Issue 26 / 2022

SUMMER'S CALLING

T'is the season! Schools are wrapping up, airports are filling up, and beaches and parks are abound with sunseekers getting out and enjoying what is undeniably our favourite season of the year. Summer also brings with it a JCDecaux network brimming with colourful creatives, featuring seasonal gift ideas, sports mania and fresh summer essentials.

After what has been yet another unpredictable year, we would like to take a moment to thank those that make it all happen - our JCDecaux 'dream team'. It's a busy time for our people, and there's a lot that goes on behind the scenes to get campaigns out on the streets, especially at this time of year. Everyone is working extra hard to make sure everything goes to plan and to them we say thank you for all your efforts. Like you, we're excited to wrap up the year and look forward to enjoying some fun in the sun. From all of us, to all of you, we hope you have a beautiful summer. Stay safe.

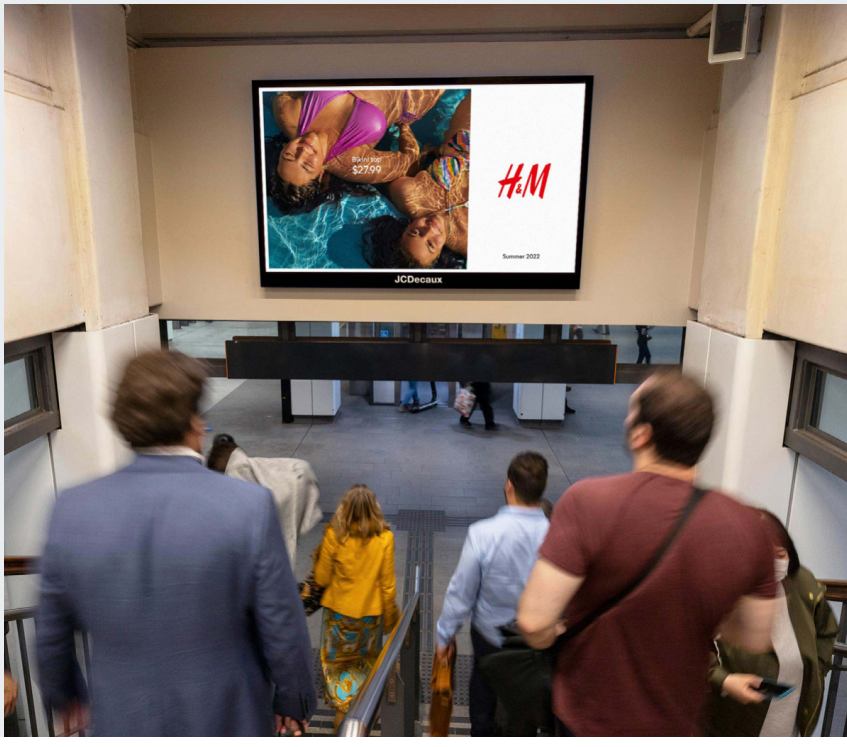
H&M BRINGS A SPLASH OF DIVERSITY TO SUMMER

When it comes to diversity and inclusion in swimwear advertising, H&M leads the way; showcasing models of various sizes and backgrounds to show that your body shouldn't be a barrier to having fun in the sun.

To increase brand awareness among young women leading into summer, the brand leveraged JCDecaux Small Format and Large Format Rail across the eastern seaboard. A selection of sites were strategically included to ensure top-of-mind awareness in proximity to H&M stores and popular beach locations.

"JCDecaux was the right partner to amplify H&M's Summer campaign, driving mass reach at scale across our key markets in the lead up to Summer. **JCDecaux's extensive network allowed H&M to reach our target audience at multiple touchpoints during their day."**

