

Issue 27 2023

LIVING THE HIGH LIFE

Skyscanner reports that while many Australian consumers will look to make better, more informed decisions about their discretionary spend this year, 1 in 4 (28%) people are planning the same number of holidays in 2023 as last year, and 46% are thinking of going on even more trips. Airports and travel are back baby!

Whether this year's summer holiday season brought with it a trip to the airport for a cross border adventure, or you stayed closer to home and enjoyed the great sporting opens and bashes, the JCDecaux network was bursting with inspiration - what to see, where to go, what to drink, and even what car you should be thinking about driving this year. Hopefully you embraced your freedom with relish and enjoyed the great outdoors, here's to living the high life in 2023.

KIA'S ON THE BALL

The Australian Open (AO) is a highlight on the Aussie sporting calendar, with tennis fans nationwide flocking to Melbourne for the entertainment extravaganza.

Long-time AO partner, Kia, is back, leveraging the JCDecaux Airport network to extend its presence beyond Melbourne and ensure the brand is top-of-mind among people travelling domestically between Sydney and Melbourne. To further increase impact, **the brand ran an activation in Sydney's T3**, **putting its new Kia EV6 GT in the path of consumers, allowing them to get up close and experience the product first-hand**. With high-dwell times and a captive audience, JCDecaux Airport is the perfect environment to engage travellers.

> Sydney Airport is the busiest airport in the country, with **29 million passengers** travelling through in 2022.

> > Source: JCDecaux Airport global and local data sources.

<image>





GETAWAY WITH STONE & WOOD

When it comes to summer getaways, it's hard to beat the appeal of an Australian beachside location. This year, regional destinations are taking top spot with data from Airbnb and Getty showing that the most searched beach holidays include Kiama and Coffs Harbour in NSW, Denmark and Busselton in WA, and Sunshine Coast and Cairns in QLD. Stone & Wood are tapping into this ocean wanderlust in its latest campaign, cleverly driving association between the brand and summer by combining product imagery with a beautiful beach visual.

To increase awareness of Stone & Wood's new masterbrand among people 18-40, and drive sales both on and off premise, they are live with a strategic JCDecaux Digital Small Format, Digital Large Format and Classic Large Format campaign targeted to key coastal areas and purchase locations.

> In 2022 (Jan-Sep), domestic overnight trip spend was up **22%** to **\$73.5 billion** versus the same period in 2019.

