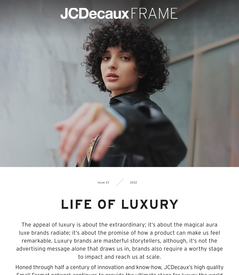
JCDecaux FRAME



Issue 23 / 2022

LIFE OF LUXURY

The appeal of luxury is about the extraordinary; it's about the magical aura luxe brands radiate; it's about the promise of how a product can make us feel remarkable. Luxury brands are masterful storytellers, although, it's not the advertising message alone that draws us in, brands also require a worthy stage to impact and reach us at scale.

Honed through half a century of innovation and know-how, JCDecaux's high quality Small Format network continues to provide the ultimate stage for luxury the world over. Our portfolio is designed to deliver true impact, and brands turn to us for the desirable precincts we inhabit, the discerning and savvy audiences we connect with every day, and of course, our excellence in delivery and service.

So, let's take a look at some of the brands that have turned to JCDecaux Small Format this month, from luxe fragrance to iconic fashion houses, cocktails to electric vehicles and luxury escapes, together we are bringing the extraordinary to life on a street near you.

GORGEOUS GUCCI

Adorned with flowers and featuring musician Miley Cyrus in a charming home setting, Gucci's latest campaign shares a moment of pure joy with its viewers, to launch its luxurious new fragrance. Gucci leverages JCDecaux Small Frames and Classic Frames across the eastern seaboard. With standout coverage in desirable urban precincts, **Small Format is the ultimate high-frequency, high-dwell medium to inspire audiences to try the delicious new scent.**

Small Format is the ultimate launch channel

"It's my city's way of telling me it's in store now, it's time to buy."

JOIN THE FLIP SIDE

The consumer electronics category is arguably one of the most fiercely contested. Frequent technology updates mean new product launches come thick and fast and, to cut through, brands need to consistently intensify their marketing strategy. In the lead up to the launch of Samsung's Galaxy Z Flip4, impressions were approximately 30% higher, on average, than other Samsung campaigns in Australia.

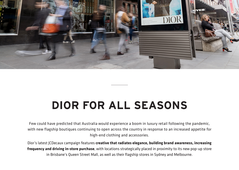
Samsung is renowned for pushing the boundaries for both its products and marketing, and its latest campaign is no different. JCDecaux Small Format rules to the utopia, **generating excitement and prowling interest for its new pocketable flip phone, the Galaxy Z Flip4.** The campaign is supported by JCDecaux Large Format, Transit Megasites and Wraps as well as PrisoPrint in the rail environment.

A one-week, JCDecaux Small Format eastern seaboard campaign delivers

80%+

pedestrian impressions, and has a Nielsen Impact Factor (NIF) of 2.6.

Source: NIELSEN



DIOR FOR ALL SEASONS

Few could have predicted that Australia would experience a boom in luxury retail following the pandemic, with new flagship boutiques continuing to open across the country in response to an increased appetite for high-end clothing and accessories.

Dior's latest JCDecaux campaign features **creative that radiates elegance, building brand awareness, increasing frequency and driving in-store purchase**, with locations strategically placed in proximity to its new pop-up store in Brisbane's Queen Street Mall, as well as their flagship stores in Sydney and Melbourne.

JCDecaux Small Format audiences are

2.1x

more likely to be a career orientated high income earner.

Source: Dec Research - JCDecaux Operations

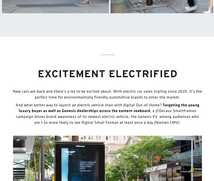
GET THE INSIDE WORD ON DRINKS

For decades, Dart Murphy's has been synonymous with liquor enjoying. Now the brand is expanding its footprint and **establishing itself as the go-to destination for all things drinks, with its latest endeavour, Dan's Daily.** To launch the content platform, Dan Murphy's colourful, eye catching JCDecaux Small Format campaign drives broadcast awareness among drinks enthusiasts and budding connoisseurs. Presence in high dwell time locations encourages pedestrians to check out the latest trends, recipes, pairings and exciting drinks experiences across the country, while they move around their cities.

66%

of Out-of-Home viewers have used their smartphone in response to seeing an Out-of-Home ad.

Source: Nielsen Consumer Insights



EXCITEMENT ELECTRIFIED

New cars are back and there's a lot to be excited about. With electric car sales tripling since 2020, it's the perfect time for environmentally friendly automotive brands to enter the market.

And what better way to launch an electric vehicle than with digital flair of Home? **Targeting the young luxury buyer as well as Genesis dealerships across the eastern seaboard**, a JCDecaux Small Frames campaign drives brand awareness of its newest electric vehicle. the Genesis EV, among audiences who are 1.5x more likely to see Digital Small Format at least once a day (Nielsen OMV).

JCDecaux's Small Format network, now including coverage across train stations in Sydney, increases impressions by

1.5x

Source: Nielsen OMV

PACK YOUR BAGS FOR A BEAUTIFUL ADVENTURE

Year end is creeping towards us, making it an ideal time for a relaxing getaway to recharge before the festive season hits.

Spices Retreats' latest JCDecaux Small Format campaign **increases brand awareness and drives bookings for its luxurious retreats in Brisbane to Hoi Chanh** and its beautiful adventure and live a little life of luxury.

Resort users are

64%

more likely

to see Digital Small Format daily

Source: Nielsen Mobile - GSS Telephone Survey

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