Urbanstories

When High Value Brands invest the city

JCDecaux
city provider

Urbanstories

JCDecaux

Provides brands with access to a unique means of expression.

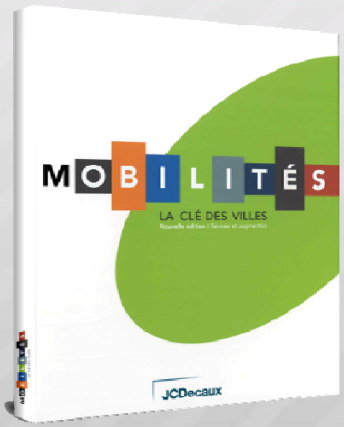
Urbanstories

What are the prospects for brands in the city ?

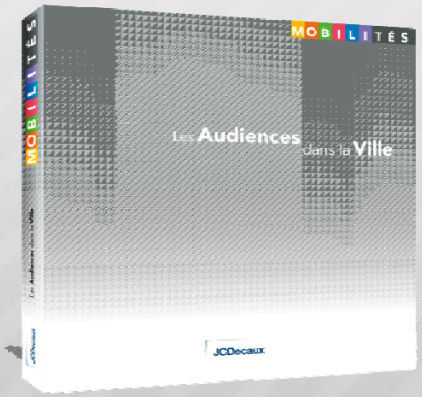
What stories will they tell consumers ?

At JCDecaux, we observe how cities are evolving

2006
Cities



2008
Audiences



2009
Brands

Which Brands ?
ROLEX
LACOSTE
BANG & OLUFSEN
Baccarat
ChristianDior
BOUCHERON
AIGLE
BREITLING
CHAUMET
PARIS
AZZARO
BVLGARI
Chloé
Cartier
Chopard
ligne roset
ERIC BOMPARD
LANCÔME
PARIS
CLARINS
PARIS
Club Med
Christofle
PARIS
High Value Brands
CHANEL
rochebobois
PARIS
GIVENCHY
Apple
Jean Paul GAULTIER
HERMÈS
PARIS
GUCCI
KENZO
PRADA
ISSEY MIYAKE
Van Cleef & Arpels
LANCEL
PARIS
LALIQUE
LONGCHAMP
PARIS
SHISEIDO
VIKTOR&ROLF
L'ORÉAL
BOSS
HUGO BOSS
GUERLAIN
SWAROVSKI

An ambitious and innovative methodology

RELOAD
EXPERTISE - COMMUNICATION PLANNING - EFFICIENCY

"opinionway

Intuition
Field surveys

Understanding a rarely-consulted high revenue population

Validation
Focus Groups

Consultation of a wider audience

Consultation of Experts

Enlightening and developing the thought process

Quantification
On-line questionnaire

Identifying individual perceptions and practices

JCDecaux
city provider

Urbanstories

The city’s many faces

JCDecaux
city provider

Urbanstories

An Increasingly Urban Population …

- **50%** of the world's population are city-dwellers
- **180 000** move to the city each day
- **75%** of French people live on **18%** of the territory

Source : State of World population 2007, UNFPA, Population of the main urban areas worldwide, INSEE

The city is reinventing itself…

Involvement

Sharing

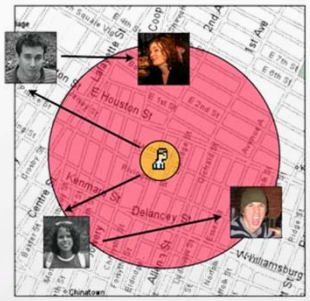
Creativity

Connectivity

Involvement

Sharing

Les habitants de votre quartier se retrouvent sur Peuplade !



