



Sublime, a union between Black, Gold and...JCDecaux Innovate!

When organizing the launch of its new premium Arabica coffee christened "L'OR Noir Sublime" (Sublime Black GOLD), Maison du Café chose JCDecaux Innovate to create an urban sensation and provide a made-to-measure display case for its latest creation, dreamt up by the Drafftcb advertising agency.

Installed in 25 showcase bus shelters in Paris and Neuilly-sur-Seine, this experiential campaign takes on a sublime dimension thanks to a unique system created specifically for this event. Thanks to the presence of some forty optical fibres incorporated into the display, the spangles included on the poster are illuminated and glisten with a thousand twinkling lights, revealing the full significance of the encounter between Black and Gold!

Orchestrated by OMD, this campaign will be on display from April 2 to 8, 2008.

JCDecaux Innovate is the JCDecaux Department dedicated to experiential outdoor advertising solutions that include dynamic audiovisual and interactive elements.

Neuilly, April 3, 2008

Choisissez d'être VU