

# JCDecaux

## JCDecaux digital innovation recognised with the “Most Innovative Contribution to a Campaign by a Media Owner” award in Singapore

### Out of Home Media

Algeria  
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Argentina  
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Colombia  
Costa Rica  
Croatia  
Czech Republic  
Denmark  
Ecuador  
El Salvador  
Estonia  
Finland  
France  
Germany  
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Israel  
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Japan  
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Lithuania  
Luxembourg  
Madagascar  
Malawi  
Mauritius  
Mexico  
Mongolia  
Mozambique  
Namibia  
Nicaragua  
Norway  
Oman  
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Peru  
Poland  
Portugal  
Qatar  
Russia  
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Singapore  
Slovakia  
Slovenia  
South Africa  
Spain  
Swaziland  
Sweden  
Switzerland  
Tanzania  
Thailand  
The Dominican Republic  
The Netherlands  
Turkey  
Uganda  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan  
Zambia  
Zimbabwe

**Paris, 20 September 2017** – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that its subsidiary JCDecaux Singapore has been awarded “Most Innovative Contribution to a Campaign by a Media Owner” by the 2017 Singapore Media Awards, for its dynamic campaign with Martell at Singapore Changi Airport (Terminal 1)\*.

From 4<sup>th</sup> May to 31<sup>st</sup> May 2017, JCDecaux produced, in partnership with Martell (Pernod Ricard), an innovative digital campaign on 23 new 85” digital screens using dynamic content and WeChat Shake Solution, to promote the launch of the new limited release “Martell Single Estate”. JCDecaux’s tool “Dynamic Solution” was used to display customised content based on real-time flight information and location data. Flights to eight Chinese cities departing within two hours to 45 minutes were displayed on digital screens with a message encouraging passengers to make the most out of their waiting time by discovering the Martell New Single Estate at the nearest Duty-Free Store. The content was displayed in Mandarin, their native language, as well as in English, in order to instantly capture their attention. To guide these targeted passengers from their current locations to the main Duty-Free Store, accurate distances based on GPS coordinates also appeared on the screen. To push the brand engagement further, the digital screens were equipped with JCDecaux Beacons and, through a clear call-to-action located at the bottom of the screen, the audience targeted was prompted to shake their mobiles using WeChat Shake to receive an exclusive promotion to redeem samples of Martell Corden Bleu at the Duty-Free Store. This was a successful online to offline campaign promoting Martell Single Estate with a 91% unique click-through rate from WeChat Shake, a 67% redemption rate and a double digit growth compared to same month last year.

Established in Singapore since 1999, JCDecaux Singapore is committed to bringing excellence to the Out-Of-Home medium through product innovation, high quality design, maintenance and the best locations. Voted by clients and agencies as the number one out-of-home media company 10 times since 2006, its advertising portfolio includes Singapore Changi Airport, Premium Shopping Malls and Linkways on Orchard Road and the business district, Large Format billboards and Cinema Advertising. JCDecaux Singapore offers more than 500 advertising solutions that reach out to more than five million residents.

Singapore Changi Airport is the world's 6<sup>th</sup> busiest airport for international travellers with 58.7 million passengers, and the world's most awarded airport with more than 540 accolades received since it opened in 1981. JCDecaux has held the advertising concession since 2011 and has renewed it in 2016, until 2022. As number one worldwide in airport advertising, the Group has always developed in this iconic airport premium, aesthetic and first of its kind digital displays, such as the Digital 360° columns launched in 2012, the Digital Towers launched in 2014 and the Digital Mural launched in 2016. As part of the contract renewal, JCDecaux aims to expand its footprint in the airport with an enhanced advertising inventory, strengthening its Digital Media offer with the introduction of digital engagement solutions leveraging the latest technologies. This will provide advertisers the opportunity to engage passengers through various digital platforms, including mobile. Advertisers will be able to deliver their marketing communications more effectively through the new JCDecaux multi-channel media platform.

*\*Campaign conducted under the applicable legislation in Singapore.  
Excessive drinking is dangerous for the health; alcoholic beverages should be consumed with moderation.*

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**Sandrine Tesniere, Regional Marketing Manager, Pernod Ricard Travel Retail APAC**, said: *“Pernod Ricard is always keen to find new innovative ways to connect with travellers in a smart engaging way. The new media opportunities that JCDecaux has provided enabled Pernod Ricard (Martell) to engage at the right moment in time, to the right people and with the right key messages. The combination of Smart Content and Digital Interactivity (WeChat Shake) was a great combo which ultimately support our objectives of driving into the stores and building our brand by connecting with our audience in a personalized way.”*

**Ms Teo Chew Hoon, Group Senior Vice President of Airside Concessions at Changi Airport Group**, said: *“Changi Airport constantly endeavours to redefine the travel experience for the Changi passenger. Through our partner JCDecaux and their latest digital innovation, we are now able to excite and engage our passengers even more through personalized dynamic content and innovative interactions, whilst delivering measurable results to the advertiser. We look forward to more of such innovative initiatives in the future.”*

**Jean-Charles Decaux, Co-Chief Executive of JCDecaux**, said: *“We are very proud to have been awarded “Most Innovative Contribution to a Campaign by a Media Owner” by the 2017 Singapore Media Awards for this successful campaign illustrating the interactive and targeted dialogue between digital screens and mobile devices. Thanks to our work with Martell teams and our state of the art digital displays, we’ve created a unique, seamless and personalized experience within the airport, with flight and location information displayed in the audience’s native language. This award is a huge step in our digital transformation and a recognition of our expertise in data use to reach our audiences. Since the inception of this contract in 2011, we aimed to build a World Class Media Offer at Changi Airport through a targeted product strategy, launching several “market-first” innovative digital media formats, with the support of Changi Airport Group. Today, Changi Airport’s status as an iconic airport and advertising destination in Asia is firmly established in the minds of advertisers globally and JCDecaux will strive to continue to innovate at one of the World’s best Airports for many years to come. I want to thank our Singapore team, who is fully embarked in the Group digital transformation and completely recognized by the market.”*

#### **Key Figures for JCDecaux**

- 2016 revenue: €3,393m, H1 2017 revenue: €1,641m
- JCDecaux is listed on the Euronext of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is part of the FTSE4Good and Dow Jones Sustainability Europe indexes
- N°1 worldwide in street furniture (559,070 advertising panels)
- N°1 worldwide in transport advertising with more than 220 airports and 260 contracts in metros, buses, trains and tramways (354,680 advertising panels)
- N°1 in Europe for billboards (169,860 advertising panels)
- N°1 in outdoor advertising in Europe (721,130 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (219,310 advertising panels)
- N°1 in outdoor advertising in Latin America (70,680 advertising panels)
- N°1 in outdoor advertising in Africa (29,820 advertising panels)
- N°1 in outdoor advertising in the Middle-East (16,230 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,117,890 advertising panels in more than 75 countries
- Present in 4,280 cities with more than 10,000 inhabitants
- Daily audience: more than 410 million people
- 13,030 employees

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