JCDecaux FRAME



Issue 21 2022

SMART MONEY

We have all noticed the worryingly steady increase in the price of everyday items, everything from fuel to fruit and veggies. As inflation begins to bite and interest rates climb, it's good to see a number of JCDecaux's advertising partners have been quick to respond; with messages designed to help Australians make small changes in order to save money and combat the rising cost of living.

New research shows that in addition to shopping smarter, many Aussies are making sacrifices in their everyday lives to save money. So let's unpack this further - we hope you find the issue interesting, who knows, it might even be good for your back pocket.

AUSTRALIANS MAKING MONEY GO FURTHER



New research by NAB shows that we are specifically cutting back on food, streaming services, the gym and small treats, among other things. Here's the breakdown:

We can see the impact of inflation starting to show with prices moving up and we

1 in 4 Australians have recently cut their spending on food delivery services and entertainment.

43% started by creating a budget and keeping better track of their spending.

know many Australian households are already feeling cost-of-living pressures".

Rachel Slade, NAB Group Executive, Personal Banking.

Source: NAB Finance Research and Insights, June 2022.

25% reduced or stopped streaming services or gym memberships.

in 5 cancelled or cut back on activities such as sport, dancing or hobbies.

44% cut back or stopped buying micro treats such as coffees, snacks and lunch.

29% cancelled or delayed a major household purchase such as a TV, fridge or washing machine.



MONEY MOMENTS THAT MATTER

As budgets get stretched, people look for easy ways to save money. With many Australians actively cost-cutting, NAB is seizing the opportunity to promote its desirable 'no monthly account fees' offering.

To build awareness and increase uplift in NAB credit card and transaction account applications, NAB is leveraging JCDecaux Smartframes across the eastern seaboard to connect with Australians in popular spending locations. This 1-to-1, high-frequency solution is bound to get audiences rethinking their banking options when they are in a money mindset.

78% of Australians live in the ESB.

