

Global OOH Agility

Case Study:
Calvin Klein Global
Digital OOH Campaign

February 2018
#MYCALVINS



One Day Roll-Out

from booking to execution



7 Countries:

USA, UK, Germany, Spain, Italy,
France, Netherlands



11 Cities



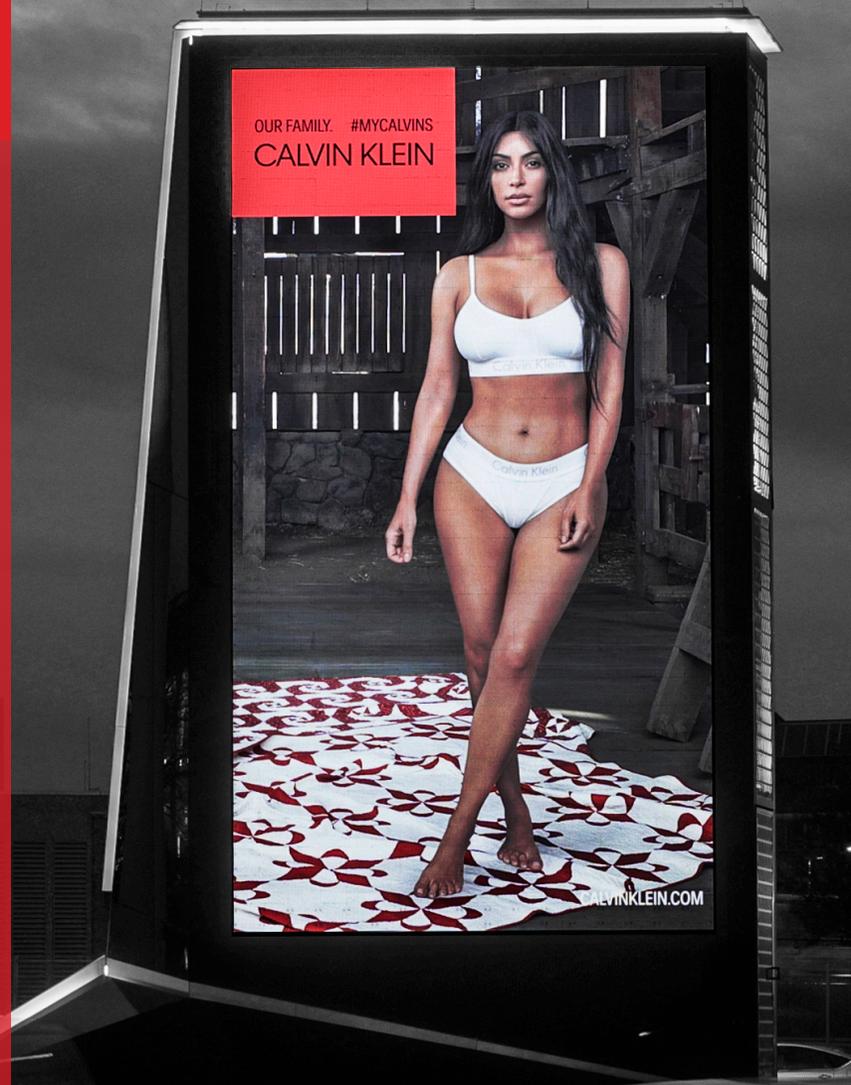
15 Networks



2 weeks



800+
high-profile
screens



Simplified central
coordination via JCDecaux
OneWorld – JCDecaux's
international division

Airport networks **build
prestige brand image** among
premium global audience

Roadside networks supplement
with **rapid cover** among
urbanites in world's fashion
capitals



JCDecaux OneWorld
Your world connected