JCDecaux Creative Solutions

Campaigns of the Year

Caritas

Reebok

PEPSICO

AVIVA

Mercedes-Benz

SHISEIDO

SONY PICTURES™

HKexpress

BACARDI

Austrian

WHATEVER THE WEATHER GORE-TEX®

THE LOST DOGS HOME

About JCDecaux Creative Solutions

JCDecaux Creative Solutions pushes the boundaries and challenge the conventions of Out-of-Home advertising, transforming innovative concepts into 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 create unique opportunities for brands to grab attention, build a dialogue with their audience and add excitement to the daily life of city dwellers.

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Advertiser: Caritas

Location
Vienna – Austria

Dates
10th December 2015 – 27th January 2016

Activity
Transport

Solution
Special build, donation slot, showcase

OOH piggy bank panel collects donations for Caritas

Concept

Three free-standing panels with built-in transparent money banks in the form of a thermometer encouraged the public to make cash donations to Caritas. The donations went towards helping the homeless in Vienna in the middle of winter.

Outcome

The eye-catching thermometer on the creative of the campaign caught the public's attention. The clear call-to-action "Donate" encouraged donations. The more money was added, the higher the temperature of the thermometer appeared to be. The transparent money bank allowed passers-by to see how much was already raised and encouraged them to donate more.

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Reebok

Advertiser: Reebok

Location
Stockholm – Sweden

Dates
25th – 26th February 2016

Activity
Street Furniture

Solution
Speed camera, showcase, free prize

## Reebok speed cam unlocks free trainers for the fastest runners

Concept

A free-standing panel with a showcase containing Reebok's ZPump 2.0 trainers was placed in the middle of a pedestrian shopping area. A call-to-action invited people to race past the panel. The panel detected their speed through a built-in speed camera. If they reached 17km per hour, the showcase opened letting the winner take a free pair of ZPump 2.0 trainers home with them.

Outcome

This eye-catching panel and the unusual call-to-action attracted the public towards the panel. The passers-by found the challenge exciting, and the prospect of winning free Reebok trainers encouraged lots of participation. 250 pairs of trainers were won in total. This campaign proved to be popular, shown through the video of this campaign going viral, with 275,000 views on YouTube and 30,000 shares on social media channels.

▶ Watch the video!

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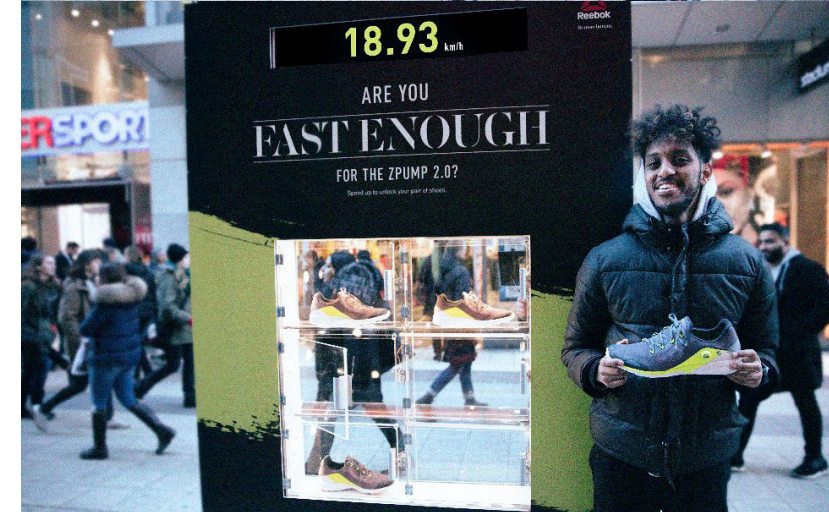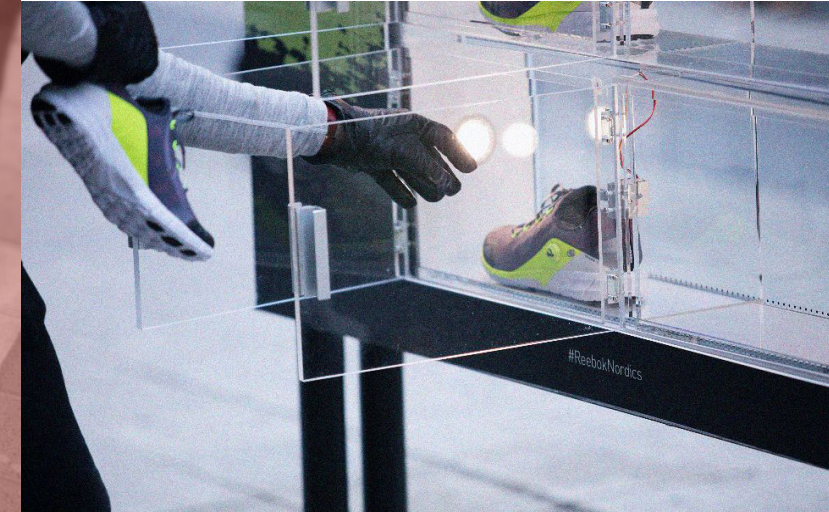
PEPSICO

