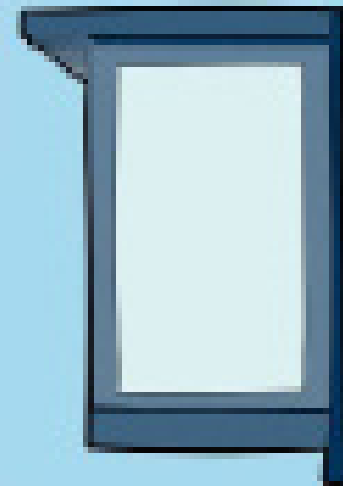


CAMPAIGNS OF THE YEAR 2017

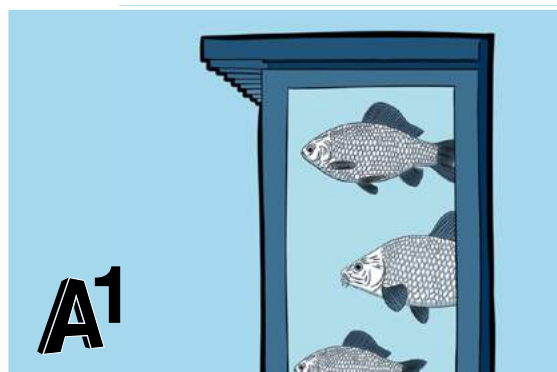


ABOUT JCDECAUX CREATIVE SOLUTIONS

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.





Advertiser: Google

Google turns a bus shelter into a Smart Home



Location
Chicago, USA



Format
Street Furniture



Dates
14 November 2016 -
2 January 2017



Solution
Special build, Special lights,
Digital touchscreen,
Heating lamps

Concept

Google Home transformed bus shelters around Chicago into functioning Smart Homes. Special build features and wraps, made each shelter look like a different style of home in different neighbourhoods of the city. Integrated interactive digital touchscreens displayed functions such as dimming the lights, switching on the heat or playing music. Commuters could choose a function, and the bus shelter would respond, just like a real Smart Home.

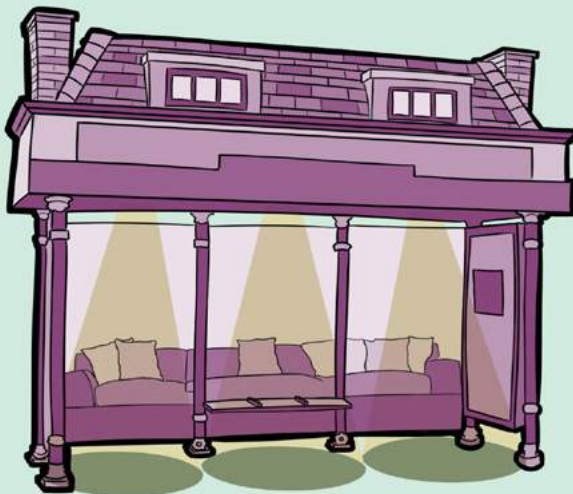


[▶ Watch the video!](#)

Google

Impact

Street Furniture was the medium of choice for Google Home as it created a unique environment that perfectly showcased the tech in context, educated the audience about the product and left a lasting impression.





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Advertiser: Telia Company

Telia Company lit bus shelter plays your music



Location

Vilnius, Klaipeda - Lithuania



Format

Street Furniture



Dates

1-14 February 2017



Solution

Special build, Special light, Mobile connectivity via Bluetooth



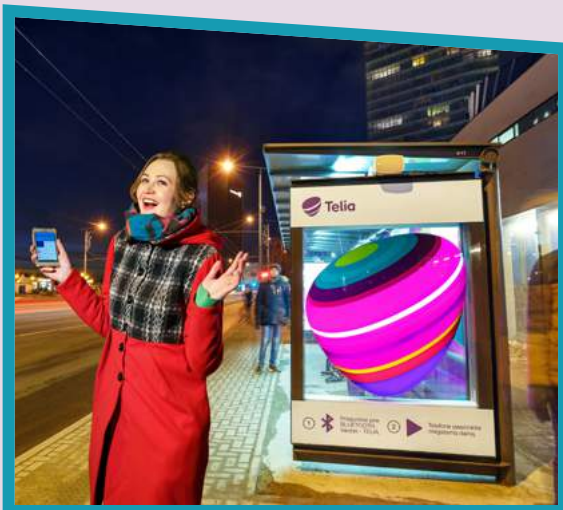
110+
Hours of music played
1 million
Contacts

Concept

Telia's mission is to help customers get the most out of life. To communicate their message, Telia customised bus shelters where passers-by could connect via Bluetooth, and play music through different apps. When music was played, the bus shelter emitted lights and sound in time with the tune, lighting up the entire street for all to enjoy.



