture scene, with an array of events and festivals year-round. This February, Adelaide Fringe Festival returns, the biggest arts festival in the Southern Hemisphere, bringing together over 5,000 local and international artists for 31 days and nights of entertainment.

To **drive ticket sales and wine awareness of select shows,** Adelaide Fringe launched a visually rich and impactful campaign across multiple JCDecaux formats. JCDecaux Transit and Rail were leveraged to engage audiences from the suburbs to the cities, supported by Digital Large Format in key entertainment locations. Smartframes were also used to capture commuter attention, while reinforcing the diverse array of artists and venues the Adelaide Fringe has to offer.

Despite COVID challenges,
Adelaide Fringe sold
632,667
tickets in 2021.

Source: Adelaide Fringe

A MOBILE MEDICAL SERVICE FOR THE HOMELESS

In today's society, more than 116,000 Australians are experiencing homelessness, suffering from medical conditions and mental illness. To make a difference in New South Wales, 2022 Young Australian of The Year award winner Dr Daniel Nour founded Street Talk Medics, a not-for-profit, GP-led mobile medical service for people experiencing homelessness.

JCDecaux is incredibly proud to be a partner of Street Talk Medics this year. With 145 volunteers, and four clinics in Sydney's CBD, Street Talk Medics provides care to the tune of more than 300 patients, delivering essential healthcare to the homeless community. Stay tuned as we take their message to the streets with an impactful digital outdoor campaign.

ACES ALL OVER MELBOURNE

Melbourne plays host to some of the greatest sporting events in the world, and it was great to see the city turn out in force to watch one of the most memorable Australian Open grand slams in years.

It was also the **perfect moment for brands to engage audiences as crowds returned to Melbourne,** with main sponsors using the opportunity to create truly unique campaigns at several key points in the city. Main sponsor KIA "Devised the critics" with their all-electric offering on JCDecaux's versatile Young & Jackson Digital Large Format site. Ralph Lauren made a striking spectacle of their distinctive range of clothing that dressed tournament ball kids and officials alike, across the Street Furniture network. And Mastercard's special build audio campaign greeted punters as they journeyed through Southern Cross Station to the parties. An attention-grabbing jingle played and people could scan the Eagle's code to access playlists curated by the players themselves!

A total of
346,468
fans attended Australian Open 2022.

Source: Tennis Australia

ESCAPE ORDINARY AT THE OPERA

Arts and culture are unique in their ability to take audiences on a collective emotional journey, and as we return to life outdoors there's a renewed sense of appreciation for being able to experience shared moments with family, friends and the community.

To **increase broadcast awareness of the shows playing at the iconic Sydney Opera House,** Opera Australia is putting on a show across JCDecaux Transit in Sydney. The campaign combines Full Backs, to build reach and frequency of campaign messaging, and show stopping 6 Squares on the B-line, to drive impact among the affluent Northern Beaches and Lower North Shore audiences.

37.4% of people who live in Northern Beaches are interested in Live Opera or Theatre/Musicals

Source: Kantar OOH! - 30 Metropolitan Areas

FREE BOOK FOR AN IMPORTANT CAUSE

If you've been wondering what Stephen Fry and Kristen Bell have in common, there's a good chance you've seen the latest campaign by The Life You Can Save.

As one of our proud JCDecaux HEART partners, The Life You Can Save's eye-catching Street Furniture campaign **raises broadcast awareness of the 50th Anniversary Edition of the book** of the same name by Peter Singer. Strategically located in the heart of our communities, the campaign demonstrates why we should all be free to address global poverty.

COMMUNITIES ON THE MOVE AGAIN

Customer confidence is jump on public transport is on the rise, expectations for eased COVID-19 restrictions are growing, and Sydney's train network will resume full weekday services by the end of February.
This is the time for brands to connect with communities across the JCDecaux Sydney Trains portfolio.

The number of passengers on Sydney Trains now 7% but still down, with an average of 541,955 daily weekday trips, compared to the week before. More people are returning to work in offices in major centres the Sydney 1,000 and Parramatta campaigns, and leisure travel is increasing, with destinations such as Kosciusko's busy month for the network. From the concourse to the platforms, brands can be present and make an impact across every touchpoint of the commuter rail journey.

Source: Sydney Trains

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