



THE POWER OF PROGRAMMATIC

The uptake of programmatic digital Out-of-Home in Australia has grown significantly since its launch. In less than two and a half years, more than 350 advertisers across a diverse range of categories have taken advantage of the heightened flexibility, targeting opportunities, and data capabilities that programmatic offers to deliver more strategic and effective campaigns.

In this month's issue of The Frame we wanted to look back on some of the best JCDecaux PROGRAMMATIC campaigns featured across our network this year.

From time and weather triggers to location data and contextual messaging, these brands are using different programmatic digital Out-of-Home strategies to deliver effective and measurable success.

In Australia, programmatic trading represents around four percent of digital-Out-of-Home revenue, whereas in more mature markets across Europe and the US, the programmatic penetration is as high as 30%, so let's explore what brands are doing programmatically across the JCDecaux network around the world.

And read on for our exciting launch of the inaugural JCDecaux PROGRAMMATIC Campaign of the Year Award. We look forward to receiving your entry!



THE BREWERY OF METEOROLOGY FORECAST: IT'S NEVER TOO COLD FOR A PINT

Renowned for being the beer of choice for those living in cooler climates, the legendary Irish stout, Guinness, is best enjoyed during the Australian winter. Served at a higher temperature than other beverages in this category, its rich, malty, and creamy flavour with notes of coffee and chocolate, provides a satisfying warmth with every sip.

This contextually relevant campaign across JCDecaux Digital Small Format, Rail, and Sydney Airport uses **dynamic weather targeting**. When temperatures drop below a certain temperature in each city, the ad plays on digital screens located within 2 kms of pubs and bars that serve Guinness on tap.

The campaign also features multiple creative variations, served depending on how chilly the weather becomes. A QR code gets people interacting with the brand to score a free pint and the chance to win a pair of Guinness thermals.

Australian advertising agencies continue to embrace programmatic digital Out-of-Home advertising, with **86%** of agencies having used it and **52%** at least regularly considering it.

Source: IAB Attitudes to DOOH 2022 Report.



A SWIFT SALE FOR AMEX

There aren't many things more nail-biting than trying to buy tickets to a popular concert (if you tried to get Taylor Swift tickets, you'll know!), so pre-sales can be a saviour. To drive awareness of its pre-sales for Lizzo's 'The Special Tour' and Taylor Swift's record-breaking 'The Eras Tour', Amex leveraged JCDecaux PROGRAMMATIC.

Taking advantage of programmatic digital Out-of-Home's speed to market and time-specific targeting, **Amex activated both campaigns across high impact Digital Large and Small Format screens over a five day period while the pre-sales were open.** Campaign locations were strategically selected using JCDecaux's proprietary data solutions, to reach live music fans ready to jump online and go on tour.

4 million Aussies tried to get pre-sale tickets to Taylor Swift's 'The Eras Tour', with only 1.7% securing the highly sought after tickets.

Source: Ticketek Australia, SBS News.