[▶ Watch the video!](#)



Impact

The bright display and wrap grabbed attention in the middle of the grey winter, and sharing music was a personal touch that delighted both the participants and the passing pedestrians.



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Advertiser: Heineken

Heineken live video chat challenges F1 fans



Location

Sydney, Brisbane, Melbourne, Perth - Australia



Format

Street Furniture



Dates

13-19 March 2017



Solution

Experiential, Live streaming, Free prize, Competition



700

Direct winning interactions

12

VIP F1 passes won

[▶ Watch the video!](#)

Impact

The stand-out, live content proved to be a powerful tool in breaking the daily routine of over 75,000 pedestrians and engaging key audiences. The personal touch ensured a positive brand perception, recall and brand association.



Concept

Heineken invited Formula1 fans to chat to The Bachelor contestant Olena Khumala, via a video feed on a branded free-standing panel. Acting as a virtual doorwoman, she challenged them to prove that they had what it takes to win free tickets to the 'Heineken Saturday' event at the F1 race.



Heineken®





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Advertiser: Diageo

Diageo Augmented Reality bus shelter challenges to drink responsibly



Location

Bogotá, Colombia



Format

Street Furniture



Dates

1 April 2017



Solution

Augmented Reality,
Experiential



90
Winners



▶ Watch the video!

DIAGEO



Concept

Combining April Fool's Day with a good cause, Diageo promoted drinking responsibly in a fun way. Diageo challenged evening revellers in Bogotá to three fun tasks to demonstrate their healthy state. Brand ambassadors invited people to take part at a branded digital bus shelter equipped with Kinect Augmented Reality.

Impact

The bright, stand-out display and laughing participants partaking in silly challenges encouraged participation from passers-by. Over 90 winners received branded non-alcohol prizes from brand ambassadors dressed in funny costumes. There was a queue of people wanting to give it a go and many shared funny photos on social media.



Advertiser: A1

A1 Augmented Reality shows an amazing underwater world



Location

Ljubljana, Slovenia



Format

Street Furniture



Dates

3-15 May 2017



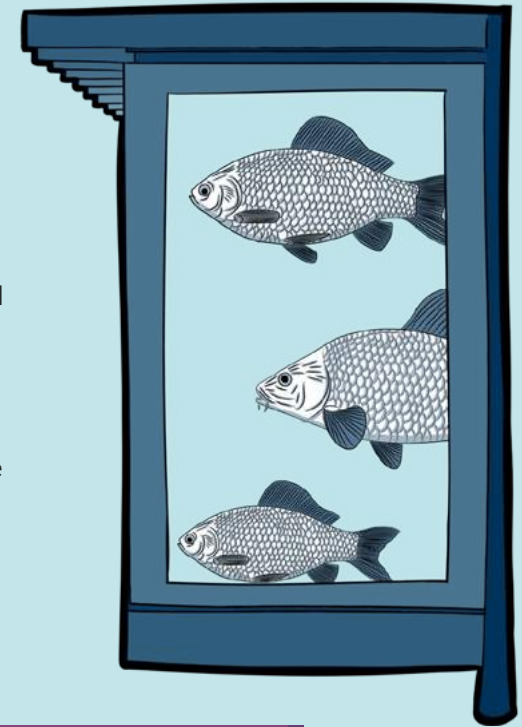
Solution

Augmented reality,
Motion sensor, Sound

Concept

The telecoms companies' Si.Mobil and A1 merger in Slovenia called for a rebranding campaign that supported the slogan: 'A1. The start of something amazing'.

The Augmented Reality campaign displayed incredible wildlife scenes on a digital screen of a bus shelter. The scenes of floating jellyfish and playful dolphins inside the shelter were overlaid onto a live video feed of the street from the other side. Additional motion and light sensors made the animations adapt to the environment, for example, the distance from the audience, and whether it was day or night.



[▶ Watch the video!](#)

70,000

Views of the
campaign on the
A1 Facebook page



Impact

Using Augmented Reality in OOH allowed A1 to add real-life brand engagement to their larger media campaign. The eye-catching full-motion creative increased brand recall by surprising the audience with stunning visuals. Additional contextualisation generated interaction as the creative reacted to the audience and their surroundings. Fascinated passers-by were entertained and delighted by the sight, further driving online and social media traffic.

