

INVESTMENT, INFRASTRUCTURE, INFORMATION AND INSPIRATION

How the Out-of-Home advertising industry can support
the levelling-up agenda at a local level

OUR AGENDA TODAY

- Our proud public sector partnerships
- Helping improve public services
- Strengthening local leadership to provide real change
- Raising living standards, especially where they are lower
- Giving communities the resources necessary to enhance the pride they feel in the place they live
- In summary

“

Outdoor advertising can only last if it offers two services – the provision of information to the public, and the provision of public amenities.

My whole career has been driven by... an obsession with always, always using our advertising-based business to serve the community.

Our Founder, Jean-Claude Decaux

”



INVESTMENT IN UK CITIES SINCE 2015

£46M
street furniture

£46M
large format

“TfL fully support JCDecaux’s digital growth strategy and we continue to be impressed with JCDecaux’s innovation, professionalism, partnership and operational excellence.

“JCDecaux are a trusted partner.”

John Pizzamiglio

*Lead for Advertising Strategy,
TfL*



OLD STREET, LONDON
LARGE FORMAT

2020-2021: CONTINUED INVESTMENT



Manchester

Q4 2021 / early 2022

86 double-sided city centre Digital panels (172 screens)



MerseyRail

2021

40 Digital 6-sheet screens



London Borough of Merton

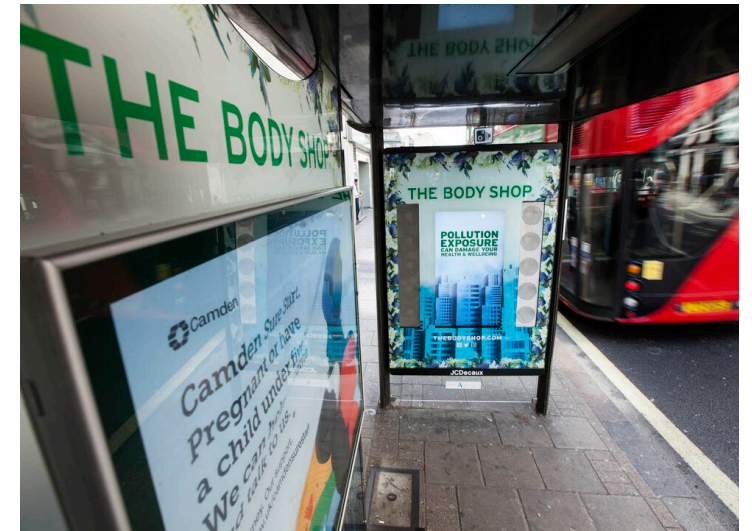
Early 2022

130 bus shelters and 40 freestanding advertising panels (50 screens)

HELP IMPROVE PUBLIC SERVICES

FUNDING VITAL SERVICES FOR THE COMMUNITY

Technology and environmental priorities



FUNDING VITAL SERVICES FOR THE COMMUNITY

Defibrillator network

- Installation began in 2019
- 90 Communication Hubs with defibrillators
- 11 UK cities
- Deployed over 100 times

“We are delighted to work with JCDecaux UK to bring defibrillators to Cardiff...these defibrillators are straightforward to use and require no special training, although we will work with the communities near these kiosks to offer training.”

