

Creative Solutions

2018

ABOUT JCDECAUX CREATIVE SOLUTIONS

JCDecaux Creative Solutions pushes the boundaries and challenges the conventions of Out-of-Home advertising, transforming innovative concepts with on-street reality.

From special builds to harnessing the latest technologies such as virtual reality and dynamic content, Creative Solutions optimises campaigns across all Out-of-Home environments, including Roadside, Transport, Airport and Retail.

With dedicated teams around the world, Creative Solutions creates unique opportunities for brands to grab attention, build a dialogue and add excitement to the daily life of city dwellers.



NETFLIX



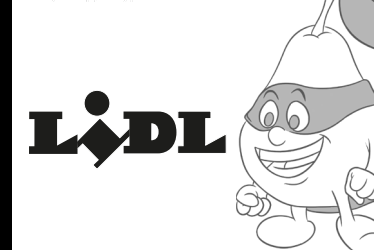
Banco Falabella



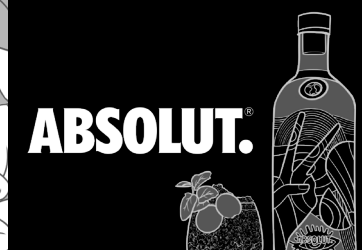
腾讯视频



Carlsberg



LIDL



ABSOLUT



ORGANICS
by Red Bull



NETFLIX



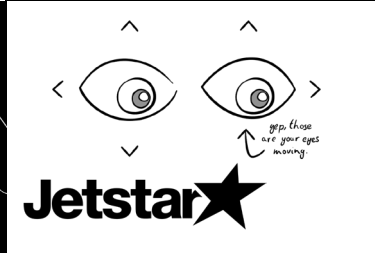
M&M



VÖSLAUER



JUSTDIGGER



Jetstar



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Advertiser: Netflix

Netflix' special build 'breathing' bus shelter



LOCATION

Los Angeles, USA



FORMAT

Street Furniture



DATES

29 Jan - 25 Feb



SOLUTION

Special build, wrap

CONCEPT

Netflix transformed bus shelters in Los Angeles to promote the release of their new cyberpunk thriller *Altered Carbon*. The campaign used a combination of wrap and special build features such as 3D lifelike bodies simulating breathing motions inside the panel, creating a lot of interest amongst the commuters.

IMPACT

Street Furniture was the medium of choice for Netflix. The combination of wrap and special build intrigued and delighted the passers-by and generated an impressive coverage ahead of the series' release.



Watch the video!

NETFLIX





Advertiser: Lidl

Lidl's bespoke claw machine encourages healthy eating habits



LOCATION

Dublin, Ireland



FORMAT

Street Furniture



DATES

28 Jan - 10 Feb



SOLUTION

Special build, free prize, competition

CONCEPT

To promote healthier eating habits in children, Lidl produced Lidl Goodness Gang, a range of collectable plush toys which included Pat Pear, Ben Banana, Bob Broccoli and Connor Carrot.

To communicate their message, Lidl customised bus shelters and invited passers-by to try and win one of the food hero toys on a giant bespoke claw machine.

IMPACT

The fun and engaging special build was an instant hit with the public, especially with children. It surprised commuters and brightened up their time whilst waiting.



Watch the video!





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Advertiser: TNT

TNT uses augmented reality to promote TV Show



LOCATION

Moscow, Russia



FORMAT

Street Furniture



DATES

1 Mar – 31 Mar



SOLUTION

Augmented reality

CONCEPT

To promote their TV show 'Холостяк', adapted from the American TV show 'The Bachelor', TNT used augmented reality on a bus shelter. The campaign featured traditional static content on one side with an image of the show and augmented reality content on the other, triggered by a motion sensor every time a commuter walked near the bus shelter.

IMPACT

The augmented reality concept which combined dripping rose petals and the appearance of an actor from the TV show intrigued and amused passers-by who seized the opportunity to take selfies in front of the bus panel.