A1



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Advertiser: Andes Films

Spiderman weaves a web in Santiago metro



Location
Santiago, Chile



Format
Transport



Dates
26 June - 9 July 2017



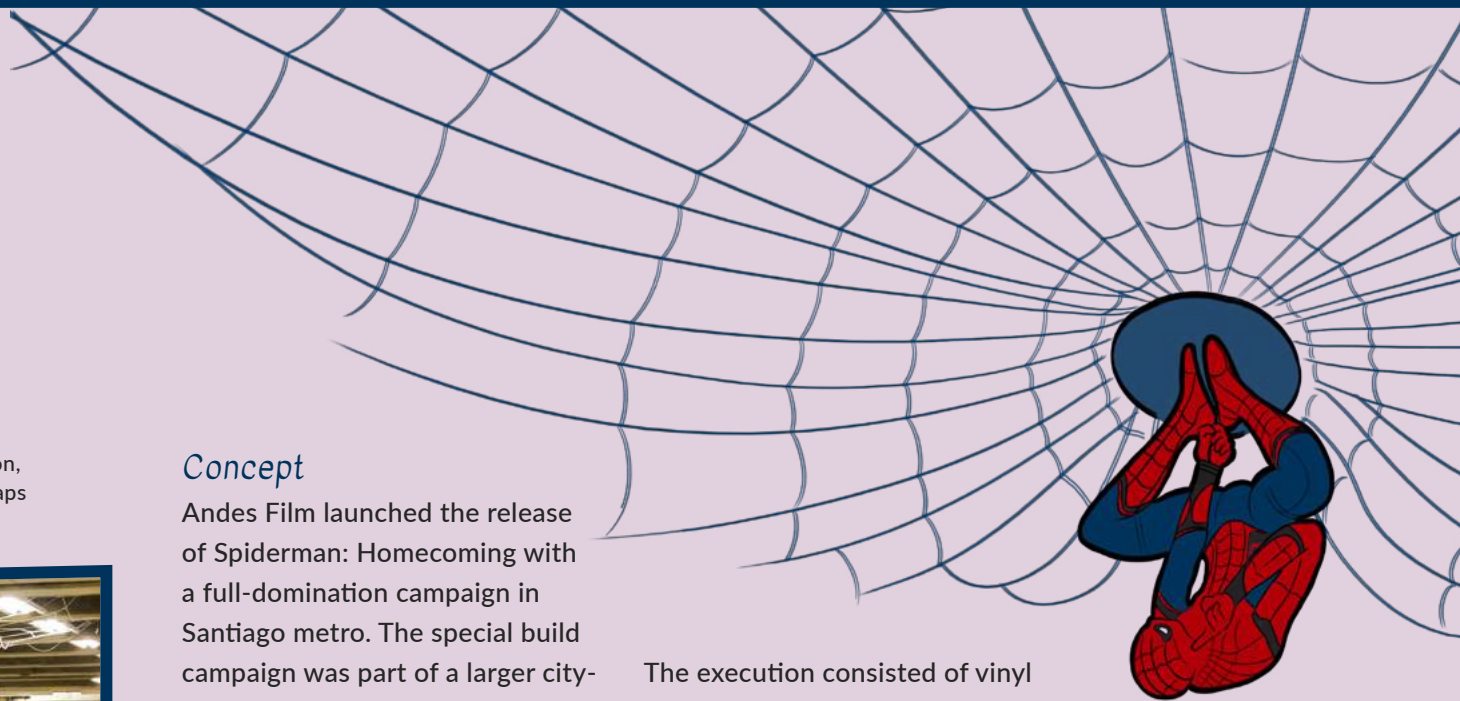
Solution
Station domination,
Special build, Wraps

Concept

Andes Film launched the release of Spiderman: Homecoming with a full-domination campaign in Santiago metro. The special build campaign was part of a larger city-wide media launch.

[▶ Watch the video!](#)

The execution consisted of vinyl column wraps around the station displaying the movie poster, and a life-sized Spiderman suspended from the ceiling, surrounded by a giant spider's web.



Impact

Andes Film used the metro environment to immerse its captive audience into the story. As they descended into the metro, commuters were surprised and entertained by the sight of Spiderman suspended above their heads. The eye-catching campaign was highly shareable and ensured mass awareness and high recall among the target urban audience.