Source: Hannah Tsui, Account Manager, Zenith Media



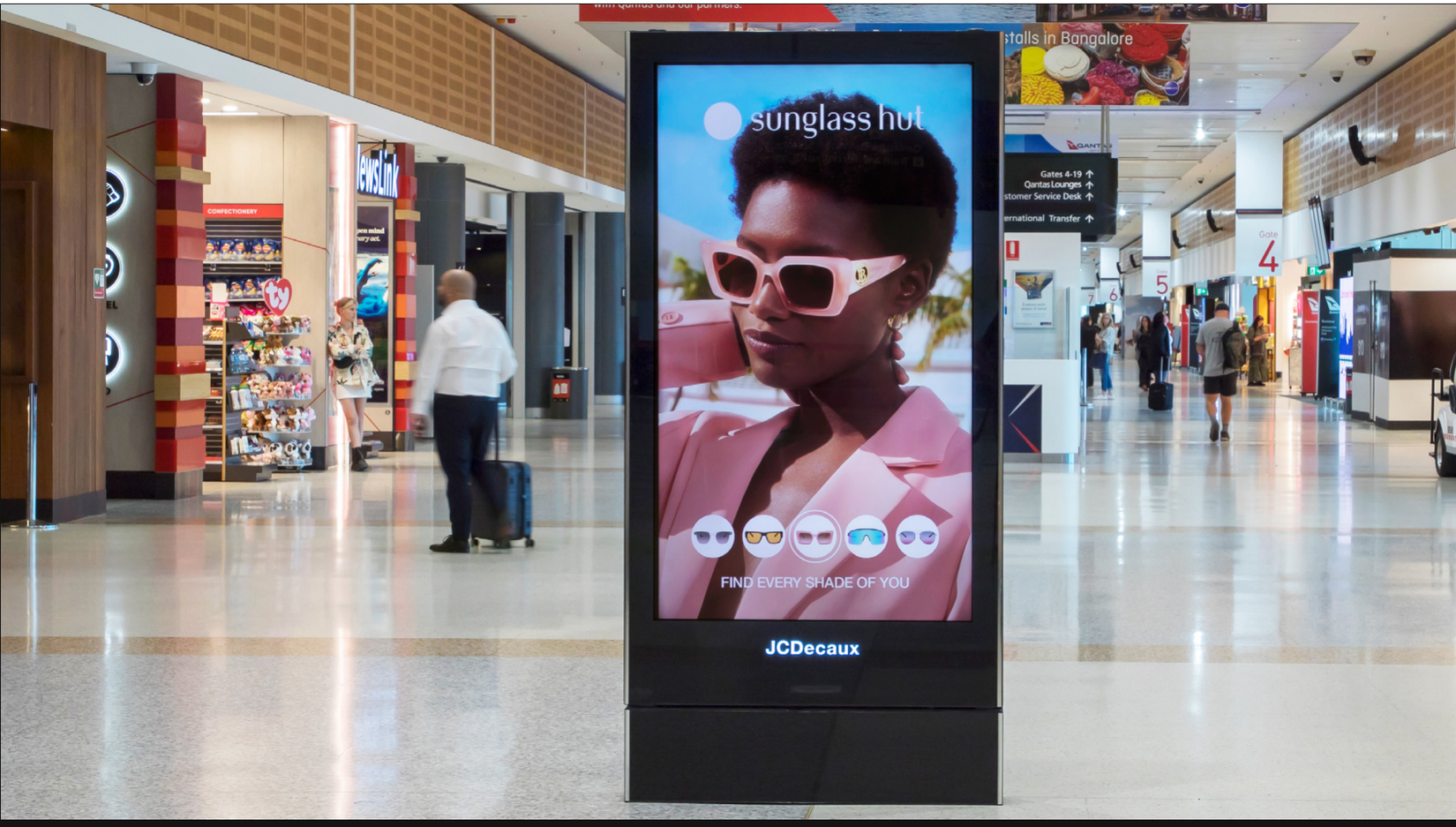
A CHEEKY MYER CHRISTMAS

The dreaded Christmas shop. What do I buy for who, and where do I get it?

Telling Australians to 'Grab Christmas by the baubles' Myer's cheeky Christmas campaign is bound to get people smiling at the thought of Christmas shopping this year. With a variety of tongue-in-cheek messages featured on JCDecaux Large Format nationally, Myer is reminding shoppers that their Christmas needs can easily be satisfied at Myer.

38% of Australians say that buying gifts is the most stressful part of Christmas.

Source: Afterpay.com.au 2021



FOR EVERY SHADE OF YOU

With 3.2 million people forecast to pass through Sydney Airport, and 2 million people forecast to pass through Perth Airport in December, now is certainly a great time to be active in this unique space.

