

OUT-OF-HOME DRIVES

SPENDING IN-THE-HOME Over the past two years many of us have sought to make 'home sweet home' a reality rather than a pillow slogan. In 2021, the global home décor market

reached \$682 billion, and even though we face significant economic headwinds, there's no sign of a slowdown. As the pandemic forced many people to stay home, or even relocate, Australians reimagined what their spaces could be and what kind of space they wanted to live in. That mindset has continued to be a driving force behind purchasing decisions this year. It's interesting that Out-of-Home appears to be the channel of choice for many marketers wanting us to connect with products and services for the home. For the last decade, marketers have consistently predicted that their 'traditional

trend is turning, and the Power of the Public Screen is alive and well and headed for significant growth in 2023. When used together, traditional, and digital marketing can reach more audiences, build and keep trust, and motivate buying from consumers who otherwise might tune out from the online clutter. Source: Home Decor Market Global Industry Trends, Opportunity and Forecast 2022-2027

advertising' spending would decline. However, evidence would suggest that this

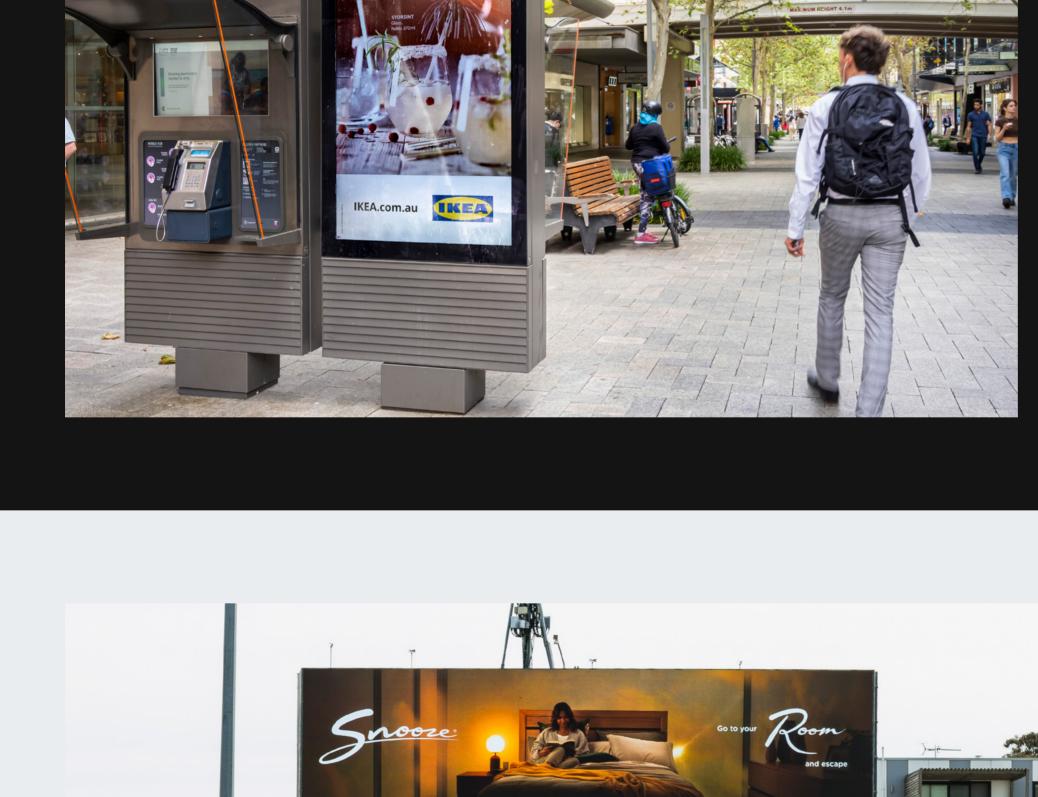


for homewares, IKEA inspires hosts and entertainers across the country to shop online or in-store to prepare for their seasonal celebrations. No matter what your day looks like, IKEA's range of seasonal creative features across high frequency JCDecaux Small Format and Transit Portrait Sides to connect with audiences and build mental availability ahead of the shop.

GET CELEBRATION READY

WITH IKEA

IKEA opens the door to the festive season in its latest campaign. Known as the ultimate one-stop-shop



Source: JCDecaux Pigeon Project, Christmas Survey,

On average,

Australian shoppers

start planning what

1-2 months prior.