Advertiser: Somersby Cider

Somersby frozen billboard tempts with a refreshing drink



Location

Vilnius, Lithuania



Format

Street Furniture



Dates

4 July 2017



Solution

Special build, Showcase



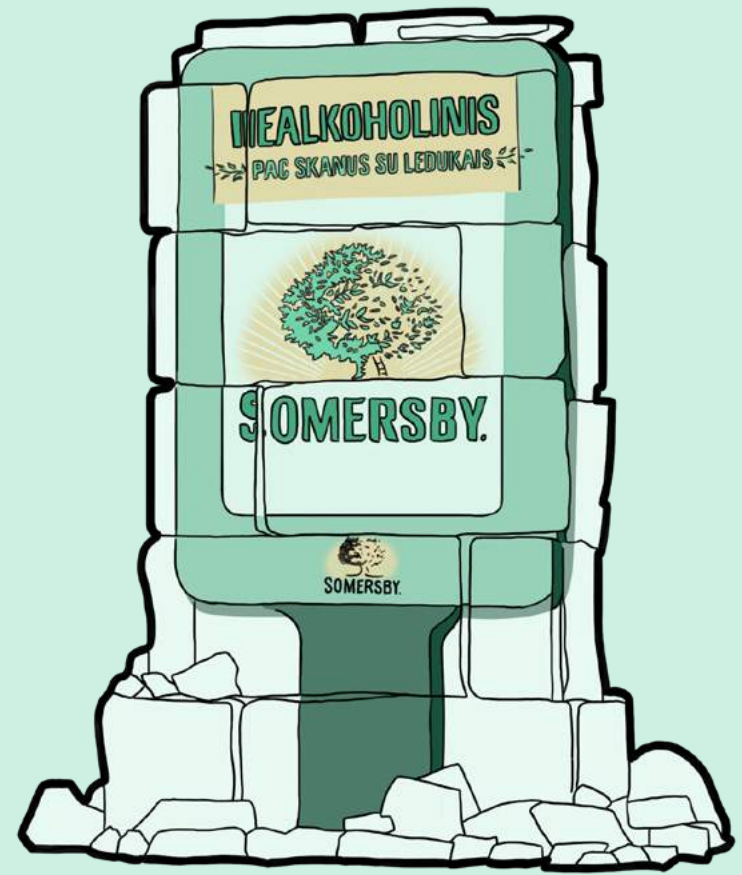
Facebook

The campaign Facebook post achieved record-high reach

[▶ Watch the video!](#)

Impact

The giant block of ice in the middle of the street was surprising and unmissable to the 200k+ people passing the panel. The unexpected sight interrupted people's daily routine and boosted brand recall. The concept was unique and entertaining and the slow reveal built anticipation among Somersby's target urban audience.



Concept

Somersby Cider is made to be drunk with lots of ice and Somersby needed a campaign to suit their summery identity.

JCDecaux Lithuania chose one free-standing unit within Somersby's city-wide OOH campaign, and enclosed it entirely in one tonne of ice. As the ice melted, it slowly revealed the showcase panel containing bottles of the Somersby's non-alcoholic cider.



Advertiser: AFL & Virgin

AFL players chat with fans via Live Video call



Location

Sydney, Melbourne, Adelaide - Australia



Format

Street Furniture



Dates

28 August - 2 September 2017



Solution

Live feed and Audio-visual, Experiential



Concept

AFL's nationwide DOOH campaign promoted the Finals. However, at peak times, select digital panels switched to a Live Video Call with star players appearing on the screen and beckoning passers-by to answer their call. The players chatted with fans and gave them challenges in exchange for free tickets and flights to the tournament, which they presented to the fans personally on site.



[▶ Watch the video!](#)

Impact

The high coverage DOOH campaign raised awareness for the AFL brand and the tournament. The ringing panels disrupted the daily routine of passers-by, grabbing attention and increasing recall. Exclusive content, personalisation, live interaction and the humorous aspect of the campaign built a genuine dialogue and trust among consumers. Participants and the on-lookers were delighted to meet the stars and the campaign gained traction on social media and in the press.