Watch the video!





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Advertiser: Banco Falabella

Banco Falabella's dynamic campaign celebrates Peru's World Cup qualification



LOCATION

Lima, Arequipa, Piura, Chiclayo, Trujillo, Pucallpa, Huancayo, Huánuco, Cajamarca, Peru



FORMAT

Mall



SOLUTION

Dynamic



DATES

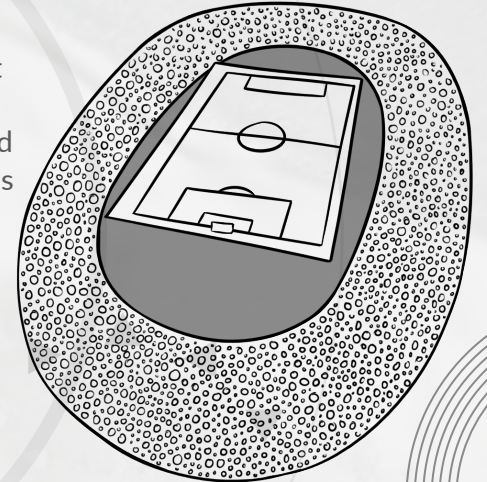
1 Mar - 30 Apr

CONCEPT

To kick off the World Cup and celebrate Peru's first qualification to compete in it in 36 years, Banco Falabella launched a digital campaign in 17 malls across the country. The campaign displayed on over 70 screens, offered a live World Cup countdown timer and included a competition. The contest organised in partnership with VISA and CRM rewards enticed VISA card users enrolled in the loyalty programme to enter a draw to win one of the four double packages to travel to Russia and watch the Peru vs Australia game.

IMPACT

The dynamic features built excitement about Peru's qualification into the World Cup and created awareness about the CRM rewards.



Watch the video!





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Advertiser: Mercedes-Benz and NGV

Mercedes-Benz and National Gallery of Victoria's special build to showcase iconic artwork



LOCATION

Melbourne, Australia



FORMAT

Street Furniture



DATES

3 Apr - 9 Apr



SOLUTION

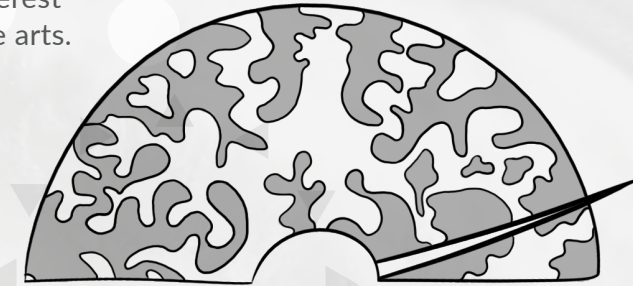
Special build, showcase, water

CONCEPT

To bring their partnership to life, Mercedes-Benz and the National Gallery of Victoria (NGV) collaborated on a special build campaign showcasing some iconic artwork from the museum, through the perspective of the automobile brand. The showcase panel, installed at a key Melbourne tram station and only meters away from the National Gallery, was composed of a built-in waterfall cascading down the front of the glass and a working Mercedes-Benz wipers. The replica of the NGV's water wall artwork appeared after the excess of water was wiped out of the showcase.

IMPACT

The innovative special build showcase gave commuters a glimpse into the NGV's collection as well as Mercedes-Benz' interest and close ties to the arts.



Watch the video!



Mercedes-Benz

NGV



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Advertiser: Absolut Vodka

Take part in Absolut's live 'Global Selfie' campaign



LOCATION

Frankfurt Airport, Germany and Changi Airport, Singapore



FORMAT

Airport



DATES

1 May - 31 May (Frankfurt)
8 May - 11 Jun (Changi)



SOLUTION

Live social feed, mobile, dynamic

CONCEPT

To promote the launch of its limited edition vodka, 'Absolut World', Pernod Ricard created a global movement with the idea of bringing together a community of travellers through values of unity (love, peace and togetherness). Passengers flying from Frankfurt and Singapore were invited to upload a selfie along with their local recommendations which were then added to the mosaic of selfies displayed on the screens installed at the departure gates of the two airports.

