

LARGER THAN LIFE

When done well, Large Format can deliver those 'head turning' moments like no other Out-of-Home format. The sheer size of seeing a brand on these enormous, creative canvases can't NOT grab your attention. And digital has taken the potential for audience engagement to another level with its dynamic capabilities, speed to market and tactical programmatic targeting ability.

So this month we wanted to take a drive-through (see what we did there?) of the brands living it large, and doing it right. To build brand fame or establish brand trust, be contextual, and fast to market, we look at the Digital Large Format campaigns turning heads across our network. And we celebrate a milestone of our own, having just gone live with our 200th Digital Large Format roadside screen, back where it all began in Melbourne, rounding out a high-quality network fit for brands.



STREAMING ON THE BIG SCREEN

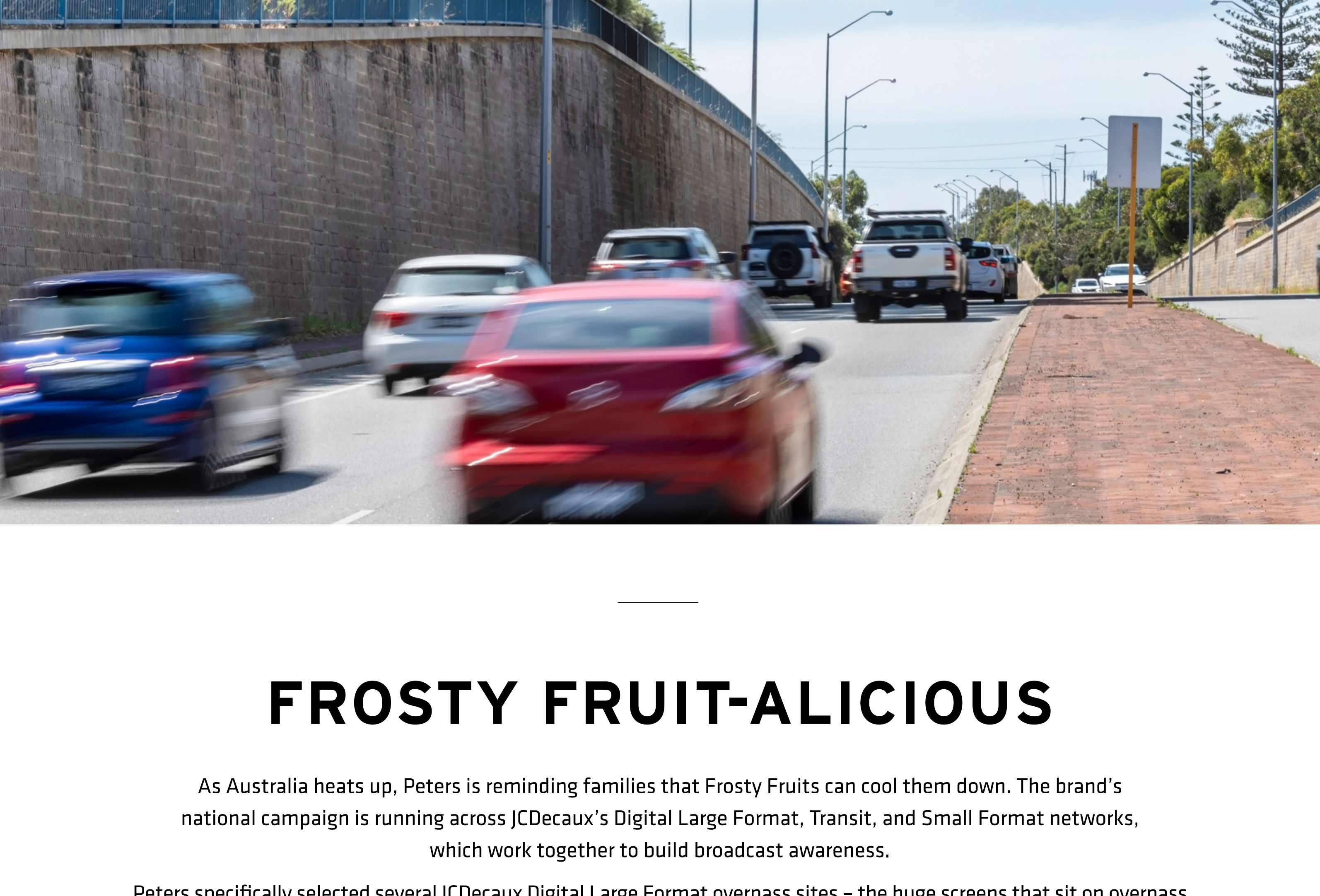
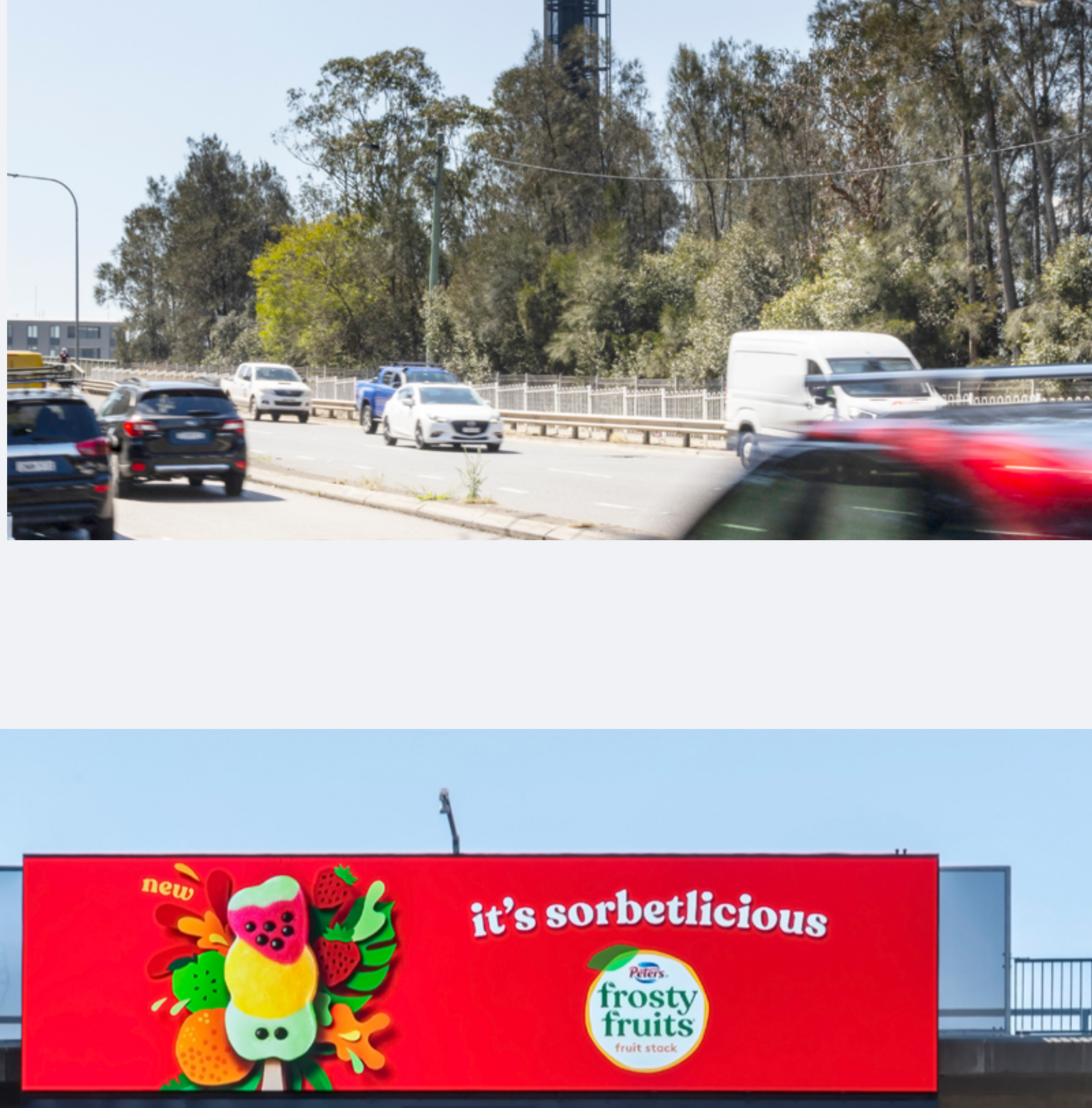
Although streaming is often enjoyed alone, our choices are heavily swayed by social and public influence, so generating intrigue and hype is crucial for these platforms to attract and retain subscribers. A recent study we conducted with Nature showed that 31% of audiences discover content from advertising, and an astonishing 58% of individuals admit to consuming streaming content simply due to the hype generated by others.