Advertiser: Cheetos

Location
Bogotá – Colombia

Dates
2nd – 8th March 2016

Activity
Street Furniture

Solution
Scent diffuser

Enjoy a delicious Cheetos popcorn smell whilst waiting for your bus

Concept

Ten bus shelters across the city diffused the delicious smell of Cheetos' new popcorn flavours. The fragrance diffuser released the scent automatically at equal intervals, enough to sense it while in vicinity of the bus shelter.

Outcome

Passers-by could smell the cheesy popcorn from a distance. Both kids and adults were curious about where the smell was coming from, and were following it to the shelter. The delicious smelling campaign formed crowds around the shelter, effectively spreading the message about the new Cheetos popcorn snack.

▶ **Watch the video!**

AVIVA

YOUR NEW GYM IS MUCH CLOSER THAN YOU THINK

AVIVA

Advertiser: Aviva

Location

Vilnius – Lithuania

Dates

29th March – 19th April 2016

Activity

Street Furniture

Solution

Digital contextual messaging, special build, social media competition

Touch the bike handles to see a contextualised message on the screen

Concept

A network of Aviva branded furniture included 2 digital bus shelters customised with mirrors and full-sized touch-sensitive bike handles. Touching the bike handles prompted a funny contextual message to appear on the digital screen. A call-to-action invited people to share photos to win a year's membership.

Outcome

The bright and unusual customisation with bike handles caught the eye of pedestrians. People were intrigued to see what message would be displayed for them. Ten memberships were won. There were over 1200 interactions and over 1000 hires on the first day of the campaign alone. As a result, the campaign achieved a record 7% increased in Facebook likes.

▶ Watch the video!

Advertiser: Mercedes-Benz

Location

Berlin – Germany

Dates

7th April 2016

Activity

Street Furniture

Solution

Hologram, special light, special build

A hidden Mercedes cyclist hologram promotes Active Blind Spot Assist technology

Concept

Mercedes used a simple technology consisting of a transparent plastic pyramid and projected video. The construction was placed between 2 OOH panels. The image of a cyclist was projected through the narrow end of the plastic pyramid. The result was a full colour, moving hologram of a cyclist.

Outcome

The eye-catching effect of the hologram was unmissable and the amazed passers-by did double takes. They were drawn to the panel that highlighted the dangers of the driver's blind spot. Mercedes thus effectively promoted the new Active Blind Spot Assist feature of it's latest E-Class model.

▶ **Watch the video!**

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SHISEIDO

Advertiser: Shiseido

Location
Hong Kong

Dates
13th May – 23rd June 2016

Activity
Street Furniture

Solution
UV sensor, showcase, QR, vouchers, wrap

A UV sensitive bus shelter distributes sun block coupons

Concept

JCDecaux equipped 2 bus shelters with UV sensors. The bus shelters featured a showcase of Shiseido sun block, special build roofs, full vinyl wraps and screens displaying the temperature and the UV levels. When UV levels reached a certain index, the showcase door opened, allowing anyone to take a Shiseido discount coupon. Scanning the QR codes on the shelter and the coupons took people to more information about the sun care range.

Outcome

The bright colours of the bus shelter and the showcase drew people in. The anticipation of the panel opening at any minute created excitement. The showcase and the QR directed to additional information about the brand for the commuters who were waiting for the panel to open.

▶ Watch the video!

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Advertiser: Sony Pictures Ghostbusters

Location
London Waterloo Station – UK

Dates
11th – 24th July 2016

Activity
Transport

Solution
Domination, dynamic social media content, experiential, special build, wraps/stickers

Step into #Ghostbusterswaterloo

Concept

The Ghostbusters film release launched a full domination campaign that transformed Waterloo station overnight. Features included stickers, special build dripping goo, Dynamic Snapchat content on the giant digital screen and even a giant Stay Puft Marshmallow man crashing through the floor. Retail units sold merchandise, film tickets and brand ambassadors handed out Ghostbusters' business cards. By calling the number, you got through to the Ghostbusters' voicemail.

▶ Watch the video!

Outcome

The full domination OOH campaign was a huge success. It grabbed the public's attention by breaking the otherwise repeated journeys of commuters and immersed them into the story. Impressive features like the giant Stay Puft Marshmallow Man delighted commuters and the multi-faceted nature of the event built anticipation and excitement. The campaign received over 7,000 mentions on social media in the first 2 days including 5,560 tweets with the dedicated hashtag #ghostbusterswaterloo (the top used tag for the campaign). In addition, the Ghostbusters hotline got a phenomenal 362,882 calls.