FLASHMOB

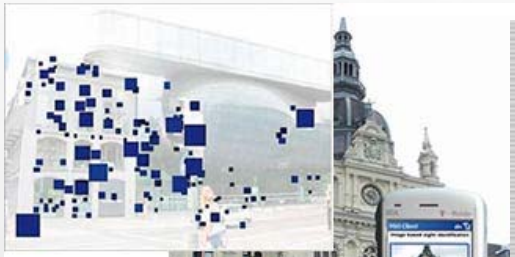
JCDecaux
city provider

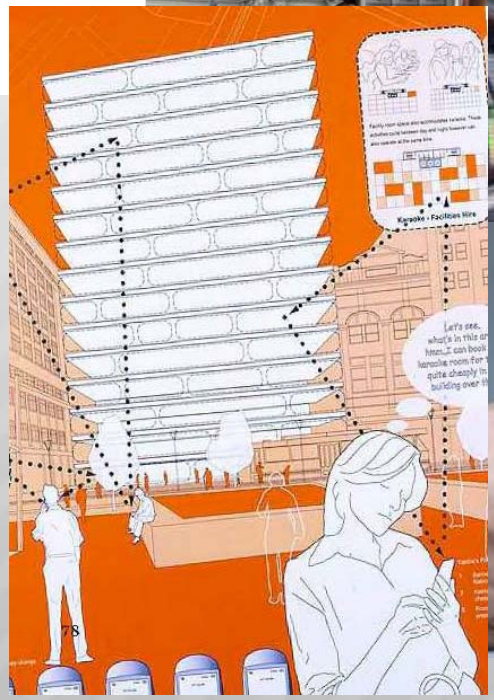
Urbanstories

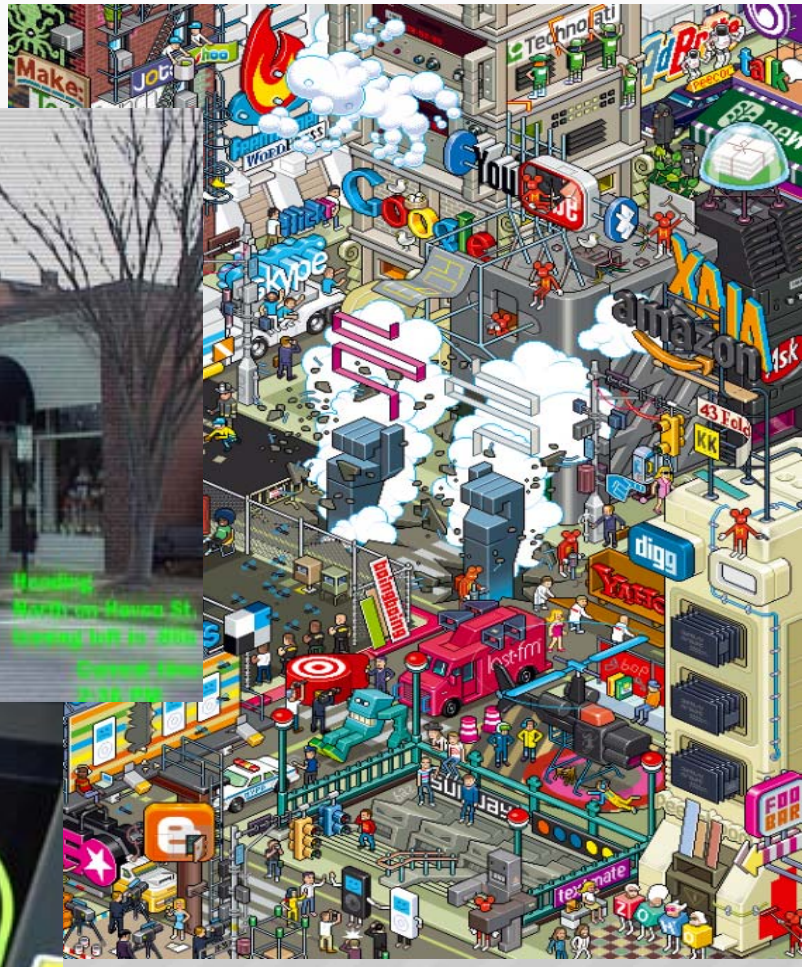
Creativity

BeauxArts
magazine
DES MURS AUX MUSÉES...
LA NOUVELLE GÉNÉRATION DU
STREET ART
MUSÉE D'ORSAY
La gloire du pastel
ENTRETIEN
Picasso vu par Buren