Martin Fagan
National Secretary, the Community Heartbeat Trust Charity



STRENGTHEN LOCAL LEADERSHIP TO
PROVIDE REAL CHANGE

THE POWER OF THE PUBLIC SCREEN

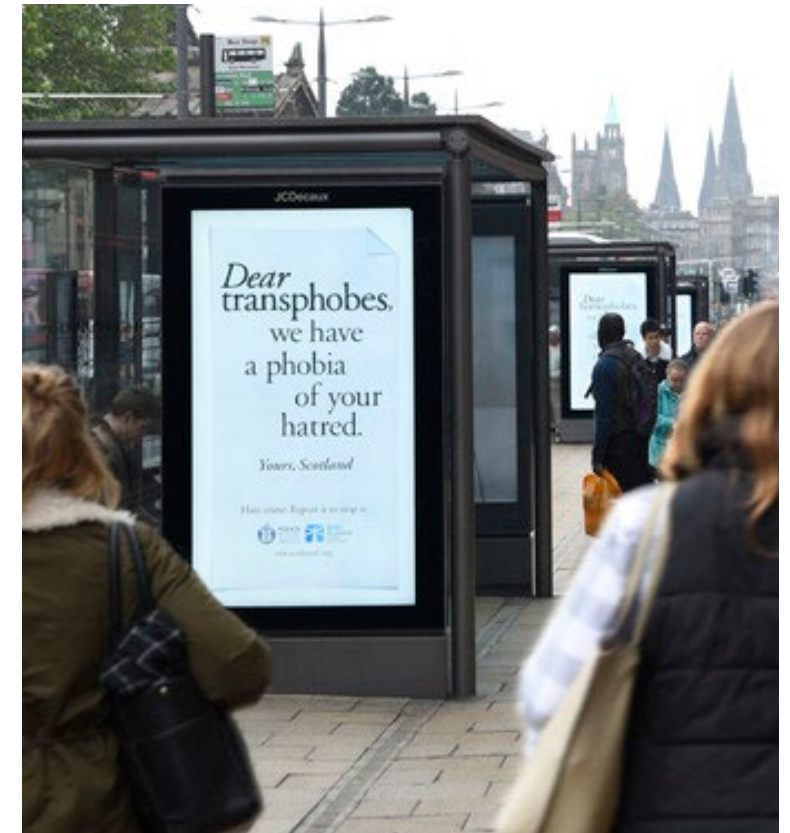
SUPPORTING LOCAL LEADERS IN THEIR CRUCIAL ROLE IN HELPING LOCAL COMMUNITIES



Advice



Inspiration



Support

COMMUNITIES WANT TO HEAR FROM LOCAL GOVERNMENT

78%

WANT TO HEAR MORE OR THE SAME FROM GOVERNMENT

54%

WOULD PREFER TO SEE GOVERNMENT COMMUNICATIONS ON OOH MEDIA

92%

FELT POSITIVE TOWARDS THESE MESSAGES

Source: ResearchBods / JCDecaux Sentiment Tracker 5th November 2020; Advertising Association



OOH BUILDS TRUST AND COMMUNITY CONFIDENCE

PERCEPTIONS OF THE BRAND

+8%

vs other media average

TRUST IN THE CLAIM

+6%

vs other media average

CONSIDERATION

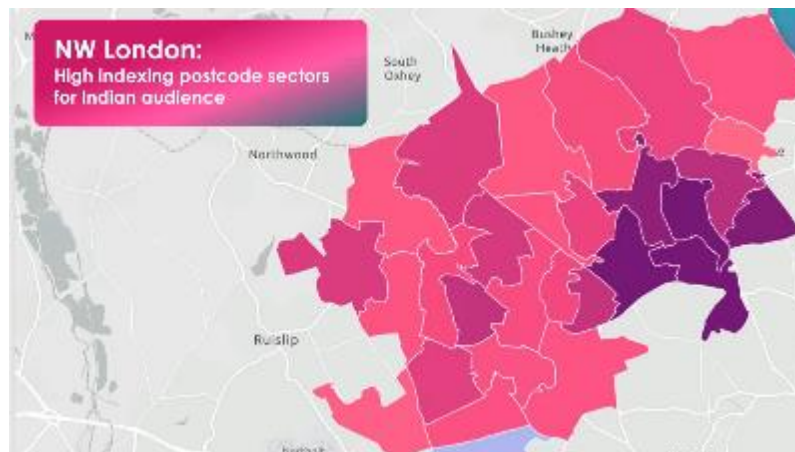
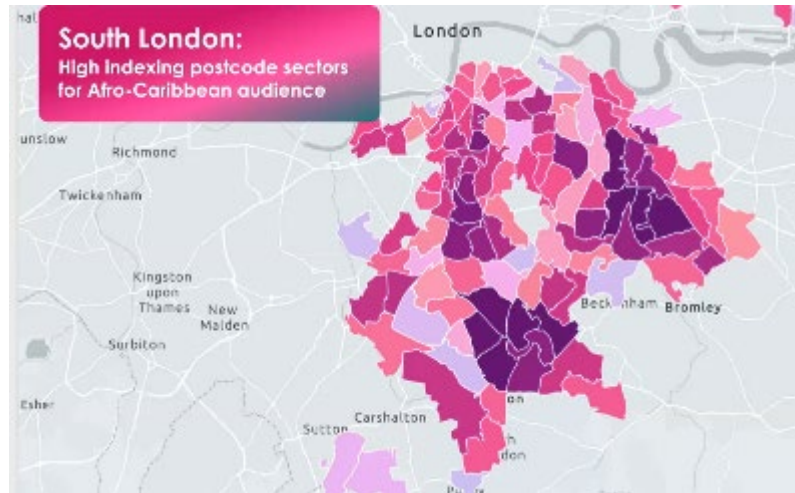
+5%