Source: ABS Retail Trade Australia Feb 2022, Nielsen

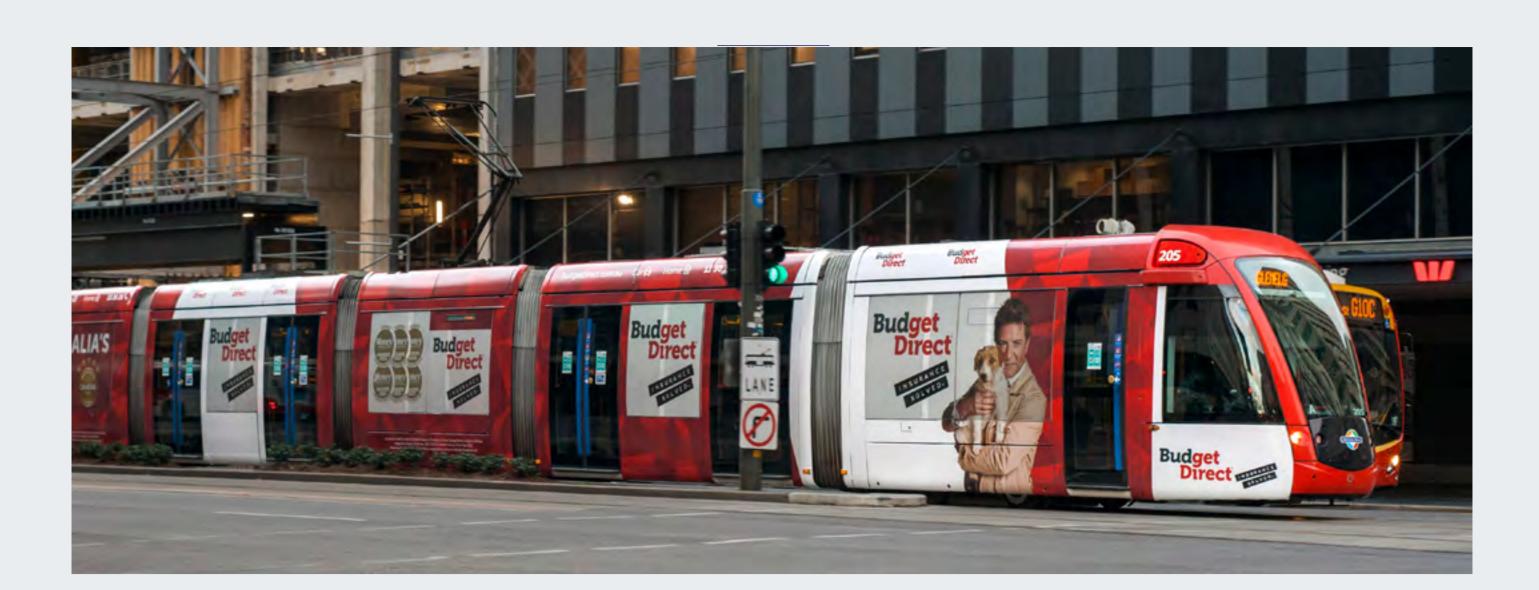


BUNNINGS GETS IT DONE

In a tongue in cheek twist, Bunnings is tasking the country to 'DIY this July', encouraging Aussies to take on a household renovation project or two - with or without a tinnie in hand. To ensure this campaign didn't fall flat (packed), JCDecaux strategically selected standout Digital Large Format **sites** to broadcast this simple, yet effective message to DIYers across the nation.

\$12.3 billion poured into home renovations in 2021, up 33% on 2020 and the largest number ever recorded.

Source: Australian Bureau of Statistics



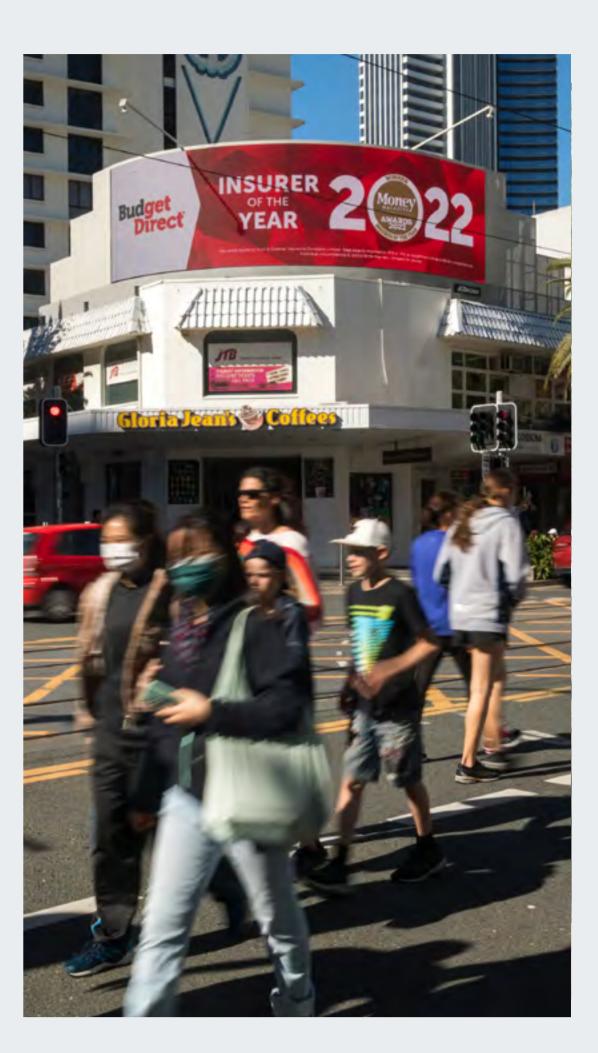
TRUST IN BUDGET DIRECT

Building brand trust is one of the key challenges for the finance industry, with not one financial brand making it into the Readers Digest's 'Most Trusted Brands in Australia' this year.