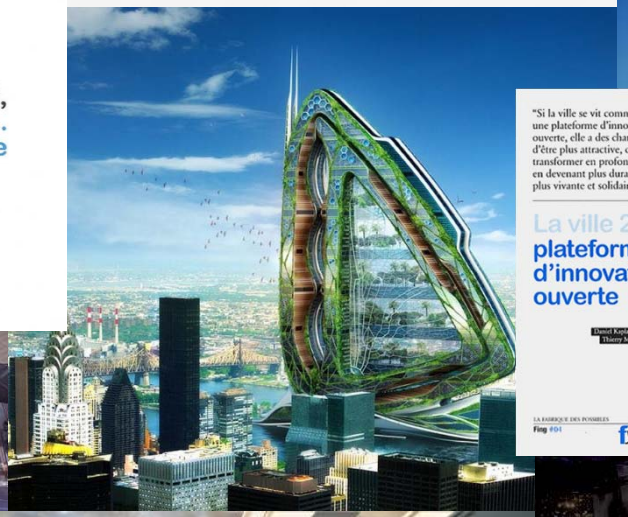
Connectivity







A Revolution for Cities?



"Peut-on faire en sorte que les dimensions physique, sociale et numérique soient mises au service d'une ville à la fois plus attentive à chacun, et plus familière à tous ?"

La ville 2.0, complexe... et familière

Fabien Eychenne

LA FABRIQUE DES POSSIBLES
Fing #02
fyp

"Si la ville se vit comme une plateforme d'innovation ouverte, elle a des chances d'être plus attractive, de se transformer en profondeur, en devenant plus durable, plus vivante et solidaire"

La ville 2.0, plateforme d'innovation ouverte

Daniel Kaplan
Thierry Marcou

LA FABRIQUE DES POSSIBLES
Fing #01
fyp

"La ville se numérise pour affronter de nouveaux défis. Ses façades et ses mobiliers urbains deviennent des écrans. De nouveaux services et médias émergent dans l'espace public..."

Le 5e écran

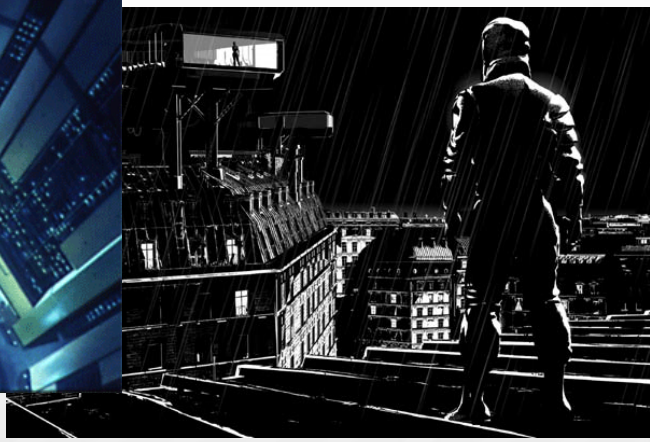
Les médias urbains dans la ville 2.0

Bruno Maestelli

LA FABRIQUE DES POSSIBLES
Fing #05
fyp

JCDecaux
city provider

Urbanstories



Will We Live in a Fantasy World Tomorrow?