Stan knows that driving hype and social capital on the ultimate big screen, JCDecaux Large Format is the only way to do it. A staggering 62% of audiences have decided what they want to watch before accessing the platform, so Stan strategically uses JCDecaux Large Format to establish an 'always-on' presence, frequently switching creatives to ensure audiences are aware of the range of world-class content they have on offer.

1 in 10 people

sign up or resubscribe to a platform just to watch its most recent show.

Source: JCDecaux x Nature Study 2023



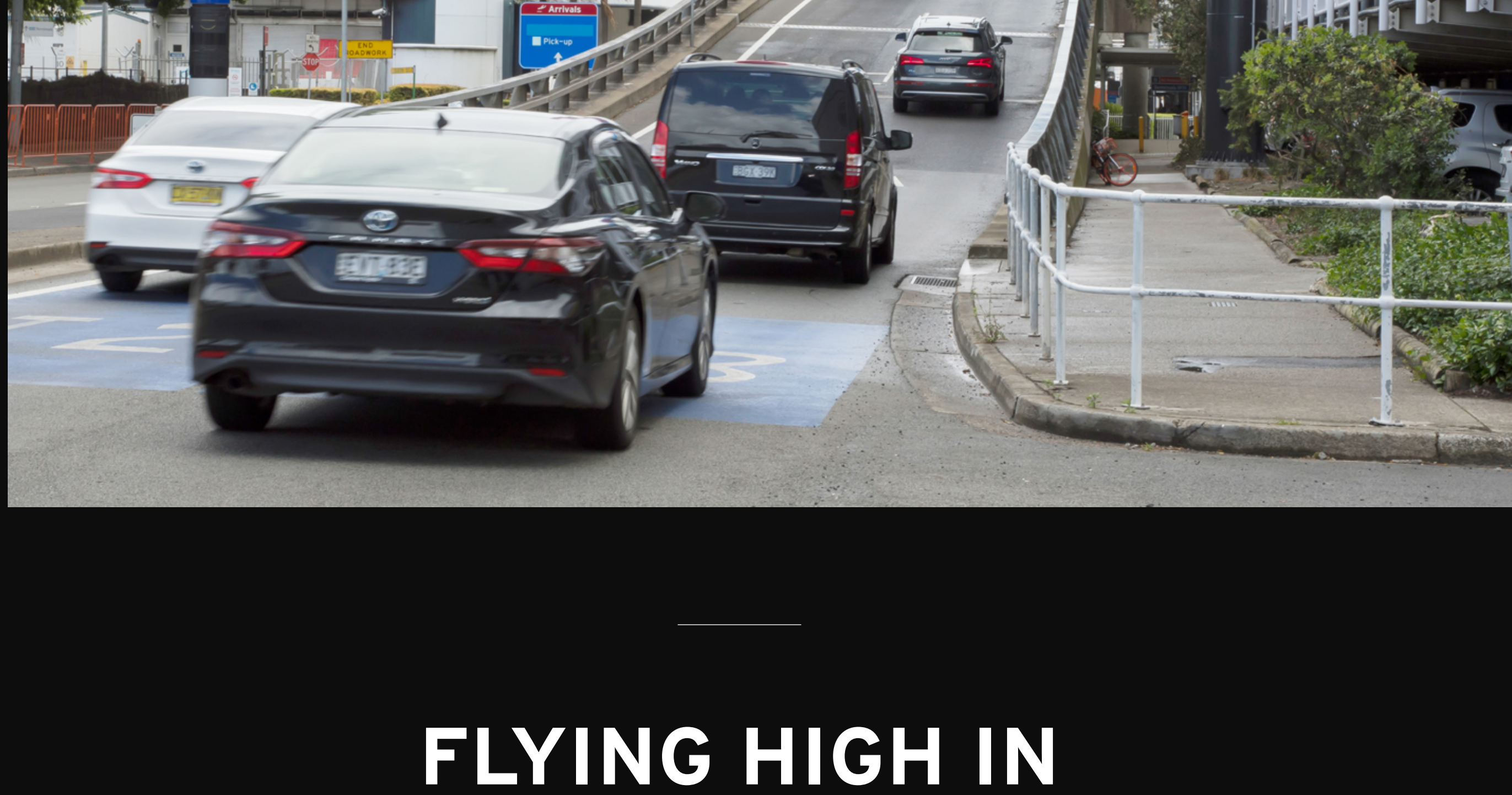
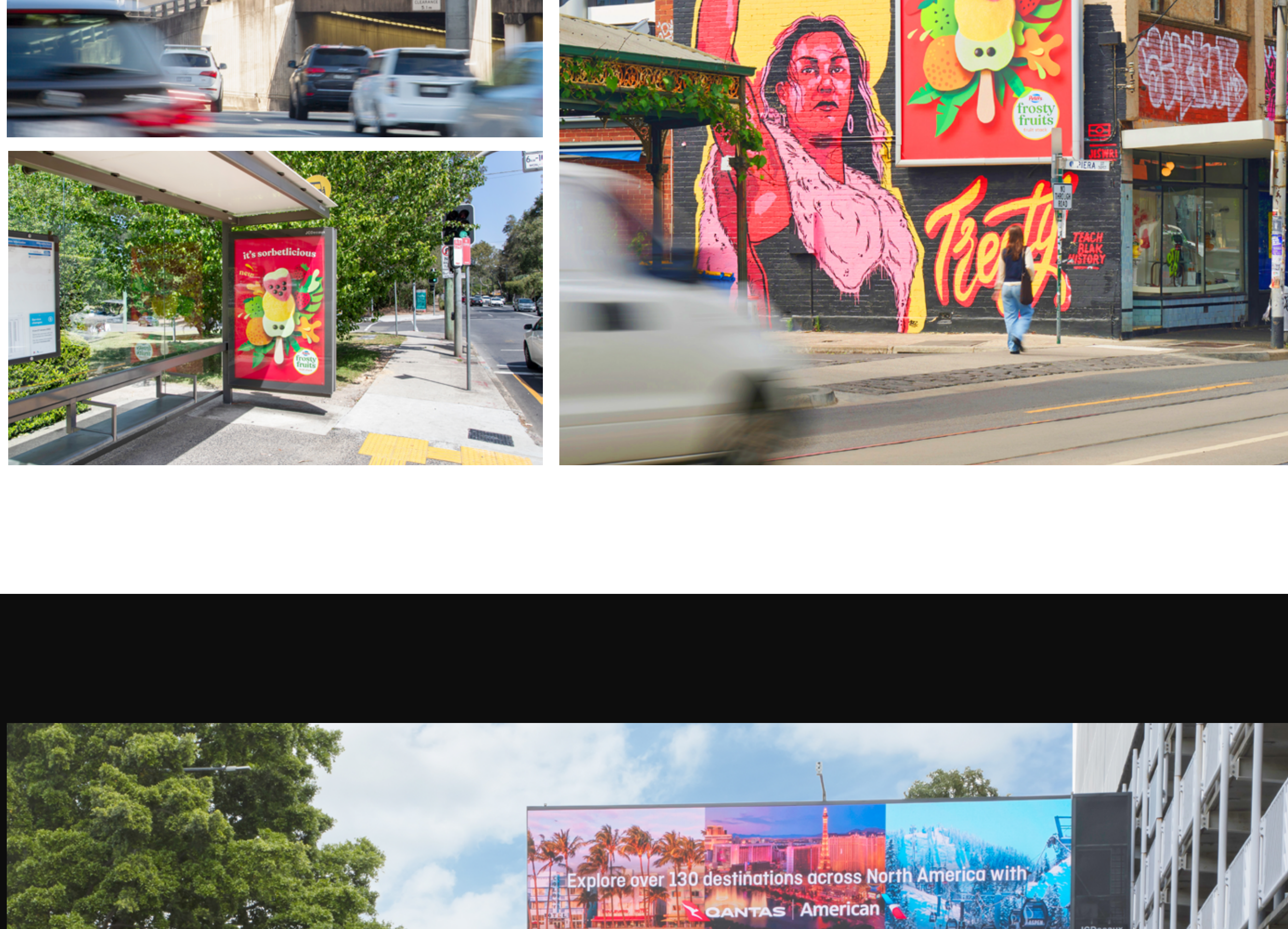
FROSTY FRUIT-ALICIOUS