Day celebrations

they need for Christmas

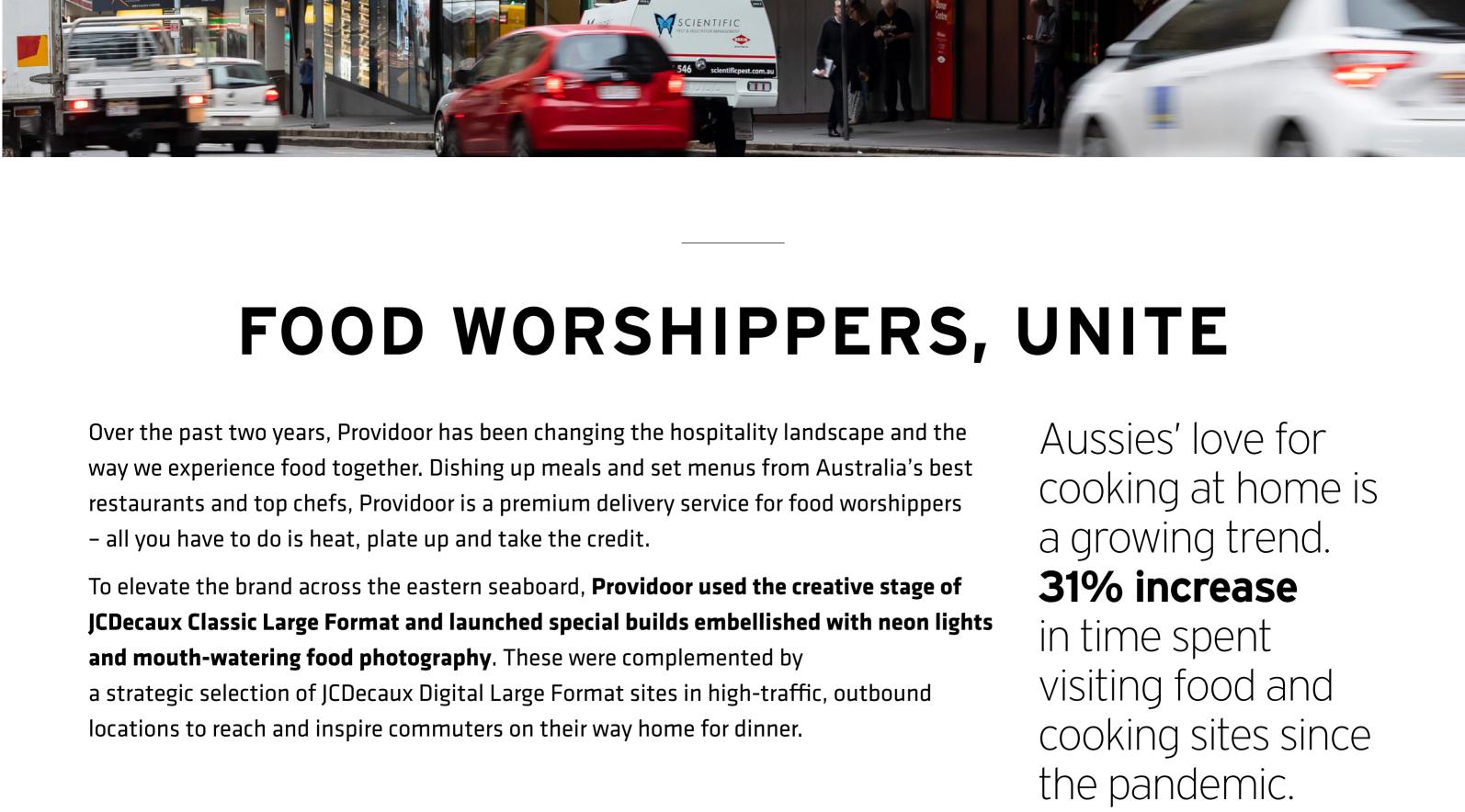


60% of the brands that went 'dark' during an economic downturn saw 'brand use' decrease 24% and 'brand image' decrease 28%.

about where they spend their money. However, research highlights for brands to ensure future success,

it's more important than ever to keep the brand on and leverage the power of Out-of-Home.