JCDecaux
city provider

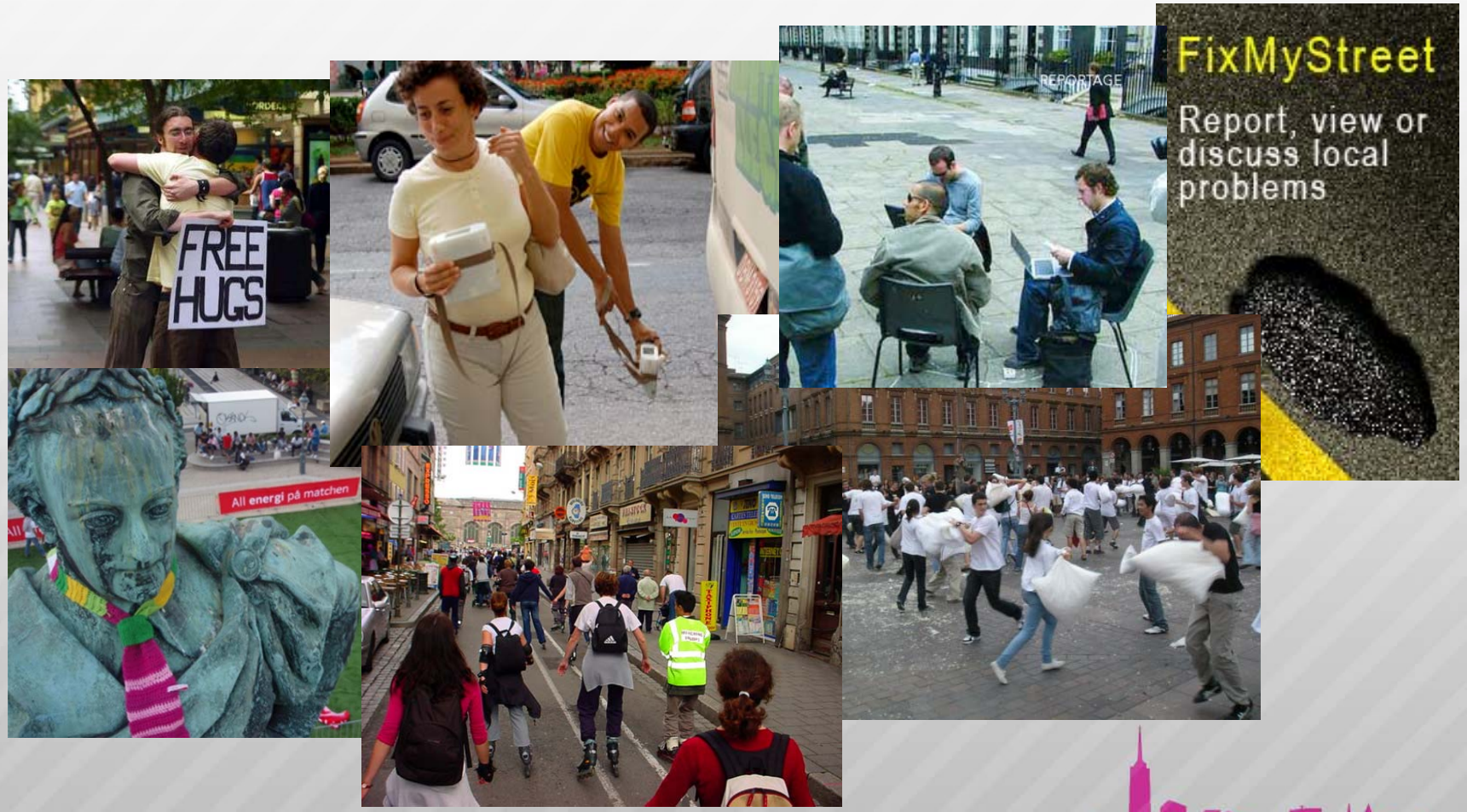
Urbanstories

The City of the Future is Taking Shape Before Our Eyes…

JCDecaux
city provider

Urbanstories

A New Pattern is Emerging:
The Reappropriation of the city by its ‘users’



JCDecaux
city provider

Urbanstories

Towards a **Postmodern** City

« The city is changing : from a location centered on trading, it has become **a pole where being together counts**, a place where social cohesion is born and establishes itself ».