As Australia heats up, Peters is reminding families that Frosty Fruits can cool them down. The brand's national campaign is running across JCDecaux's Digital Large Format, Transit, and Small Format networks, which work together to build broadcast awareness.

Peters specifically selected several JCDecaux Digital Large Format overpass sites – the huge screens that sit on overpass bridges across multiple lanes of traffic. They provide optimum placement in roadside travellers' line of sight, delivering longer exposure times as people make their way to the supermarket or petrol station. With over 170 single serve ice cream and ice block brands now available, the campaign ensures Frosty Fruits is frozen into the minds of Aussies this summer.

Over a third of all JCDecaux Digital Large Format are overpass sites, providing optimum visibility for roadside contacts.

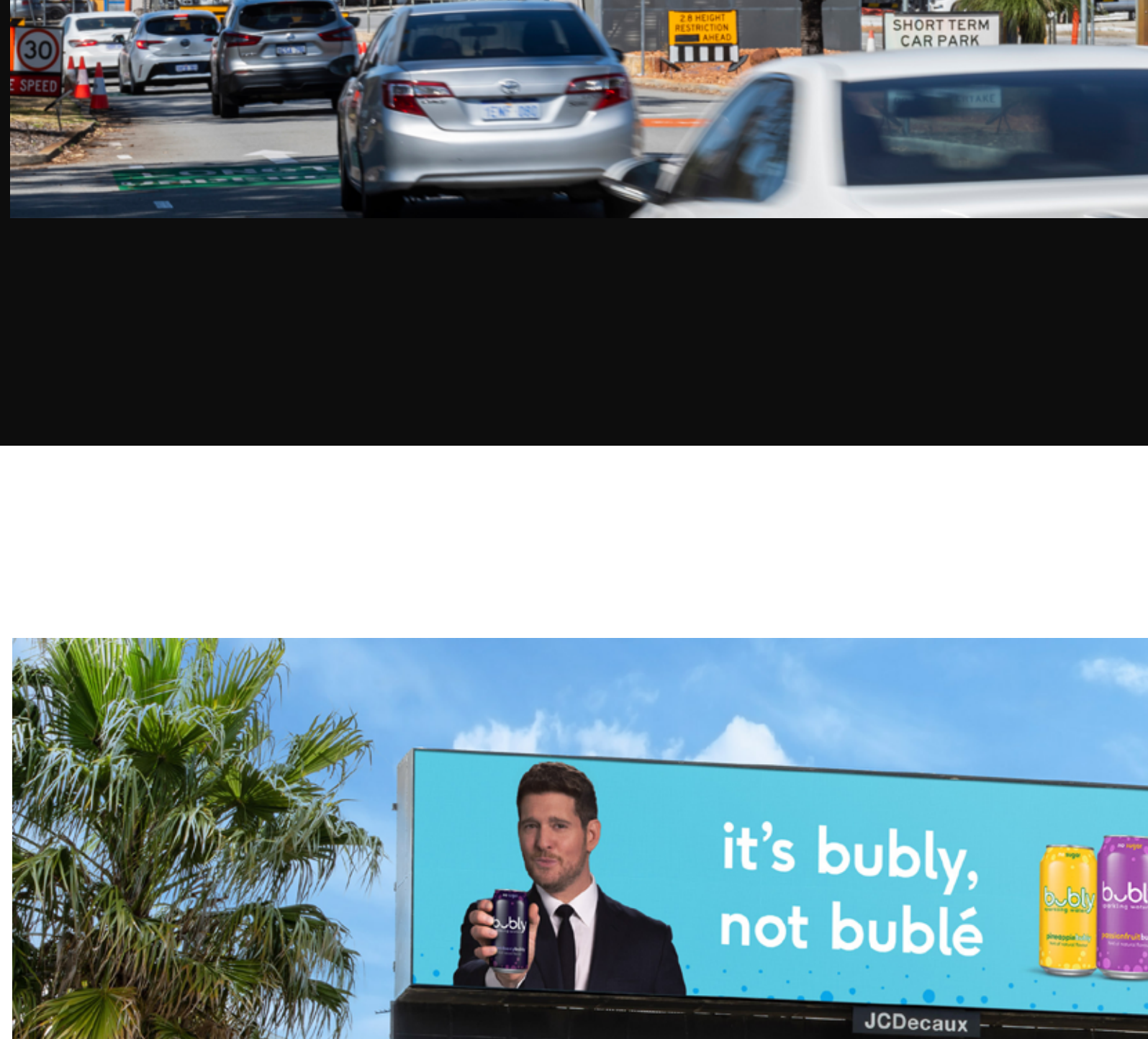
Source: JCDecaux Australia, November 2023



FLYING HIGH IN FITTING ENVIRONMENTS

To inspire travellers and promote its partnership with American Airlines, Qantas is taking to JCDecaux's Digital Large Format network. The new partnership offers flights to over 130 exciting North American locations, just in time for jet-setters looking to explore the Northern Hemisphere winter.