IMPACT

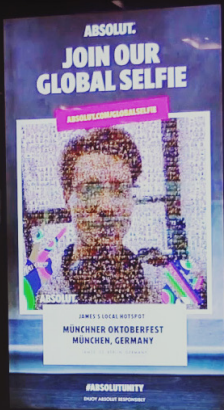
The live social feed successfully brought together a global community of travellers and generated high engagement from travellers who shared their insider travel tips.

450

Selfies uploaded
Changi Airport

668

Selfies uploaded
Frankfurt Airport

Me
ankf

Watch the video!

ABSOLUT.



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Advertiser: Vöslauer

Cool down with Vöslauer water filled special build



LOCATION

Vienna, Austria



FORMAT

Street Furniture



DATES

27 Jun - 12 Jul



SOLUTION

Special build, water

CONCEPT

To promote their range of sparkling water, Vöslauer installed a scrolling billboard and a 600 litre water bottle replica on a Large Format panel. Scrolling visuals prompted the release of different levels of gas to reflect the brand's mild, still, and sparkling water range.

IMPACT

This campaign was the first water-filled special build done on a Large Format in Austria. The eye-catching campaign successfully increased brand awareness and received the attention of the urban target audience.



Watch the video!





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Advertiser: Tencent Video

Tencent Video's station domination immersed Shanghai commuters into a comic world



LOCATION

Shanghai, China



FORMAT

Transport



DATES

9 Jul - 22 Jul



SOLUTION

Projection, domination, special build, stickers

CONCEPT

Ahead of the release of the animated film 'The Founder of Diabolism' on their platform, Tencent Video and JCDecaux partnered to recreate a comic world atmosphere in the interchange passageway of Xujiahui Station, Shanghai. The breathtaking domination included a projection of the movie trailer on the 46 metre long wall, 78 antique lanterns and a 363m² imitation wood floor sticker.

IMPACT

The clever use of archaistic elements installed throughout the passageway created an immersive and innovative experience and successfully promoted Tencent Video's new movie.



Watch the video!





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Advertiser: Red Bull

Red Bull entertains travellers in train station with pinball machine



LOCATION

Oslo, Norway



FORMAT

Transport



DATES

31 Aug - 10 Sep



SOLUTION

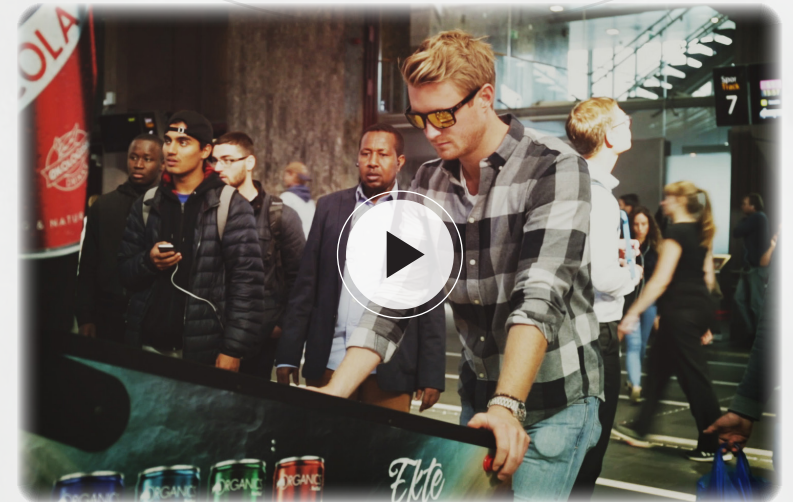
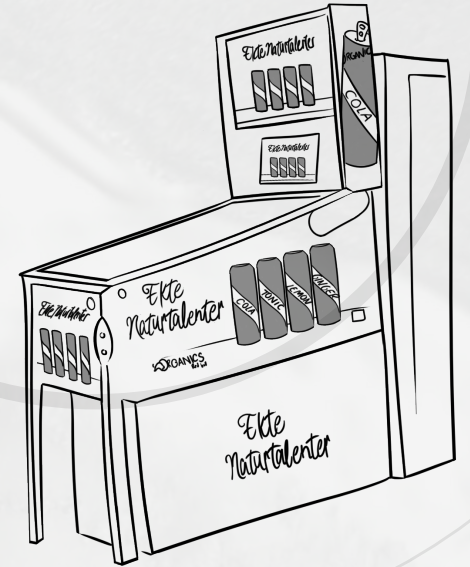
Game, experiential, samples, special build