NUROFEN LEADS THE WAY WITH JCDECAUX'S INTEGRATION INTO DV360

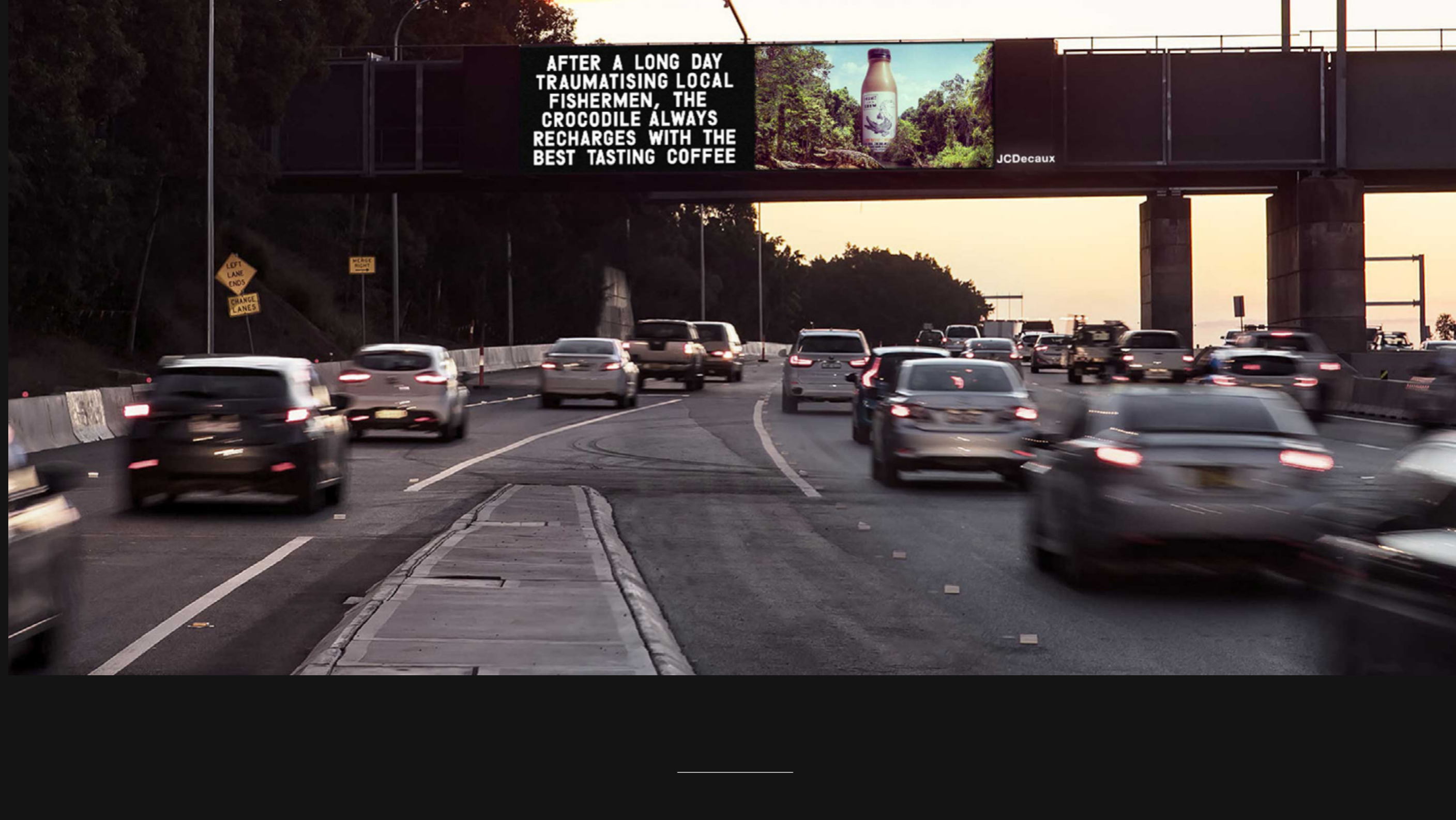
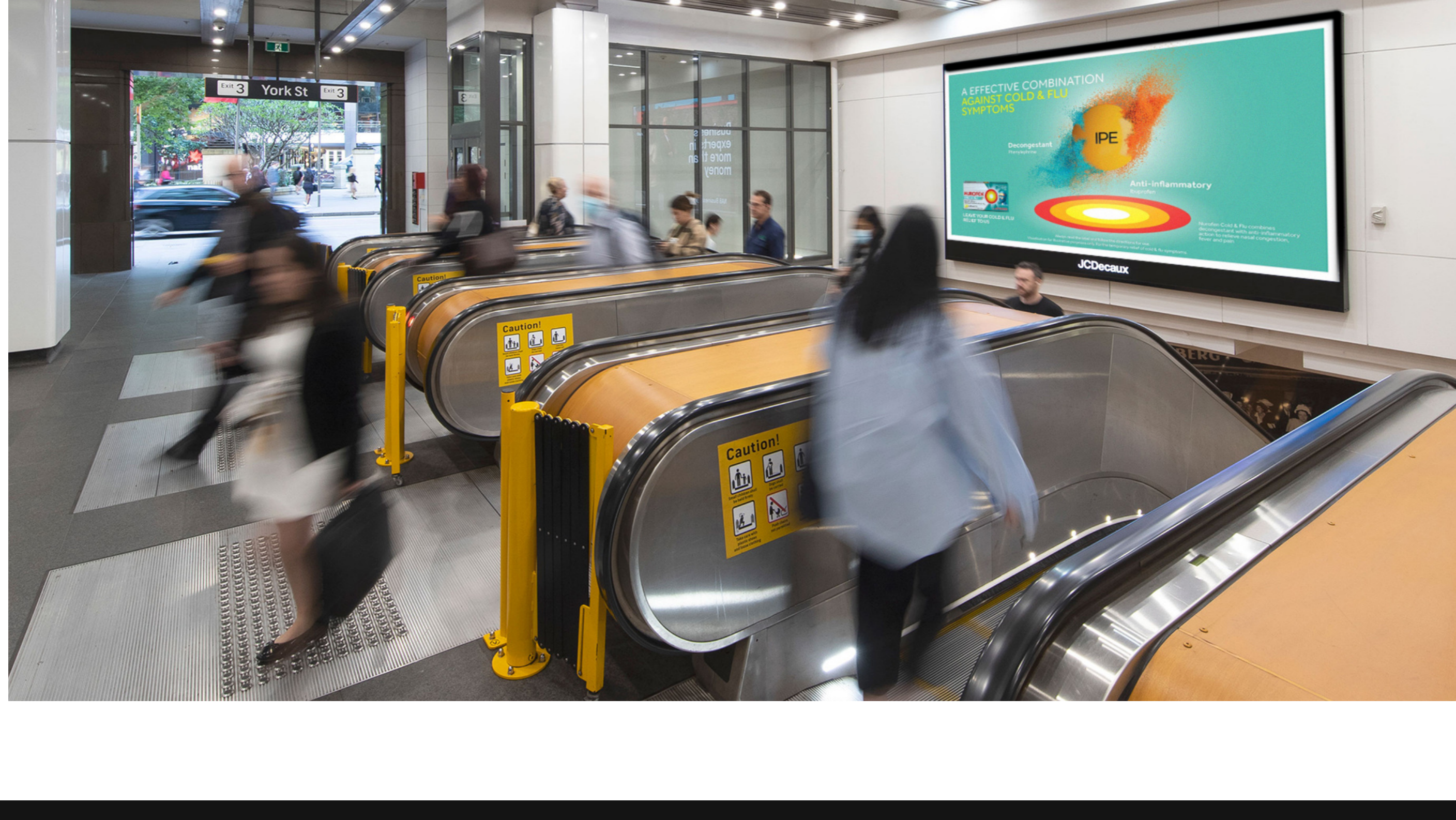
We're right in the middle of winter, and according to the Australian Influenza Surveillance Report, we are experiencing one of the largest flu seasons and according to our stay-at-home commuters and those fleeing under the weather, leading consumer healthcare company, Reckitt, partnered with JCDecaux and DV360, Google's programmatic buying tool, to execute a ground-breaking programmatic campaign for Nurofen Cold & Flu. This national campaign is **running during peak travel times across JCDecaux Digital Small Format and Rail, and it's the first ever DV360 campaign to run across JCDecaux Australia's network.**