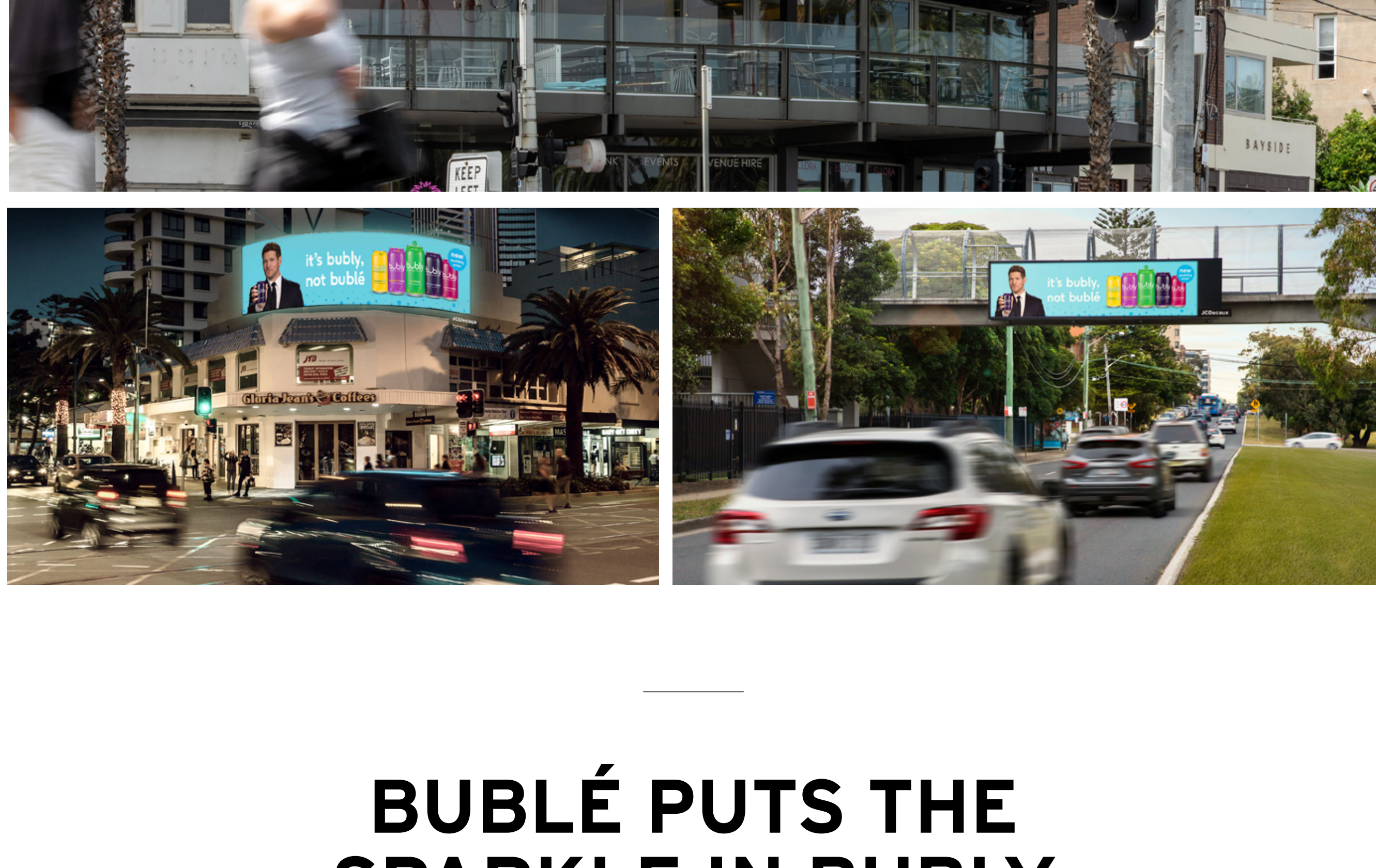
Campaign locations were strategically selected in proximity to major Australian airports including Sydney, Adelaide and Perth, impacting travel enthusiasts in a holiday mindset. A study conducted by JCDecaux UK revealed the impact of contextual Out-of-Home creatives on memorability, increasing it by 22%.



77%

of consumers want to see adverts that are relevant to their location.

Source: Posterscope



BUBLÉ PUTS THE SPARKLE IN BUBBLY

Trust is a key ingredient in all good relationships, including those between brands and consumers. This is proven in Edelman's 2022 Trust Barometer, where a whopping 81% of respondents reported trust as a deciding factor in their purchase journey. So, what's the most effective way to build trust? Out-of-Home, of course. Why? You can't tell lies in public. Out-of-Home is considered a democratic platform; audiences believe that brands that advertise on the public stage, in the real world, are more credible.

As a new brand, Buble recognises the importance of quickly building familiarity and trust on a broadcast scale. The no-sugar, sparkling water that hit shelves in May 2023 is PepsiCo's first new beverage launch (outside of its core product range) in Australia in 30 years. To increase awareness, the brand has partnered with JCDecaux to run a reach-driving multiformat campaign on Digital Large Format and Classicframes across the eastern seaboard. The colourful campaign commands attention by featuring the king of Christmas, Michael Buble, and a punny tagline which playfully points out the similarity between his name and the brand's.



MCDONALD'S NEXT BIG THING

For the first time in years, McDonald's has launched its next big thing, the McCrispy, on one of JCDecaux's biggest Large Format sites at Sydney Airport's International Exit. The colossal site is nothing short of a showstopper. Optimally positioned at the heart of Sydney International's busy exit lanes, McDonald's enticing creative cues the cravings of all travellers departing the terminal.

Larger canvases like this one offer brands greater creative licence, but for such a well-known brand, six words and an enormous juicy burger are all that's needed to leave a sizeable impression on hungry passers-by.

+37.5%

higher chance of Australians recalling ads on large billboards vs. small billboards each week.

Source: Nielsen CMV, National Survey

AN ELECTRIC ENTRY TO MARKET

Almost 3 years since its initial entry to the market, the Audi RS e-tron GT returned to JCDecaux's digital network, promoting its upcoming 2024 model, which boasts comfort, performance, and sustainability.