HKexpress

Advertiser: HK Express Airways

Location
Hong Kong

Dates
12th August – 1st September 2016

Activity
Street Furniture

Solution
Showcase, special build claw-machine game, free prize, mobile, social media

Play the claw-machine game to win flights

Concept

The awareness campaign was designed to promote the new route from Hong Kong to Takamatsu, Japan. It featured a customised bus shelter with a claw-machine game and a showcase containing capsules. Participants activated the game by "liking" the HK Express Airways Facebook page. The capsules inside the game contained prizes ranging from coupons to free return flights to Takamtsu.

Outcome

The unusual display caught attention of pedestrians. People became intrigues seeing other players take part and win. The engaging call-to-action and the prospect of winning encouraged participation and increased the brand's exposure on social media.

▶ **Watch the video!**

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BACARDÍ

Advertiser: Bombay Sapphire

Location
London
Heathrow Airport, T5
– UK

Dates
1st – 30th September
2016

Activity
Airport

Solution
Experiential,
virtual reality, sampling,
digital

Experience a virtual tour of the Bombay Sapphire distillery

Concept

A digital screen invited passengers to the experiential area with a showcase of Bombay Sapphire gin and a bar offering cocktails. Fans and discoverers of the brand could take a Bombay Virtual Reality tour of the distillery with Oculus Rift and learn more about the brand's heritage.

Outcome

Bombay Sapphire created a real and consistent brand experience for the premium airport audience. The campaign made the most of the passenger airport dwell time and the proximity placement. Bombay offered a relaxing atmosphere to sample their products and discover the brand in an entertaining way that increased brand recall. The result was a 66% sales uplift for the brand.

▶ **Watch the video!**

Advertiser: Austrian Airlines

Location
Vienna – Austria

Dates
3rd – 23rd October 2016

Activity
Street Furniture & Transport

Solution
Experiential, domination, wrap, dispenser, sound

It's a #MyAustrianMoment experience

Concept

The Austria Airlines experiential bus shelter campaign featured full wraps, stickers and special build roofs. A sweets dispenser displayed the number of interactions and brand ambassadors distributed gifts. Passers-by posted photos with the hashtag #MyAustrianMoment for a chance to win free flights. The metro domination campaign also featured special builds and branded loudspeaker announcements.

Outcome

Austrian Airlines succeeded in breaking people out of their repetitive commuter journey and providing a pleasant experience. Passers-by were engaged and stopped especially to join in with the activities. The brand displayed their key attribute which is personal care for their customer, reinforcing their positive brand image.

▶ **Watch the video!**

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GORE-TEX®

Advertiser: Goretex

Location
Stockholm – Sweden

Dates
31st October – 6th November 2016

Activity
Street Furniture

Solution
Dynamic contextual content, digital

Data-led ad that responds to weather

Concept

A digital OOH campaign was offered Dynamic content by a simple integration of a weather data feed. The creative changed to match the weather outside; when it rained, the ad displayed a raincoat, when it snowed, it displayed a winter coat.

Outcome

The simple integration of a data feed by JCDecaux Dynamic into a standard digital network, made the campaign more relevant and relateable. Weather data was a perfect fit for the outdoorsy brand, Goretex. The campaign was eye-catching because it was timely, it demonstrated the brand's understanding of their audiences' needs, and it reinforced a strong brand identity.

▶ **Watch the video!**

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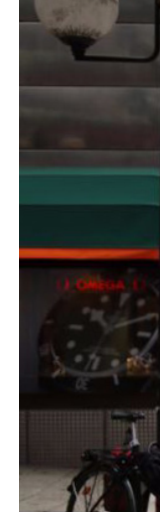
Advertiser: Lost Dogs Home

Location

Melbourne – Australia

Dates

12th – 18th December 2016

Activity

Transport

Solution

AI gesture recognition, digital, experiential

Play fetch with an AI dog

Concept

At the eye-catching experiential space there were dogs from the shelter and brand ambassadors answering questions about adopting a dog. A free standing digital panel, equipped with AI gesture recognition invited passers-by to "throw a ball" to the Labrador on the screen. When they did, the dog on the screen ran to fetch it. When it brought back the ball and dropped it, a real ball rolled out from below the panel with printed information about the shelter.

Outcome

The campaign was personalised through AI gesture recognition. It read the unique movements of the person to make the ball fly off accordingly. Passers-by were surprised and delighted to have a real ball roll out from below the panel.

The campaign reflected its brand identity and effectively communicated its message through this novel experience of playing with a AI dog. In addition to the hundreds of interaction, the event generated a considerable online and TV coverage further increasing awareness.

▶ **Watch the video!**

Campaigns of the Year

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Find out more about JCDecaux OneWorld
www.jcdecaux.com/creative-solutions

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