Strategically utilising the high dwell and retail airport networks, Sunglass Hut connected with highly alert audiences with time to shop in this JCDecaux Airports campaign. Featuring in both T1 and T3 in Sydney, Sunglass Hut engaged passengers with time to linger, in proximity to store, encouraging them to step in and find the perfect pair of shades for them this summer.

56% arrive earlier at the airport than they would have pre-pandemic.

Source; JCDecaux Pigeon Project, Revenge Travel 2022

SUMMER TRIP TO FLAVOURTOWN

In their first brand campaign since 2019, Australia's #1 fermented beverage brand, Remedy Kombucha, is reminding Australians of their guilt-free beverage solution that satisfies thirst cravings.

Featuring bold, colourful and playful creatives across JCDecaux impact formats, Digital Large Format and Tram Wraps, Remedy Kombucha makes a dramatic re-entrance to the market in a way that resonates with Australians' health desires.

1-2 seconds
is all you need
to deliver audience
impact with
Out-of-Home.

Source: OMA, Ground-breaking Neuroscience

FEEL ALIVE

There's nothing that symbolises the beginning of summer quite like cricket, and with the Big Bash League just around the corner there's a lot to feel excited about.

Reaching the right audiences, in the right places with the right messages, this Big Bash League campaign on JCDecaux Digital Large Format is clever in all the right ways. To build hype throughout Australia and get people buying tickets to the games, Big Bash League launched a contextually relevant campaign. **Present in strategic locations in proximity to cricket grounds, the brand also harnessed the power to dynamically change their creative messaging in the moment to promote particular games.**

50% say Digital Out-of-Home encouraged them to **make a purchase then and there.**

Source: Outdoor Media Association, May 2022

STATE OF DRIFT

Sheridan invites you to stay cool and comfortable this summer with their versatile beach collection, which includes weekend wear and accessories in bright colours and playful stripes.

Audiences near stores and popular summer spots like beaches, pools, and entertaining precincts in the city were targeted through the **JCDecaux Digital Large Format and Small Format network, with added contextual relevancy through dynamic weather-triggered creative.** Allowing Sheridan to remain relevant, reactive and impactful throughout this campaign, no matter the weather.

71% plan to do more outdoor activities with family and friends this summer.

Source:JCDecaux Pigeon Project

PRELOVED GIFTING MADE EASY WITH SALVOS

Alongside the thoughtfully chosen gifts received by Australians this Christmas, an estimated 20 million will be unwanted or unused and ultimately end up in landfill. Salvos stores are encouraging people to create change this festive season by making the Preloved Promise and gifting second-hand. **Strategically launched ahead of the Black Friday Christmas shopping kick-off, Salvos is spreading the word across JCDecaux Digital Large Format and StreetTalk network in the lead-up to Christmas.** A combination of broadcast and impact formats were chosen in suburbs across the eastern seaboard, specifically targeting bargain hunters and people who choose to live sustainably.

1 in 2 Australians actively look for greener products or services.

Source: Finder.com, Green Consumer Report, 2022

WE ALL SPEAK FUTEBOL

World Cup fever has well and truly kicked off summer this year with global soccer fans staying up late to be part of the action. To celebrate and build hype, **SBS has launched their biggest Out-of-Home campaign yet. With a major multi-format JCDecaux campaign, pushing creative boundaries and getting Australians excited about this momentous event.**

JCDecaux Transit was at the centre of the campaign, driving reach nationally, across a number of impact and broadcast formats. Creative featured global fans and their country's languages, as well as football players, all passionately celebrating their love of the sport.

Once the Socceroos made it into the World Cup SBS really wanted to tap into the growing anticipation, featuring live countdowns to the games, across the Digital Large Format network. Harnessing JCDecaux's data capabilities, they also added geo-location messaging to build comradery between cultures, with the word 'football' changing to display the most commonly used language in the area.

But SBS didn't stop there. World Cup fever dominated key commuter hubs with a Station Domination in Melbourne's Southern Cross station and a Station Takeover in Sydney's Martin Place, bound to score well with soccer fans. Australia may have gone down (valiantly) to Argentina, but World Cup momentum is sure to continue.

"The World Cup is continuing to draw tremendous audiences and we are thrilled. Football is gaining momentum in Australia and audiences can't seem to get enough".

Source: Ken Shipp, Director of Sport, SBS

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