vs other media average



RAISE LIVING STANDARDS, ESPECIALLY
WHERE THEY ARE LOWER

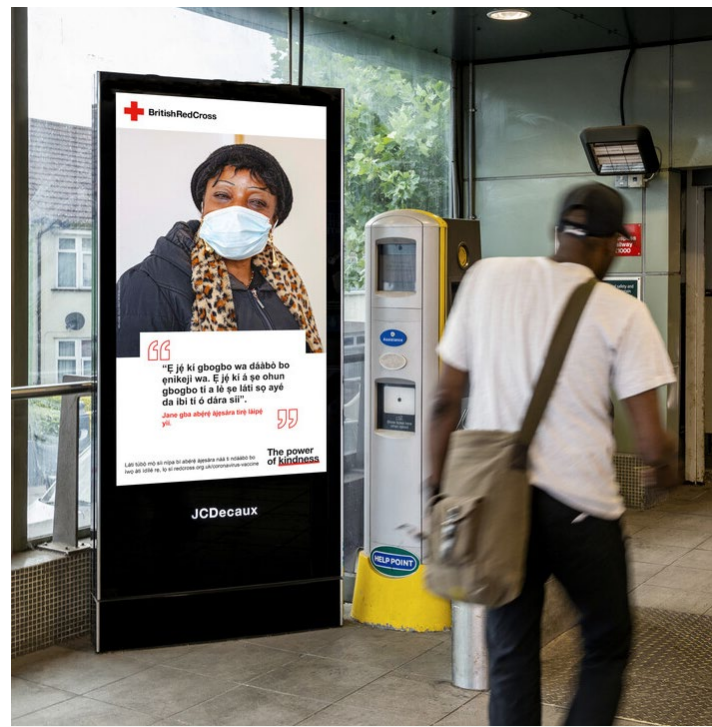
REACHING EVERYONE, ENSURING EQUITY OF ACCESS



BRITISH RED CROSS

“...the campaign ensured equity of access to our message. Importantly, it also provided an additional level of context and relevance for our key target groups by displaying the message in four different languages.”

*Zoe Abrams, Executive Director,
British Red Cross*

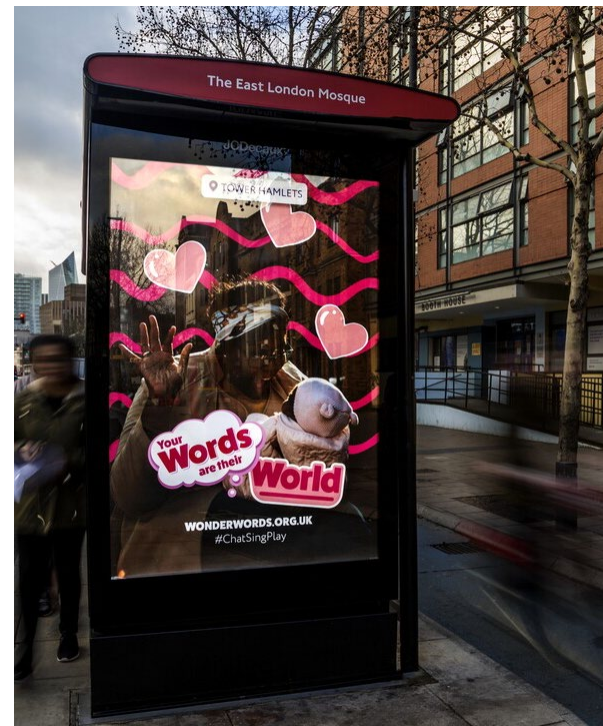


‘WONDER WORDS’ BY SAVE THE CHILDREN

Our Wonder Words Out-of-Home campaign was designed to reach, and appeal to, a target market of low income families with young children in Tower Hamlets.

“Out-of-Home is a democratic medium, visible and accessible to everyone, so it made perfect sense to use it for this message. The engagement we saw with the campaign – both from new visits to the Wonder Words website, and from the research we conducted - reinforced the media choice.”

*Jane Devine, Innovation Officer,
Save the Children UK*



GIVE COMMUNITIES THE RESOURCES
NECESSARY TO ENHANCE THE PRIDE THEY
FEEL IN THE PLACE THEY LIVE

IN THE SERVICE OF OUR COMMUNITIES

London Borough of Lewisham

“I am delighted to support this important initiative that will bring the healthy lifestyle message to the streets of Lewisham...

“This is an unprecedented opportunity to effect real behavioural change through a coordinated approach involving local stakeholders including community groups, schools, Lewisham Council and JCDecaux.”