Michel Maffesoli, Sociologist

« The Postmodern city is a chain of shrines and niches, **meeting places** where individuals can potentially go according to their tastes and find what they are looking for »

The City's Many Faces

The city of potential 94%

« Everything is possible and within arms' reach in the city»

The city of discovery 80%

« I'm forever discovering something different in the city »

The indispensable city 73%

« I can't stay away from the city for long »

The city to be identified with 72%

« I feel alive in the city »

Quantitative section / Sub-total agree

Describe the City…

*"It's the crowds, **other people**, it's multicultural"*

*" An **ever-open** space"*

*"Monuments, the view, a place where **it's nice to go for a stroll"***

*"A convivial place where you're **likely** to meet people and find some warmth"*

Collages made by participants in the qualitative groups

At the End of the Day, It's a Host of Perceptions

A City Focused on Humanity

Sight, the city's main sense?

" There are always lots of things to ***see*** *in the city ; shop windows, posters, people"*

" That's how I find my identity in the city, ***through other peoples' eyes*** *"*

The City, a Storybook

Cyril Le Quellec,
Development Director
Publicis 133

“ It’s not surprising that sight is the most used sense in the city. Everything’s always on the move in the city, always changing, evolving, there are so many things to watch, to read, to see, to experience”

Dominique Imbault,
Consultant

“ A fantastic place for storytelling”

Infinite potential for brands…

The city is a « magazine » open skywards …

JCDecaux
city provider

Urbanstories

The City, a Storybook…for Brands

“ I enjoy looking at posters in the city and I am often impatient to see such and such a brand’s new campaign.

*What are they going to **tell** us this time?*

*What’s the **next episode**? ”*

In the city, brands tell us their own stories

JCDecaux
city provider

Urbanstories

Spontaneous Brand Presence…

Brands that welcome us when we arrive in a city

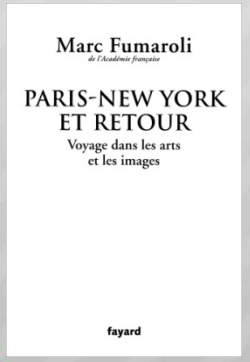
« Brands are welcoming us in the city, particularly in the airports… they even say goodbye ! »

« in any airport, brands sort of make us feel at home before we take off or leave to head for the city itself ».

… and even represent these cities

«JCDecaux bus shelters are the Universal Exhibitions of our time, miniature Crystal Palaces »

Marc Fumaroli
Philosopher, Member of the Académie française



JCDecaux
city provider

Urbanstories

Brands whose advertising is legitimate and appreciated

« My street would be **duller**, sadder, if advertising disappeared. »

« Advertising is **temptation**, we are always tempted to do lots of things in the city. »

« There would be nothing to **look at** in the street anymore. »

«The city is **the latest thing**, it's pleasure, or shopping. »

« Without advertising, the city **fades away**. »

What is expected of brands in the city ?

Wonder

88% *« I expect brands to surprise me in the city. »*

Emotion

92% *« I expect brands to make me dream. »*

Communication at the right time in the right Place

69% *« I expect brands to provide me with practical information when I need it. »*

... to Encourage brand purchase

« I'm sure there are products I would not have bought had I not seen them in context in the city »

What does the city inspire?