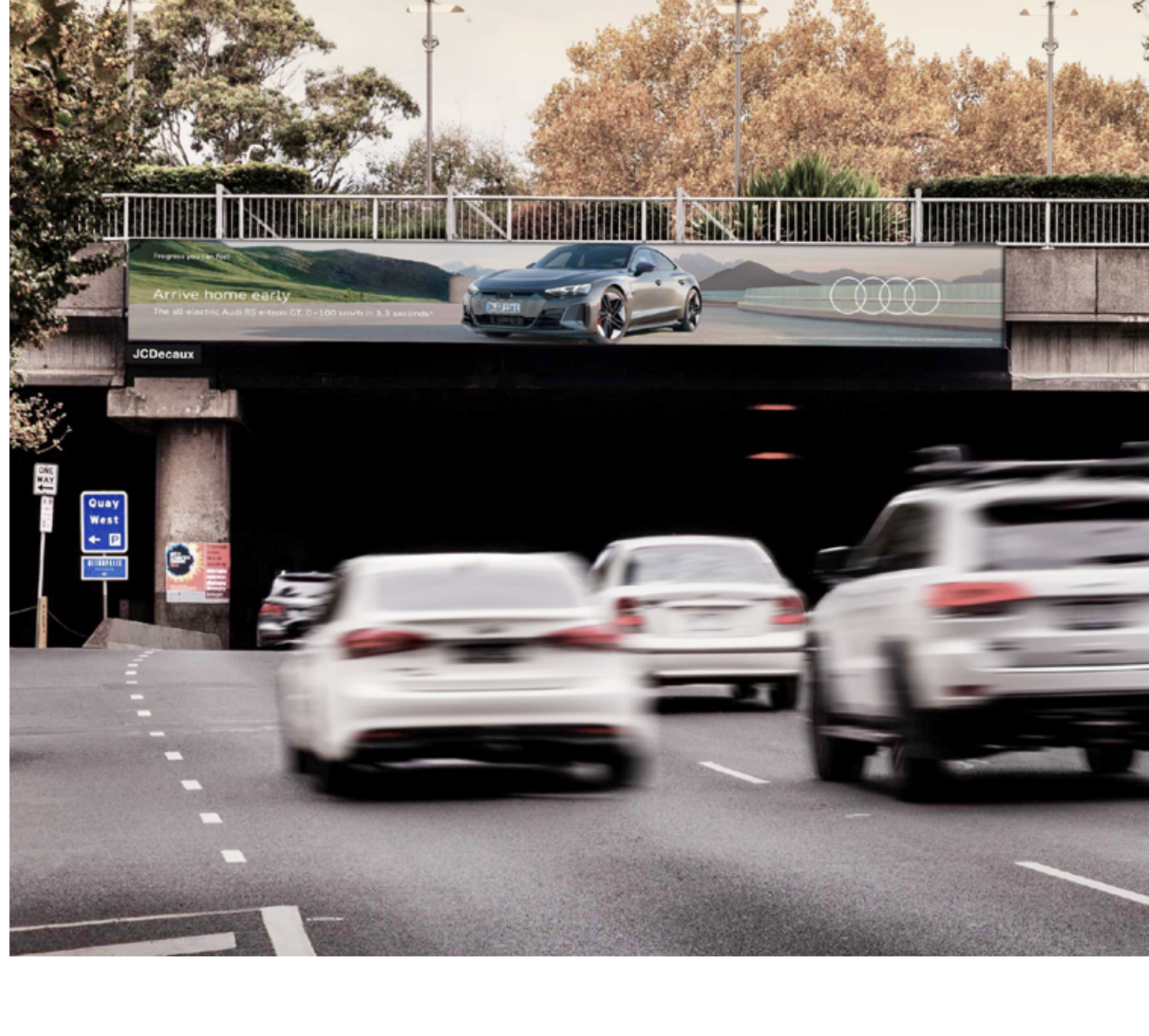
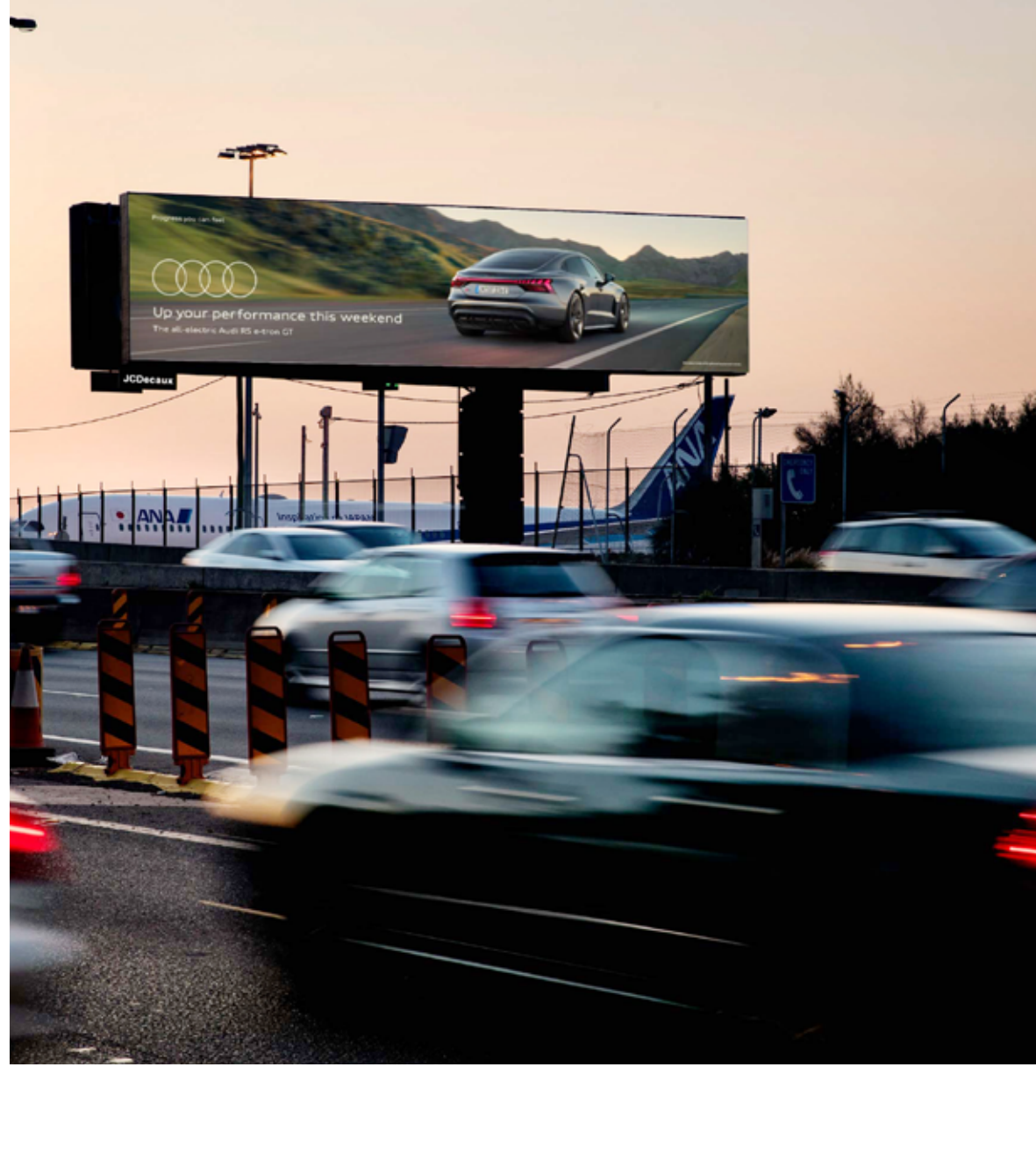
Since the release of the original model, the electric vehicle landscape has grown significantly, with nearly half of all Australians now seriously considering purchasing an EV (a 14% increase vs 2021). In the now saturated market, it's more important than ever to stand out from the crowd and Audi's creative use of Digital Large Format did just that.