Budget Direct has won awards year after year, and the brand proudly shouts about it across JCDecaux's national portfolio in its latest campaign. Impactful Digital Large Format and Transit solutions drive mass awareness of its 2022 'Insurer of the Year' award win, reassuring audiences that Budget Direct is a brand they can trust.

Only **40%** of Australians agree the banking and finance sector is dependable. Source: Nielsen, 2020 S10 National Survey.

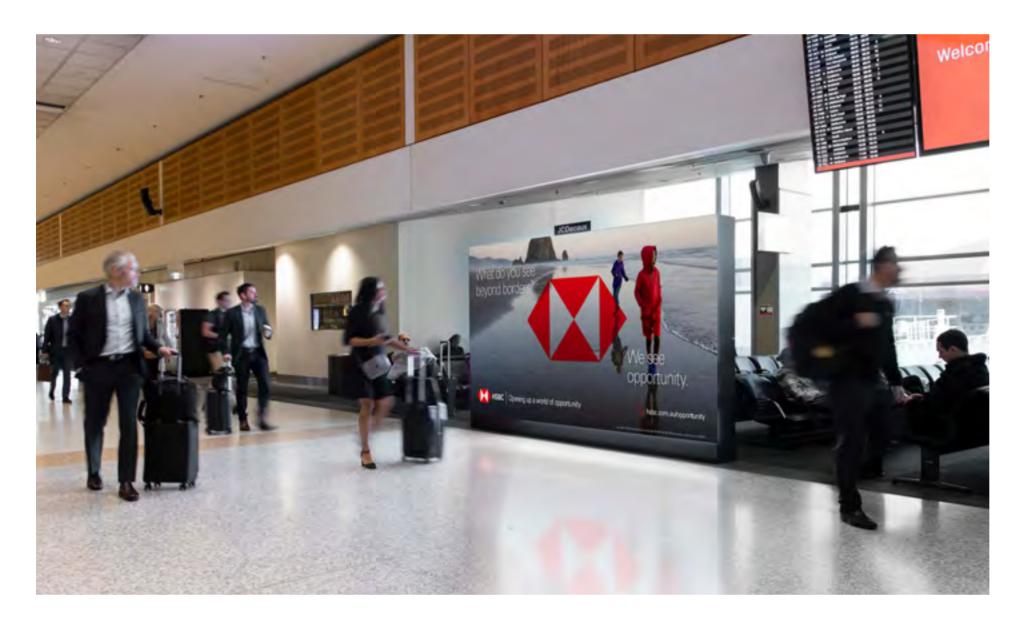
Out-of-Home is the **strongest media** at delivering trust. Source: JCDecaux & Clear Channel 'The Moment for Trust', 2021.



HSBC SEES OPPORTUNITY

As the world reopens and travel resumes, the advantages of partnering with a global bank returns. HSBC launched a new brand campaign, leveraging JCDecaux Airport to build awareness and increase its customer base with frequent travellers.

Providing a quality network that connects with valuable, engaged passengers throughout their travel journey, HSBC targeted its audience at every touchpoint with world-class, impactful digital screens, both inside and outside the terminal.



Australians name travel as their number one reason to save. Source: CommBank, February 2022.