4

Urban Scenarios

City **life-styles**

Ways the city is **perceived**

Ways of **playing a role** in the city

Brand communication scenarios

Different ways to perceive and live the city

Different roles in the city

be filled with wonder

observe the city

participate in a group initiative

Spectator ← → **Actor**

sublimate

transform

imagine

live life to the full

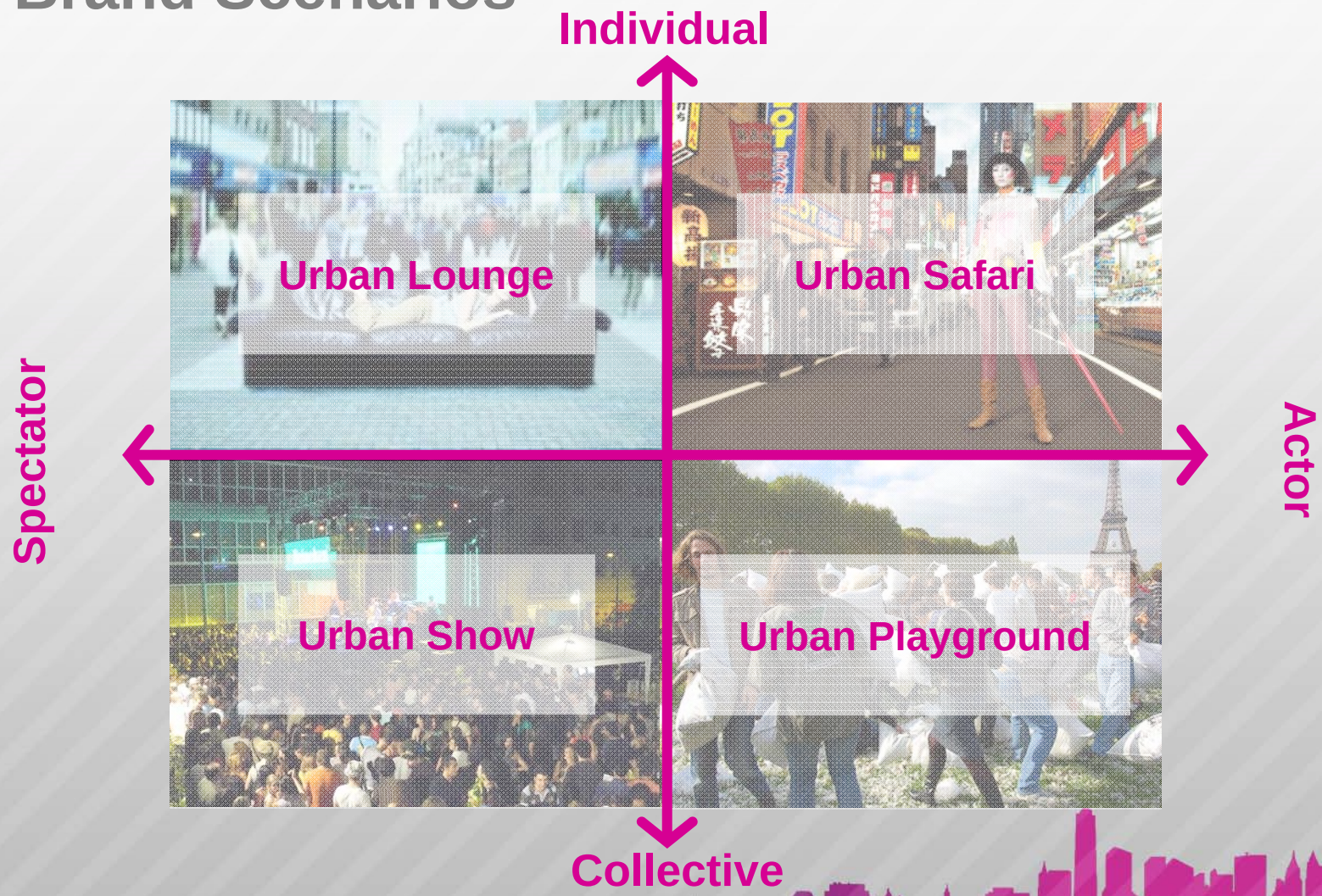
enjoy yourself in the city

Involvement axis

JCDecaux
city provider

Urbanstories

4 Ways To Live The City Experience
4 Brand Scenarios



« The City Is Like My Lounge »

The city is welcoming, comfortable and endearing

« I feel at home in the city, almost like in my lounge »

« The city is where I feel good, where life is pleasant »

The city is practical and easy-going

« I know the city, it is familair to me »

A city where all is possible, everything is within arm's reach

JCDecaux
city provider

Urbanstories

« Individual contemplation »

Enter into consumers' private, daily lives

Play on familiarity and proximity.

