



## Christian Dior Parfums and JCDecaux usher in the era of interactive urban marketing!

For the international launch of its Dior Addict High Shine lipstick, Christian Dior Parfums will be the first advertiser worldwide to use the brand-new exclusive urban interactive marketing system created by JCDecaux Innovate: SWIP (for Serveur Wap Interactif Push, or Interactive Wap Push Server).

The strategy adopted by Christian Dior Parfums will make it possible, for the first time, to use outdoor advertising in conjunction with the downloading of multimedia content on mobile phones using an extremely simple – and totally original – procedure.

### SWIP in 3 stages :

- Call the telephone number displayed on the poster
- Receive a message of confirmation and validate it
- Automatically download the multimedia application

SWIP is fast, accessible to everyone, wherever they happen to be, and does not require users to type out an SMS.

For this “media first,” JCDecaux Innovate has adapted the multimedia content in association with Christian Dior Parfums: an “On Device Portal” (ODP) allows users to access, via a single interface, a moving presentation of the product, advice about applying makeup, videos, music, ring tones, and background screens.

Christian Dior Parfums will be able to monitor the download statistics in real time thanks to a dedicated area that can be consulted online.

SWIP has been designed as a universal system making it possible to create campaigns with an international reach. Planned by KR Média and Poster/Kinetic, the French campaign can be seen in Paris and its suburbs, and in a number of regional cities from March 5 to 18, 2008.

The campaign will also run in Belgium, Italy and the Netherlands and will include a large number of lenticular advertising panels.

JCDecaux Innovate is the JCDecaux division dedicated to event-based outdoor advertising solutions that include dynamic audiovisual and interactive elements.

Neuilly, March 6, 2008

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