Advertiser: Frivillig.no

Frivillig.no Live Stream bus shelter invites volunteers for a chat



Location
Oslo, Norway



Format
Street Furniture



Dates
13 September 2017



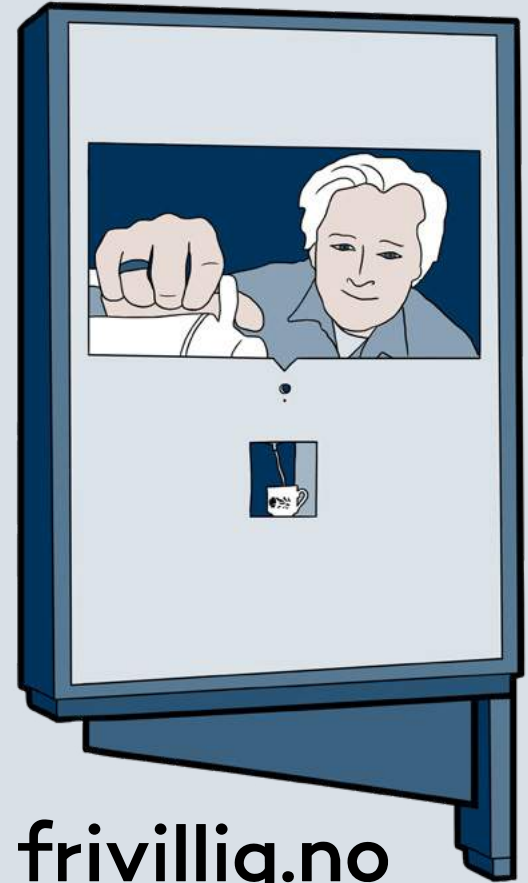
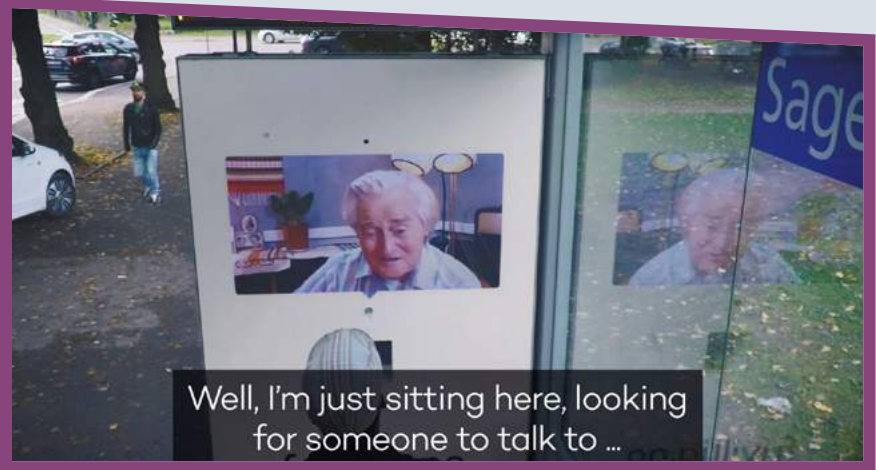
Solution
Live Streaming,
Dispenser



800+
Facebook comments

2.5k+
Facebook shares

[▶ Watch the video!](#)



frivillig.no

Concept

The volunteering website Frivillig.no kitted out a digital bus shelter with a camera and dispenser. The bus shelter streamed an elderly gentleman who invited willing passers-by to stop for a coffee and a chat with him. If they agreed, the dispenser was activated and as the man started pouring a cup on the screen, coffee was dispensed into the cup in the shelter.

Impact

The innovative campaign was both heart-warming and fun, appealing heavily to the emotional side of passers-by and putting a face to the cause. The live streaming gave a taste of what volunteering with the elderly would be like and showing potential volunteers how easy it is to make a real difference in someone's day. Unsurprisingly, the campaign gained significant traction on social media with impressive amount of engagements further boosting exposure.



Advertiser: Nestle, Perrier

Take the metro to the jungle



Location

Shanghai, China



Format

Transport



Dates

15 October 2017 -
11 November 2017



Solution

Special build, Special light,
Sound, Showcase



perrier®

▶ [Watch the video!](#)

Concept

Perrier dominated a metro station in Shanghai to launch their limited-edition bottles designed in collaboration with the artist Juan Travieso. To match the wild design of the bottles, JCDecaux China transformed the main concourse of the South Huangpi Rd Station into a wild jungle, complete with trees and sounds of wildlife.

As commuters crossed the lines on the floor, motion sensors made the forest come to life; green LED lights gradually illuminated the trees and sounds of lions roaring came from all around.

The showcase was part of a larger station domination execution, featuring showcases and wrapping around the entire metro station.



Impact

The eye-catching execution was unmissable, sparking the imagination of commuters and briefly transporting them to a magical kingdom, away from the hustle and bustle of the city. Many were keen to take photos and videos and share them on social media.





Advertiser: Atom Tickets

Pop-up cinema gets travellers in the mood for Thanksgiving



Location
New York, U.S.A.