CONCEPT

Red Bull entertained travellers with a customised pinball machine and gave them the opportunity to sample their new line of organic drinks. Commuters at Oslo Central Station were challenged to aim the ball on the right side of a branded pinball table to release a can of either the Simply Cola or Ginger drink.

IMPACT

The colourful branded area and the fun gaming features attracted high levels of engagement with long queues of people wanting to try their luck on the pinball table.



Watch the video!





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Advertiser: Justdiggit

Justdiggit raises funds for climate restoration project



LOCATION

Amsterdam,
Netherlands



FORMAT

Street Furniture



DATES

13 - 20 Sep



SOLUTION

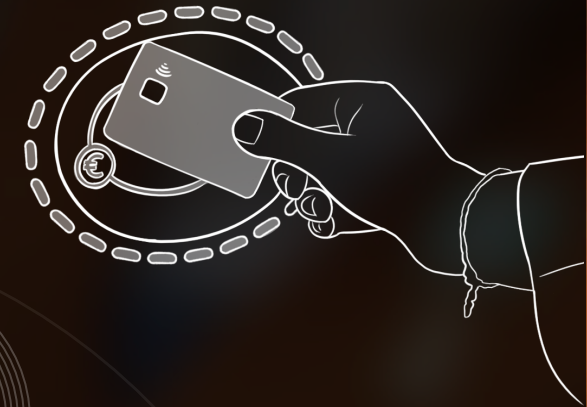
Interactive, contactless
payment, digital,
special build

CONCEPT

Justdiggit, a non-profit organisation and JCDecaux raised awareness around climate change at a tram stop. A digital panel displayed a powerful animation about land degradation and invited commuters to support its mission of landscape restoration by donating via a contactless payment.

IMPACT

A shovel, part of the special build, installed at the top of the shelter combined with the eye-catching video helped spread Justdiggit's mission and encouraged donations from commuters.



JUSTDIGGIT

Watch the video!





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Advertiser: Carlsberg

Carlsberg introduces Portuguese to 'The Danish Way'



LOCATION

Lisbon, Portugal



FORMAT

Large Format



DATES

4 Oct - 30 Nov



SOLUTION

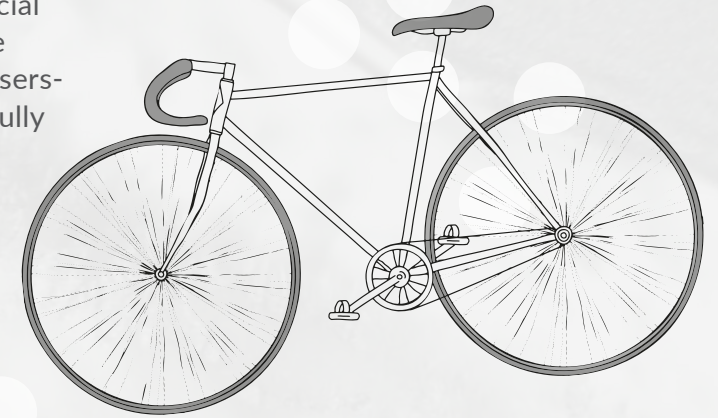
Special build

CONCEPT

Carlsberg partnered with JCDecaux to promote its campaign 'The Danish Way'. Focusing on the Danish philosophy of life, Carlsberg chose the Danish bicycle culture to connect with Portuguese passers-by and communicate about its roots. The brand installed two bicycles rotating on the special build Large Format which featured a 'From Copenhagen to Lisbon' headline and pictures of the two cities on the background.