JCDecaux's integration into DV360 enables planners and campaign managers to effectively oversee the programmatic digital Out-of-Home component of their campaign, integrated seamlessly alongside broader digital activities. All digital activity is displayed in one centralised location, providing a holistic view of the campaign's overall performance and allowing optimisations to be made in real-time across all digital elements of the campaign.

Reckitt's Nurofen Cold & Flu programmatic campaign is a timely reminder for commuters, with **97% of rail users** noticing advertising in train stations.

Source: JCDecaux and Attest! Transport Survey, June 2023, Australia data only.

Q: How often, if ever, do you notice advertising in the train stations? N=300.



ON THE HUNT FOR COFFEE

It's human nature to hunt for the best, and Australian boutique coffee company, Hunt and Brew, is making that search easier than ever with its new RTD - giving coffee connoisseurs a great quality drink, wherever they are.

To drive broadcast awareness, the brand ran a national JCDecaux Transit Portrait Sides campaign, strategically supported by JCDecaux PROGRAMMATIC across Digital Large and Small Format.

Coffee consumption peaks occur in the morning and afternoon, so Hunt and Brew leveraged **time-of-day targeting via JCDecaux PROGRAMMATIC to increase campaign activity, efficiently reaching consumers during these peak windows** to drive in-store purchases at participating grocery and convenience stores.

Data and targeting are the #1 drivers

for the use of programmatic digital Out-of-Home.

Source: IAB Australia Attitudes to Digital Out-of-Home Survey 2022, n=530.

CRACKING THE CODE FOR A MANAGED SERVICE

In Q2, we launched our first managed service offering for JCDecaux PROGRAMMATIC, allowing us to buy campaigns on behalf of clients. Our managed service enables clients to tap into programmatic buying without needing a contract with a demand-side platform (DSP). Instead, direct clients and independent agencies can unlock all the benefits of programmatic, with the campaign fully managed in-house by JCDecaux's PROGRAMMATIC Operations Manager. Simple, efficient, and effective.