Damien Egan
Mayor of Lewisham



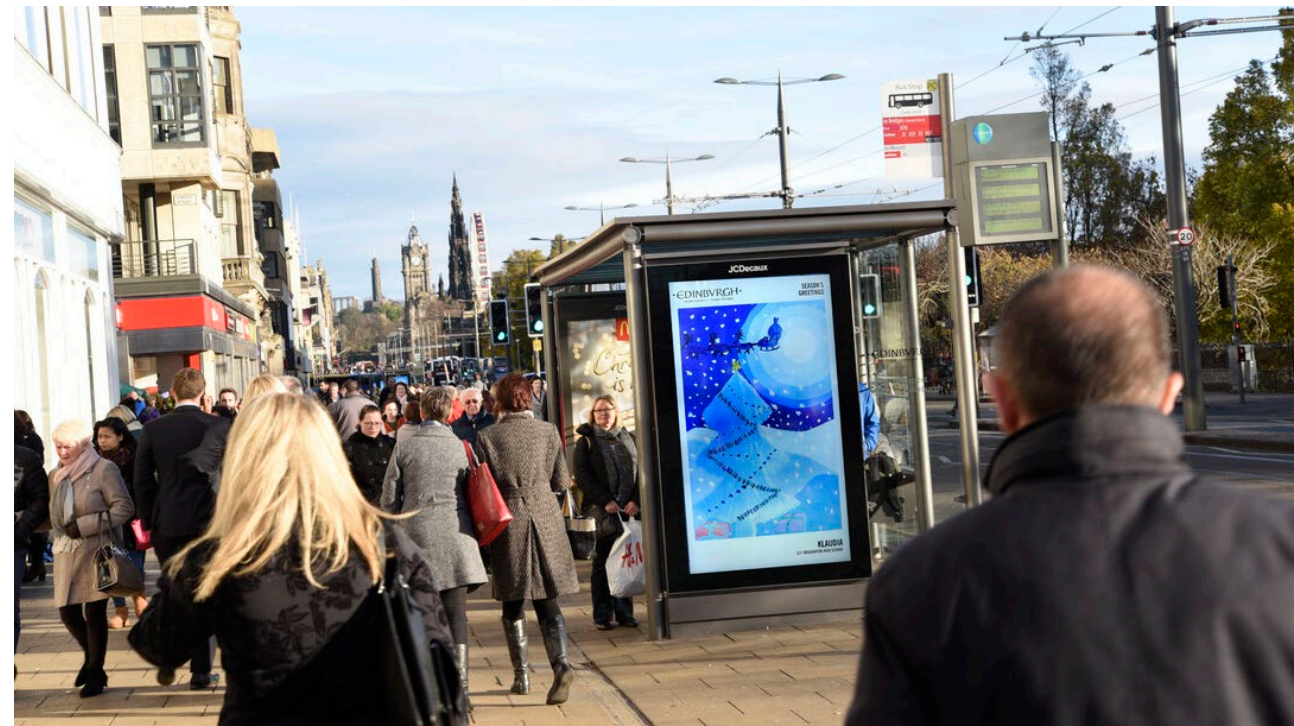
IN THE SERVICE OF OUR COMMUNITIES

Edinburgh Council

“It must be really exciting for the pupils and their families to see their designs on show for the public and all the entries deserve special mention.

“I’m delighted JCDecaux UK are once again promoting the cards on the digital bus shelters in Princes Street - it will definitely bring festive cheer to shoppers!”

***Cllr Alison Dickie,
Vice-Convener of The Education, Children and
Families Committee***



HOUNSLOW

A 'SWAN'DERFUL PARTNERSHIP

"The screens enable us to tailor our campaigns to a local setting. This is quite powerful and helpful where we have campaigns that only relate to a given area."

"We can take advantage of the immediacy of the communication screens to highlight a major event."

"Overall we really value the digital screens that we have at our disposal and the ease of use and our ability to change content so quickly and autonomously."



IN SUMMARY: OUR SUSTAINABILITY AND COMMUNITY COMMITMENTS

Robust ESG

Environmental, Social, Governance

Global commitments

RE100 / Carbon Neutrality

Virtuous business model

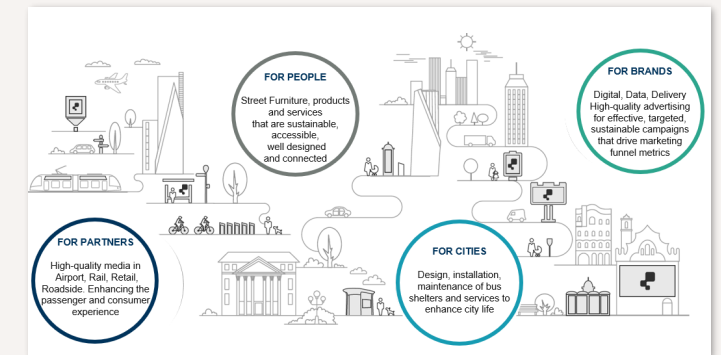
Service in exchange for ad revenue

Helping partners meet goals

Reaching the under-represented / UN

OOH chooses to care

50p in every pound goes back to the community





DIG IN

**THIS IS
THE DECADE
OF DOING**

JUSTDIGGIT.ORG

COOLING DOWN THE PLANET

JCDecaux



THANK YOU