IMPACT

The vibrant special build caught the attention of passers-by and successfully communicated Carlsberg's rebrand.



Watch the video!





Advertiser: Netflix

Get a taste of Netflix 'The Final Table' at JFK International Airport



LOCATION

JFK International Airport, USA



FORMAT

Airpot



DATES

21 Nov - 25 Nov



SOLUTION

Special build, digital, samples, experiential

CONCEPT

Netflix and JCDecaux partnered to bring international cuisine to JFK International Airport. Through an interactive special build, Netflix promoted its latest show 'The Final Table' and invited travellers to sample various dishes from regions featured in the show. By using the interactive screen, passengers were able to choose a dish from their country of choice and watch a short introduction about the selected region and a teaser from the show.

IMPACT

Located in a busy JFK terminal, the interactive special build got travellers excited for the launch of the new Netflix series during one of the busiest travel weeks in the US.



NETFLIX





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Advertiser: Jetstar

Dream of new destinations with Jetstar's special build



LOCATION

Sydney and Melbourne, Australia



FORMAT

Street Furniture



DATES

4 Dec - 10 Dec



SOLUTION

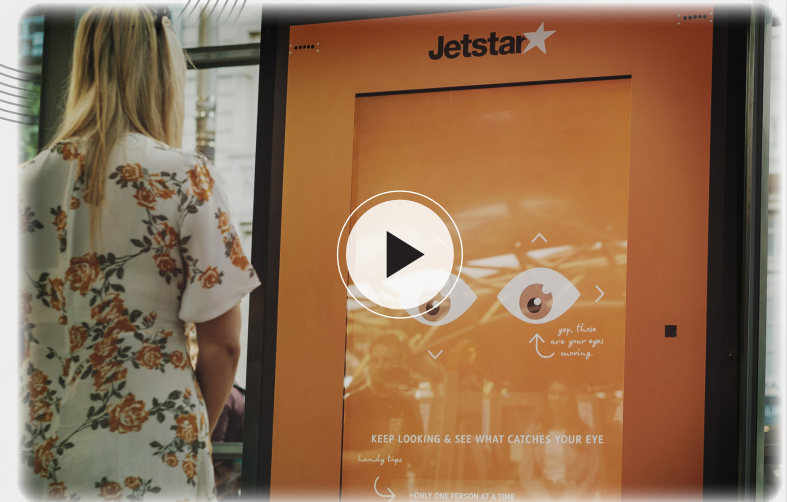
Special build, eye-tracking

CONCEPT

To communicate about its domestic and international flight availability, Jetstar partnered with JCDecaux in an Australian Out-of-Home media first. The airline utilised eye-tracking technology to determine the exact area of the advertisement viewed by passers-by when standing in front of the panel. The technology triggered a relevant promotional message about one of the four aspirational destinations featured on screen and dispensed gift cards to some lucky winners.

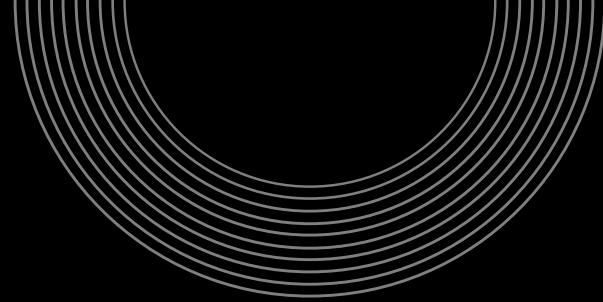
IMPACT

With nearly 3,500 interactions, the campaign was very successful in promoting the brand's flights.



Watch the video!





Contact



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JCDecaux OneWorld

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