COLOUR ME HAPPY

Vibrant creative represents some of the best Out-of-Home work and it's the colourful campaigns across the JCDecaux network right now that has us inspired for this issue of the Frame.

We've just experienced a series of the wettest weeks on record (on the east coast anyway) and we need fresh into the grey days and dark nights of winter. It's these colourful, high contrast messages that catch our attention most. Out-of-Home is consumed at a glance – in so many different ways – and these fashion, food, film and car brands all use colour to deliver high contrast and visibility to cut through.

CONTRAST IS KEY

High contrast is key to making your copy legible in Out-of-Home, and increasing legibility maximises engagement. The "best" colourways shown here can be read easily together, whereas colours like red and green – while a festive combination – when used together, cause an effect called 'vibration', meaning our eyes struggle to focus or process the words clearly. The "fair" colours shown could be considered if using in high dwell environments.

WHEN BOLD COLOUR IS SO ON TREND

*Always one step ahead of the cultural zeitgeist, Fendi bombarded JCDecaux's Small Format network with the boards of fresh colour that we sadly needed right now. Perfectly poised against a backdrop of dawn and dusk skies you read the news headlines (note: it's just the darkening of days as we hurtle towards winter) and **this striking colour palette creates the ultimate stand out** against the grey, cold, wet, miserable reality.*

With multiple creative variations showcasing different aspects of such a vibrant palette, Fendi has certainly put its best (and most fashionable) foot forward.

86% find Out-of-Home to be the least intrusive advertising in their life.

Source: Kantar Millward Brown

SUBWAY'S FOOTLONG GETS SUPERSIZED

Digital might be the format of the moment, but in its latest campaign Subway has once again proved that, when done well, Classic Out-of-Home can slay audiences in their tracks. To celebrate Subway's Footlong as an icon for good value, the brand cleverly used **BIG, high impact formats to give the Footlong epic proportions and maximise engagement** among commuters and pedestrians.

The national campaign, leveraged JCDecaux Transit – Megasites, Mauleuses and a Mini Tram – Digital Large Format, consecutive Crossrail Front panels, Digital Small Format and Digital Platform to drive broadcast reach and impact among People 30-54.

Subway has long understood the power of impactful creative, winning the ORM 27-2021 Creative Collection award for the 'Big, Bold and Bright' category for its 'Sandwiches Footlong' Frame campaign.

"The team at JCDecaux are helping us showcase the huge Subway Footlong Sub in all its glory, using gigantic formats that show off our product like nothing else. Huge sites, Megasites bus wraps, station dominations – placements that suit the unique shape of our massive product. We plan to continue to work with the team to here the biggest hero in fast food, the mighty Subway Footlong Sub."

Jamie Cooke, Marketing Director, Subway UK & Ireland

LET'S PLAY WITH COLOUR

Fluorital has **embraced its strong brand codes in a recent bold and vibrant Digital Out-of-Home**

execution, using the fit-angle's signature bold and high contrast colours as inspiration, performance blue and the brand's signature yellow, to create a **high impact, attention grabbing campaign** across the network. Fluorital's international DNA set the outside of the vehicle. This eye catching and attention grabbing campaign ran across the JCDecaux Digital Large Format network.

Digital Out-of-Home triggers a

63% higher

level of impact.

Source: Kantar Millward Brown

BIG, BOLD, BRIGHT

Australian fashion retailer, Colorado Pants, is a brand that is proud to stand out and be different. Its brand platform LED BY NONE! celebrates the shared ethos of Gen Z individuals – being beyond the ordinary and being proud of it.

Using bold typography and bright, high contrast colours Carousel Pants' brand campaign drew the attention of Australians across the country in a Digital Large Format campaign. In an Out-of-Home environment, punchy messaging and bold use of colour are key to create standout and deliver greater awareness and recall.

LID LICKINGLY BETTER

Yoplait's separate enrichment and texture experiments of the new product launch, Yoplait is bursting across JCDecaux's Digital Large Format network, nationally, using bright colours aligned to the yogurt flavours to increase impact. Where it comes to consuming yoghurt, it's all about the **texture, high saturation and visibility, which is key to cutting through and increasing the distance of copy legibility.**

YOPLAIT BURSTS WITH LID LICKINGLY GOODNESS

When it comes to yogurt brands, Yoplait French Yo yoghurt has stood the test of time as an Australian family favourite for over 40 years. However, the brand still struggles with the perception of being complicated. To move away from this perception, Yoplait's new campaign focuses on the product's texture, promoting its best taste yet.

To generate excitement and increase awareness of the new product launch, Yoplait is bombarding across JCDecaux's Digital Large Format network, nationally, using bright colours aligned to the yogurt flavours to increase impact. Where it comes to consuming yoghurt, it's all about the **texture, high saturation and visibility, which is key to cutting through and increasing the distance of copy legibility.**

The top 10 campaigns in the Kantar Creative Effectiveness Awards, Print & Out-of-Home 2021 highlight **colour and contrast** as a key element to effective Out-of-Home creative.

Source: Kantar

NRMA ASKS WHAT'S YOUR ONE THING?

We all have personal brand terms which mean more than a 2-syllable-evaluation was required, we'd save one everything else. It might be a musical instrument, a camera, a piece of jewellery or even a cooking appliance. NRMA is tapping into this personal connection with its latest campaign "Your one thing, powered by Google Nest insurance offering.

The campaign proves that when you've got a strong concept, simple creative can be incredibly powerful. The campaign **plays with scale and negative space to draw audience attention to the small, sentimental object in the centre of the artwork**, with the "that one thing" tagline inspiring audiences to think about their own one thing and how it's powered by Google Nest insurance to travel locally.

The campaign featured on JCDecaux's Small Format in NSW, leveraging high dwell times to maximise audience engagement.

Stand by formats, such as Cross Track, deliver audience **dwell times of up to 12 minutes**.

WARNER BROS. ADDS A TOUCH OF MAGIC TO THE DAILY COMMUTE

The wizarding world has hit the screens and cinemas with Fantastic Beasts: Secrets of Dumbledore, the third series of the successful Warner Bros franchise.

Focusing on engaging families with kids, fantasy genre enthusiasts, and older Harry Potter fans, the campaign leaned into the brand's active mass reach and audience interest in the franchise. Warner Bros. ran a digital campaign across Transit Digital Small Format, Transit Digital Platform and Bondi Junction's Digital Wall, to reach commuters, bring people into the magic world, **activate offline effect on select Dumbledore's secrets and generate memorable and engaging experiences for commuters**.

Dumbledore's secrets are no longer safe as the movie reached

AU$11.79million

in box office revenue since its release on 6th April.

Source: Comscore/Numbers

OATLY PAINTS THE TOWN PINK

Oatly, the world's largest and first oat drink company, launched a new brand campaign to inspire people to consider plant-based milks as the new normal. Bright pink creative with comedic puppet characters, Scott & Ali, from the campaign's creative team, featured across Bus Megasites and Train Platform Sides in an 8-week campaign in Sydney.

Encouraging Sydney-siders to the campaign was important for the environmentally friendly, Brisbane based, Oatly company, as saying **high-impact formats and unique creative was key to engage audiences**. With a strong sustainability focus, a carbon neutral JCDecaux Transit campaign was the perfect advertising solution for Oatly.

Transit formats, such as Bus Megasites, deliver a

12.28%

lift in recall versus other Transit formats.

Source: Kantar Millward Brown Transit Campaign Database, Jan 2020 - Dec 2021