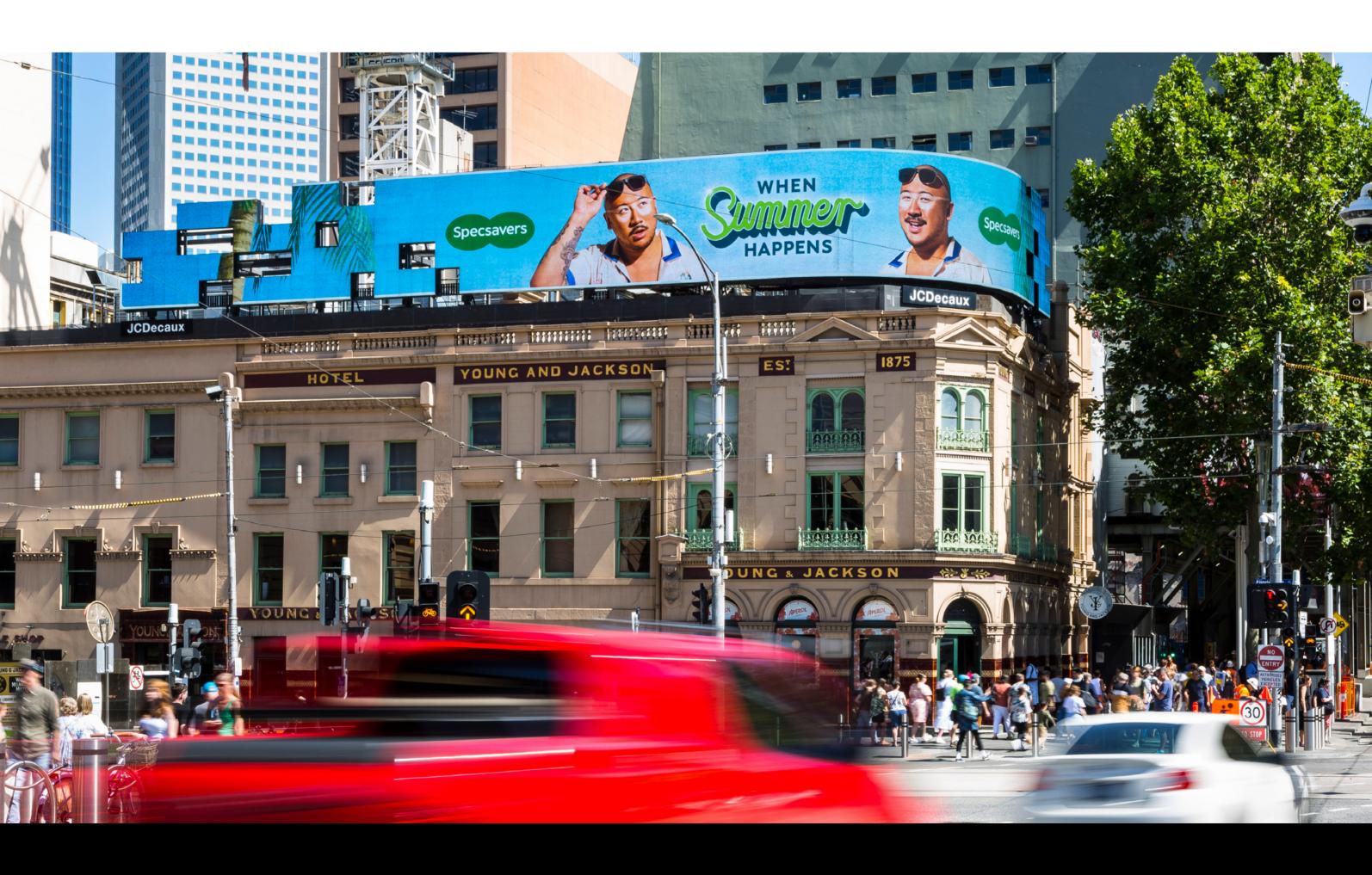


GET THERE WITH GUCCI

Now that travel is back, it's time to wipe the dust off your old suitcase...or maybe not. Gucci's latest campaign is influenced by the '70s travelling aesthetic and features fan-fave Ryan Gosling decked out with accessories from the brands' travel collection.

To reach an affluent audience and luxury brand lovers, the campaign ran across JCDecaux's Digital Small Format network in Melbourne, targeting high-income areas where audiences live as well as Melbourne's CBD in natural proximity to Gucci stores. Combining eye-catching creative with a strategic approach, this campaign is sure to inspire a luggage refresh.

JCDecaux's Digital Small Format network in Melbourne is **2.2x more** likely to reach AB audiences.



WHEN SUMMER HAPPENS

Whether you're flying, road-tripping or enjoying a relaxing staycation, Specsavers is encouraging you to let your personality shine through in your selection of sunglasses. With a variety of fashionable options, sunglasses are a must-have summertime accessory.

To boost brand awareness during this key period, **Specsavers applied a multi-format strategy across the JCDecaux Transit and Digital Large Format networks,** reaching people out-andabout near stores and in and around popular summer hotspots including beaches, entertainment precincts and in the CBD. Wherever you may be this summer, you can cool off in style with Specsavers.

85% of people look at billboard advertising messages either all, most, or some of the time.