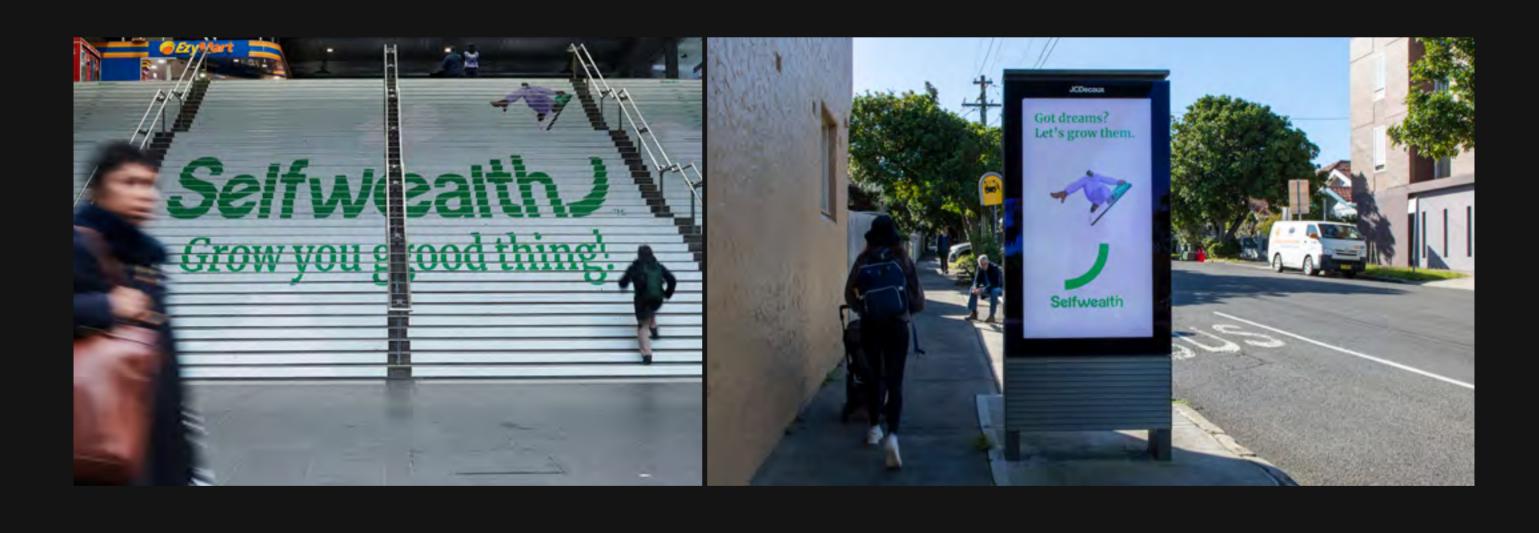
GROW YOUR MONEY DREAMS

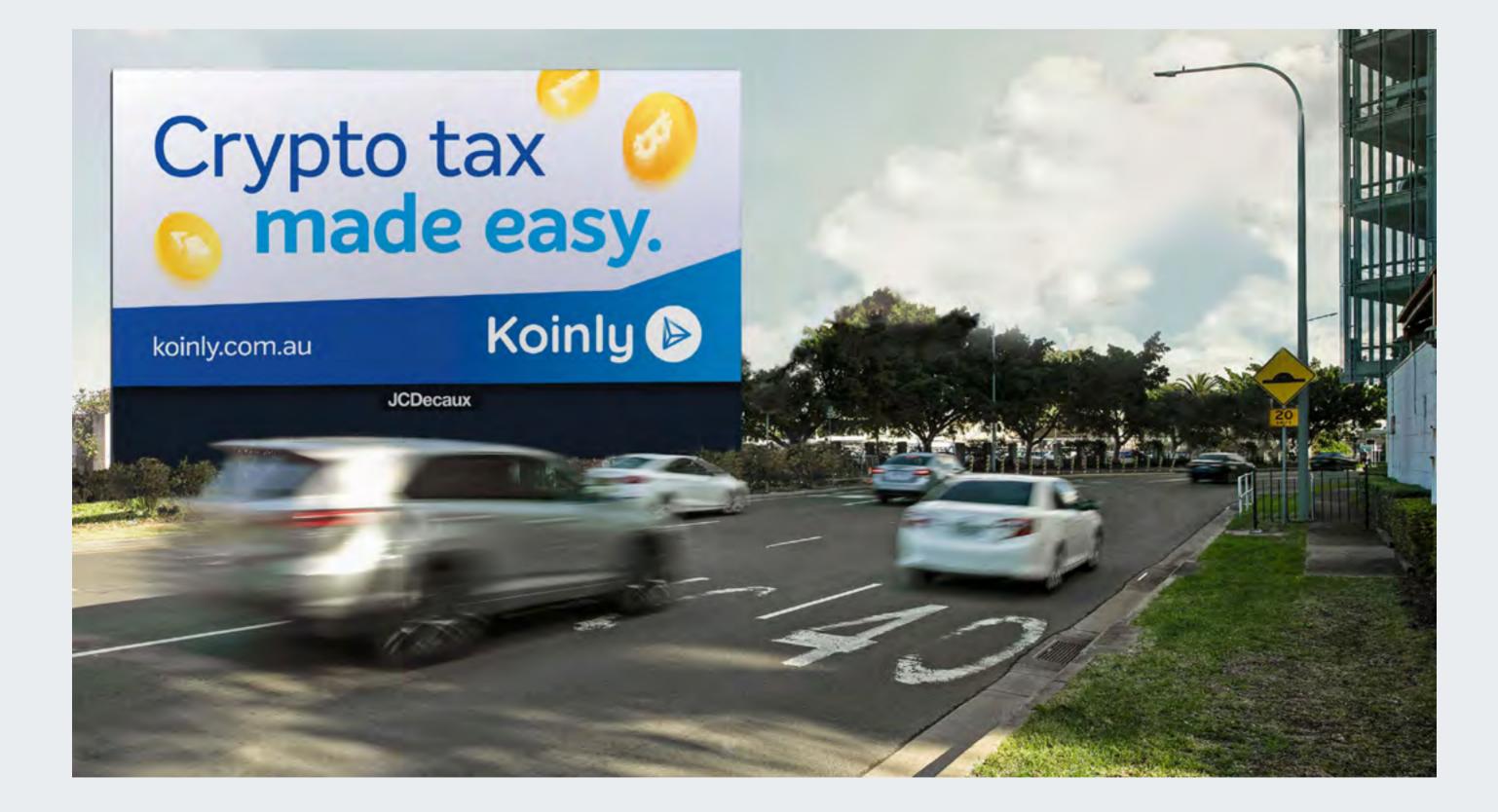
During the pandemic, investing became a new hobby for many Australians looking to grow their savings. Selfwealth was one of the beneficiaries of this spike in interest, being named Australia's 10th Fastest Growing Company in the AFR's Fast 100 in 2021. Now, as Australians are tightening their purse strings, Selfwealth has rebranded with a refreshed logo and tagline – 'Grow You Good Thing' – to reflect its new purpose: empowering people to achieve financial freedom.

To maximise awareness of the new brand position among urban professionals, Selfwealth leveraged JCDecaux Transit and Small Format across the eastern seaboard. To drive impact, consecutive Crosstrack panels featured at Kings Cross Station in Sydney and a Station Domination took over Southern Cross Station in Melbourne.

Out-of-Home is proven to drive brand fame, which is critical for a re-launch.

Source: Standing on the Shoulders of Giants, IPA Databank.





CASH IN WITH KOINLY

Cryptocurrency is a phenomenon that has taken the world by storm in recent years. But the growth of crypto curiosity has seen the market become more cluttered, and more confusing for consumers to navigate.

To stand-out in a cluttered market and make the world of cryptocurrency easier for investors, crypto tax tool, Koinly, is running its biggest media campaign to date - spreading the news of its easy to use app. With a strategic, omni-format solution harnessing brand building JCDecaux Large Format and Airport platforms, partnered with broadcast Small Format solutions, there is no doubt Koinly has made themselves known.

> Digital Out-of-Home is considered **50%** more memorable than social media. Source: OMA: What DOOH adds to Out-of-Home experiences, May 2022.

JCDecaux.com.au

If you have feedback or suggestions, please get in touch at TheFrame@jcdecaux.com © 2022 JCDecaux ANZ