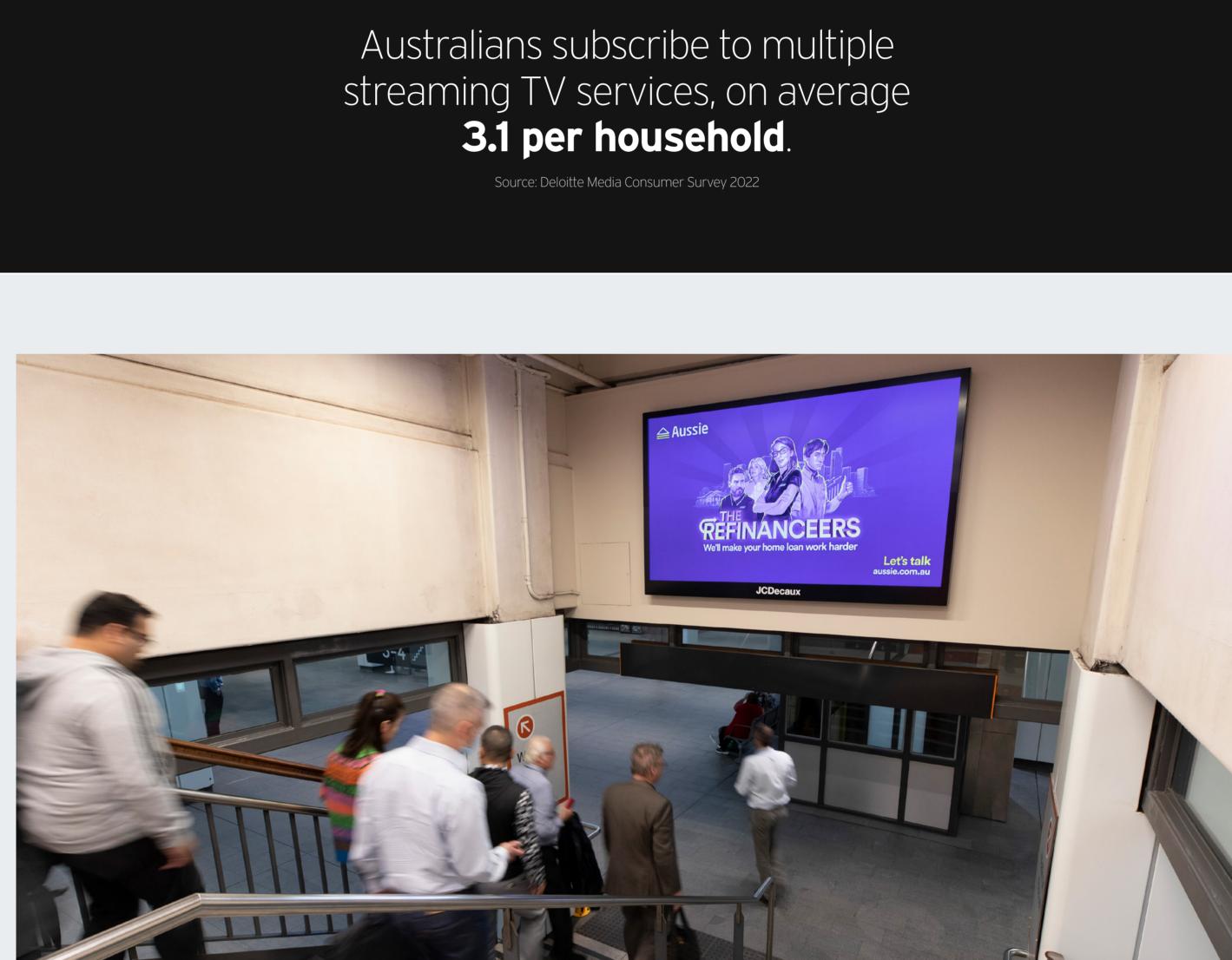
We Worship Food Enjoy Australia's best restaurants at home



Source: Australia's Interactive Advertising Bureau (IAB)

me video





JCDecaux identified the audience segment of mortgage refinanceers, using our proprietary geo-spatial tools to inform the strategic selection of Digital Large Format locations across their everyday journeys, and proximity to physical store locations. This unique Aussie audience was then isolated and segmented within our DMP (Adobe Audience

Manager) and used to target audiences online. This omnichannel approach enabled Aussie Home Loans to

engage with refinancers as they moved through their day across both public and private screens, priming

audiences with Out-of-Home before reaching them online.

Australians who refinanced their mortgages

increased by 20% year on year in August.

PRIMING AUSSIE REFINANCEERS

With interest rates on the rise, Aussie Home Loans wanted to reach audiences with existing home loans

and encourage them to refinance. To amplify the private screen activity on the public screen,

Source: ABS, August 2022 **JIMMY BRINGS**

USE CODE:

TO GET \$15 OFF YOUR FIRST ORDER

JCDecaux

across Jimmy Brings' ever-expanding delivery zones and drive awareness of the brand over the busy summer holiday period, the brand leveraged a powerful mix of JCDecaux Digital Large Format and Transit to engage audiences while they were in a relaxed mindset on their way home to unwind.

300% Global FMCG subscription services

JCDecaux

EASIEST BOTTLE-O RUN EVER

Jimmy Brings is Australia's premium on-demand alcohol delivery service, living up to their promise of

being the easiest bottle-o run ever. Launching a visually rich and impactful campaign to drive reach

sales growth in the past 7 years. Source: UnivDatos Market Insights 2022

If you have feedback or suggestions, please

get in touch at TheFrame@jcdecaux.com

© 2022 JCDecaux ANZ

JCDecaux.com.au