Format
Airport



Dates
22 November 2017

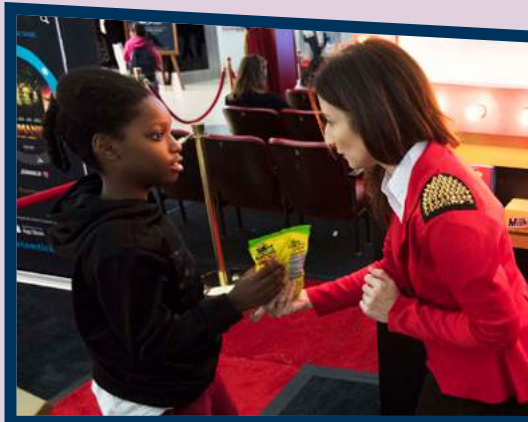


Solution
Special build, Sample, Voucher, Experiential



Concept

The cinema ticketing app Atom Tickets promoted its launch with a pop-up cinema at JFK Airport during Thanksgiving. To entertain passengers while they were waiting for their holiday flights, Atom Tickets screened one of the most traditional holiday movies – Home Alone. Meanwhile, brand ambassadors handed out cinema snacks and coupons that users could redeem in the app.



[▶ Watch the video!](#)



atom



Impact

Atom Tickets timed the campaign strategically to capitalise on the cyclical holiday spike in airport travel during Thanksgiving. The campaign harnessed the positive associations that people have between holidays and movies like Home Alone. The experience put people in a good mood and unsurprisingly generated impressive social media and news coverage.



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Advertiser: M-Net Survivor

Could you win this 3-day billboard endurance challenge?



Location
Johannesburg,
South Africa



Format
Large Format



Dates
22-24 November 2017



Solution
Special build, Experiential



26.3k
Facebook live stream
got 26.3k views

[▶ Watch the video!](#)



Concept

MNET turned OOH into a stand-out awareness campaign promoting Survivor. The billboard campaign integrated the show into its marketing, bringing 'Survivor' directly to the streets of Johannesburg. Eight contestants were tested on how much they wanted to be part of the show in a preliminary test of endurance. The event was streamed live on Facebook.

Impact

For three days twice a day, contestants were tested in mental and physical challenges. At the end of each day, two were voted off by their fellow contestants and on the third day, all those who were voted off, came back for a final vote. The original idea grabbed attention of passers-by prompting people to share the event through word of mouth and on social media.



Advertiser: Freixenet

A column scene: ballerinas and fireworks



Location
Vilnius, Lithuania



Format
Street Furniture



Dates
4-25 December 2017



Solution
Showcase, Custom build, Lighting

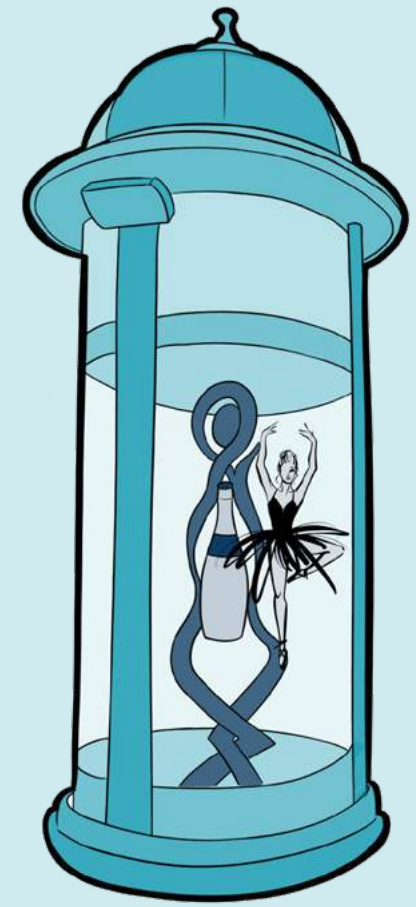


Concept

Freixenet transformed a inside this customised Christmas column into a magical snow globe showcase. Passers-by were mesmerised by the scene straight from The Nutcracker of dancing ballerinas and fireworks display

inside this customised Christmas column. A sophisticated campaign combining mirrors, screens, projections, animation and music turned JCDecaux famous columns into a snow globe-like music box.

[▶ Watch the video!](#)



Impact

Passers-by were taking photos and crossing the street to get a better look at the display. The simple yet clever structure combining light and mirrors created a stunning display, delighting all the passers-by during the festive time.





CAMPAIGNS OF THE YEAR 2017



Contact



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