CODE, Australia's new home for in-depth sports coverage, powered by NewsCorp's sports newsroom, was the first brand to embrace our managed service offering, bought via JCDecaux's own DSP seat. The campaign leveraged location data and time targeting capabilities to **activate ads near stadiums at specific times of the day and on particular days of the week, based on AFL and NRL game schedules**. The multi-format digital campaign ran nationally during the first six weeks of the footy season from March to April, on JCDecaux Large Format, Small Format, and Rail.

The managed service was a great success, with CODE Sports running another JCDecaux PROGRAMMATIC campaign during the FIFA Women's World Cup.

The 2023 FIFA Women's World Cup is forecast to reach **2 billion viewers worldwide**, with interest growing by 79% compared to 2019.

Source: Statista Research Department, July 2023.



CLEANING UP QUEENSLAND

Containers for Change, the state's recycling refund scheme, is helping to clean up Queensland, one container at a time. The program has already reduced beverage container litter by a whopping 48%, and this is set to continue.

To keep the community involved and celebrate the positive steps being taken to keep Queensland beautiful, Containers for Change used JCDecaux PROGRAMMATIC across Digital Large and Small Format to **display the number of bottles recycled** in specific Brisbane suburbs.

To date, **6.2 billion** containers have been returned through the scheme's 361 refund points and material recovery facilities across Queensland.

Source: COEX Annual Report 2021/2022.



London

INSPIRATION FROM AROUND THE WORLD

Programmatic digital Out-of-Home is also utilised heavily across the global JCDecaux network.

M&S recently promoted its latest sportswear collection in London as people adopted and maintained healthy exercising habits post-lockdowns. Creative was contextually relevant and dynamic, changing based on the availability of the product. 'In-stock' creatives ran, switching to different clothing from the GOODMOVE collection when there were less than 10 items left at the closest store.

A 46% uplift in target audience penetration was achieved and the campaign won 'Tech as Part of a Campaign' in the retail category at the 2023 Campaign Tech Awards.

Water World Ocean Park ran numerous creative variations on geofenced frames across the MTR transport network in Hong Kong to promote the theme park's re-launch and re-branding. Individual's device IDs were tracked and divided into those who were in proximity to the panel and those who were exposed to it while the campaign was showing.

This resulted in a **497% lift in Water World Ocean Park visitations** from those exposed to the campaign compared to people simply nearby.

One of the world's largest car manufacturers, Stellantis, launched a new hybrid version of its popular Opel Astra model in 2022. An omnichannel campaign across Spain retargeted outdoor display impressions, along with prospecting to automotive-interested audiences, via mobile video, measuring dealership visitations from both cases.

The campaign saw a **17% increase in dealership visits, 9.7k conversions through this digital Out-of-Home strategy, and a 2x better conversion rate** from digital ad groups compared to traditional. The campaign won 'Best Use of Digital Out-of-Home' at the 2023 Bid Factor Awards.



Spain



Hong Kong

JCDecaux PROGRAMMATIC CAMPAIGN OF THE YEAR AWARD

ANNOUNCING AN INDUSTRY-FIRST AWARD

And the winner is... Programmatic Out-of-Home.

To celebrate the courageous brands and advertisers that are driving the Out-of-Home industry forward by taking risks, testing and learning, and challenging us around what is possible, we are excited to introduce the **JCDecaux PROGRAMMATIC Campaign of the Year Award**, the first award of its kind in Australia.

KEY DATES

1 Jan – 31 Dec 2023
Campaign eligibility period

31 Jan 2024
Entries close

27 Feb 2024
Winner announced

ENTRIES WILL OPEN SOON.

[Click here](#) to view a selection of case studies from Australia and across the global JCDecaux network to inspire your award entry.

MEET THE JUDGES



Dorota Karc
Head of Programmatic,
WallDecaux, Germany



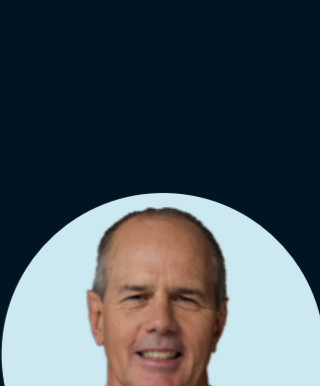
Joe Lunn
APAC Head of Media, Uber



Gai Le Roy
CEO, IAB Australia



Elizabeth McIntyre
CEO, Outdoor Media
Association (OMA), Australia



Steve O'Connor
CEO, JCDecaux Australia
and New Zealand