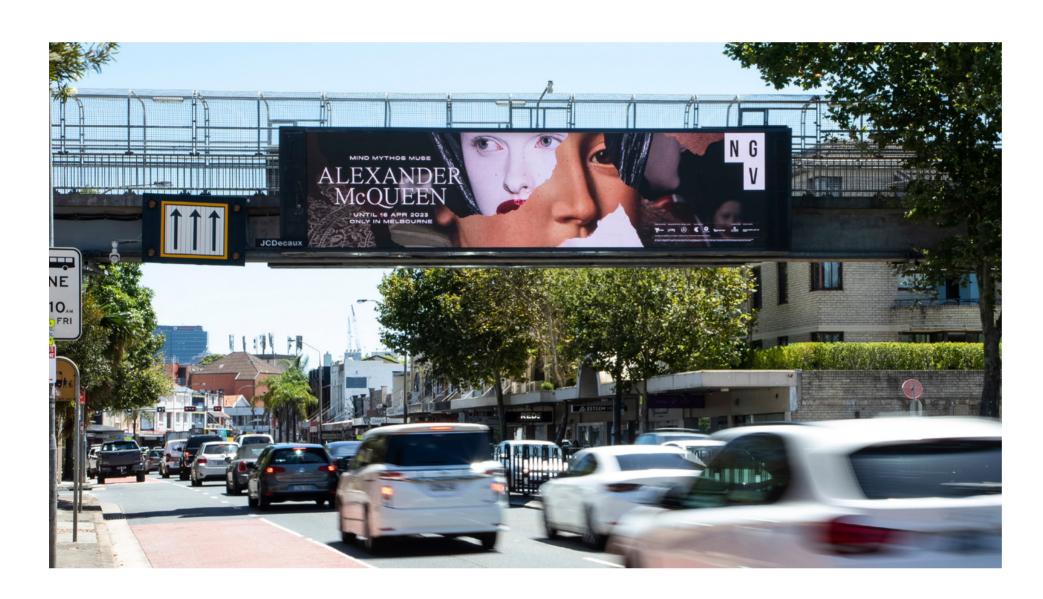
Source: Nielsen



STYLE QUEEN

There's no shortage of reasons to visit Melbourne; from sports, to dining, arts and culture, Melbourne's vibrant, bustling CBD has something for everyone. It didn't get awarded Australia's most liveable city 2022 AND one of the world's top five drinking cities in 2023 for nothing! But if you need another excuse to book a flight, the National Gallery of Victoria is showcasing the Alexander McQueen: Mind, Mythos, Muse exhibition, the first major Australian exhibition to explore the work of the famed fashion designer.

To increase broadcast awareness of the exhibition and encourage interstate travel to Melbourne, the National Gallery of Victoria is leveraging JCDecaux Digital Large Format in NSW, QLD and SA. To drive awareness and cut through of the exhibition locally, the campaign is featuring on a high-impact JCDecaux Tram Wrap as well as across the Smartframe network.



The JCDecaux network is a powerful platform to inspire domestic travel, reaching over **93%** of the Australian population in each state.



GAME-SET-MATCH

Ralph Lauren has once again returned as the official outfitter of the Australian Open (AO), and with over 900,000 attendees this year, there's no doubt this event resonates with the nation.

Ralph Lauren's major multi-format campaign captures AO travellers throughout their journey to and from the event with beautifully crafted creative executions. The brand dominated Sydney Airport, capturing domestic travellers in T3 with a pop-up storefront and takeover, as well as international travellers through every external Large Format screen and every digital screen in the T1 arrivals precinct. **An iconic, high-impact JCDecaux Tram Wrap, partnered with frequency-driving JCDecaux Smartframes in Melbourne CBD and targeted to Rod Laver Arena, ensured Ralph Lauren dominated in the heart of the action.**

Fashion-focused tennis fans are **1.8x** more likely to see advertising on Digital Small Format every day.

Source: Nielsen CMV, S10 2020, National Survey