Keywords : Relaxation, well-being, pleasure, daily life

JCDecaux
city provider

Urbanstories

Urban Lounge

« Individual contemplation »

« The City Of Discovery At Every Corner »

The city is alive

You walk its streets, you discover it, you explore it

The city is full of things to do, people to meet, and **things to share**

« The city is a permanent adventure for me »

The city is an unending source of novelty

« Restaurants, bars, exhibitions ...you feel you'll never know a city like Paris inside out »

« I like to visit the different parts of the city and discover new areas »

JCDecaux
city provider

Urbanstories

« Permanent discovery »

Surprise the consumer, amaze him, call out to him

Show him new and unexpected experiences

Keywords : Discovery, surprise, *extra*ordinary

JCDecaux
city provider

Urbanstories

Urban Safari

« Permanent Discovery »

JCDecaux
city provider

Urbanstories

« The City is a Show »

The city is pleasurable, amusing, multi-coloured

« When I go around town, I like to look at everything around me : the shop windows, posters, people, homes »

« I like to observe the city. It's a daily production with itslighting, its people, its architecture, its events. »

The city livens up our daily routines

« Every minute I spend in the city makes me forget my everyday worries, gives me a break, allows me to escape. »

« If the city was a show it would be a stage play of some kind. Dramatic but also with a comical side. »

« A Street Show »

Entertain the consumer, take him out of his daily life

Tell stories, choreograph the brand in the city

Keywords : Imagination, festive, emotions, show

JCDecaux
city provider

Urbanstories

Urban Show

« A Street Show »

« The City is a Playground »

A city which makes you want to act upon it, to contribute and share a common experience with others.

« The city makes me dream. There are so many things to do, you feel alive there, in perpetual motion. »

« The city is an entertaining place for sporting activities or things to see. I enjoy myself in the city.»

« I think the city should be occupied, taken over. It is a source of inspiration and a support for so many creations. »

JCDecaux
city provider

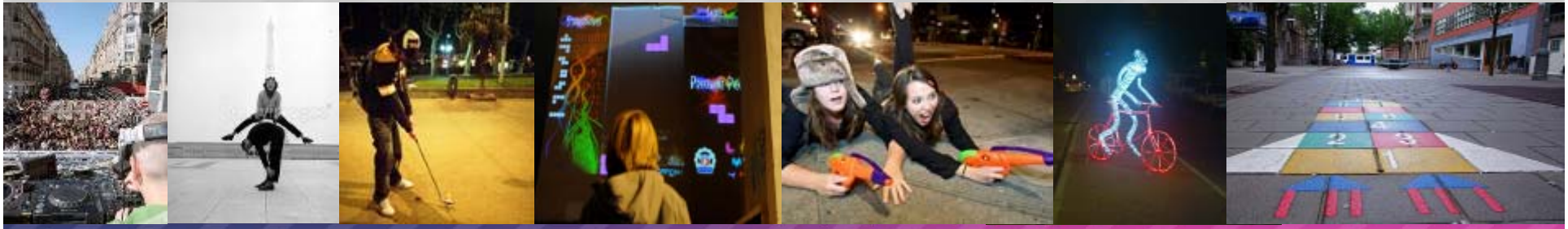
Urbanstories

« The Playground »

Involve the consumer, give him action

Develop complicity through active entertainment

Keywords : Game, group, complicity, experience



JCDecaux
city provider

Urbanstories

Urban Playground

« The Playground »

JCDecaux
city provider

Urbanstories

Which stories are you going to write in the city ?

www.urbanstories.fr

JCDecaux
city provider

Urbanstories

Urbanstories

www.urbanstories.fr

JCDecaux
city provider

Urbanstories