Creating an audience profile based on factors including level of income, likelihood to purchase a hybrid car, and concern for the environment, Audi was able to handpick the areas and JCDecaux that over-indexed with their audience. To further increase engagement, Audi took advantage of the flexibility JCDecaux Programmatic offers, rotating multiple creatives with witty messaging, specific to the time of the day. Applying this strategy on a national scale was a sure-fire way to garner attention amongst drivers and give them multiple reasons to 'up their performance this weekend'.

64%

of advertisers take advantage of programmatic digital Out-of-Home's flexibility and ability to establish credibility with customers.

Source: VIOOH State of the Nation, 2023



FROM OUTBACK BANNER TO BIG CITY BILLBOARD



In just 48 hours, Nedd Brockmann, Australian hero and founder of Nedd's Milk, a chocolate milk startup that aims to raise \$10 million for homeless charity Mobilise, went from a backyard banner to desirable Digital Large Format locations across Sydney.

In a bid to generate excitement and draw attention to his new venture, Nedd took matters into his own hands, constructing a makeshift sign on the side of the road in the Nullarbor and sharing a captivating photo of his creation across various social media platforms. The attention-grabbing nature of this post led to its discovery by a Group Business Director at JCDecaux. In just 48 hours, a brand-new campaign was developed and implemented across a selection of JCDecaux's top-tier Digital Large Format sites, showcasing agility and flexibility at its best.



Half of JCDecaux's Digital Large Format network is located on major arterials.

Source: JCDecaux



DOUBLE CENTURY NEAR THE MCG

In 2008, we laid the foundation for a digital advertising revolution by building the first Digital Large Format site in Melbourne, the iconic Young & Jackson. Now, 15 years later, our 200th roadside Digital Large Format screen has gone live back where it all began, in Melbourne. This prominent site is located at the major intersection of Swan Street and Punt Road, reaching multiple lanes of traffic driving outbound from the city towards South Yarra and St Kilda.

Located just a stone's throw away from premier sports destinations, Melbourne Cricket Ground and Melbourne Park, that are home to the nation's most prominent cricket, AFL, tennis, and entertainment events, this exceptional site provides extensive exposure to a wide variety of audiences, delivering over 160,000+ unique weekly contacts.

JCDecaux's Digital Large Format network reaches over

+67%

of people 14+ in Melbourne.

Source: MOVE 7 days, 10% SOT, PPL 14+, October 2023