

JCDecaux: empowering brands



JCDecaux SA (Euronext Paris: DEC), the No. 1 Outdoor Advertising company worldwide, presented today its 2015 sales and marketing strategy to advertisers and media agencies in the French market.

At the event, JCDecaux highlighted the advantages of Outdoor Advertising and unveiled "Power Attitude by JCDecaux" (the medium which empowers brands) and the new "Power Store & Planning Lab" platform.

Outdoor Advertising: the only traditional medium to post growth in France in H1 2014

In today's difficult media environment, Outdoor Advertising set itself apart by generating growth of +1.6% in first-half 2014 (14.1% market share) and outperforming over the past nine years with a market share gain of more than 2% over the period.

Within its market, JCDecaux consolidated its No. 1 position and maintained its **unique approach to quality** with the Outdoor Advertising repository initiated in 2012 with Bureau Veritas Certification.

Through the strength of its portfolio, the in-house expertise of its teams and unrivalled media management and planning tools, JCDecaux demonstrated its ongoing commitment to brand building.

Power Attitude by JCDecaux: a bold stance for 2015

Today, with consumers becoming unprecedentedly independent and proactive and advertisers facing a complex and constantly changing media environment, **JCDecaux is (re)empowering brands**, allowing them to spread their message to a wider audience. By adopting "Power Attitude by JCDecaux", advertisers gain access to five key powers: **eloquence, emergence, persuasion, innovation and sharing**.

JCDecaux's offer allows cities and airports to provide **landscapes of expression with multiple opportunities** to control key communication objectives: image, impact, recognition, commitment, sales, drive-to-store and drive-to-web.

Brands have a new opportunity to differentiate themselves from competition through **interaction with mobile networks** which is a major field of development in terms of proximity with consumers and digital resonance for DOOH and COOH (Connected OOH) campaigns.

In order to inspire brands and promote shared experiences around "Power Attitude", JCDecaux has created a **Power Brand Review**, combining over 50 advertiser testimonials, 50 advertiser testimonials, key figures and infographics demonstrating the medias effectiveness for brands.

The digital French version is available at www.jcdecaux.fr

Power Store & Planning Lab: JCDecaux's new planning and buying platform

In 2015, JCDecaux will adopt an innovative marketing approach based on two concepts - Power Store and Planning Lab – providing a structured offer and wider communication opportunities.

Power Store ensures easy and direct access to JCDecaux's main advertising networks. It guarantees quantitative and qualitative results as well as customized support and follow-up data throughout the course of the project.

Once again, in 2015, JCDecaux will propose new affinity-based offers with Urban Conso (GMS), Urban Style (young professionals, students), brand new environments such as the Paris La Défense street furniture contract and the first large-scale retail initiative with Darty.



Planning Lab puts JCDecaux's expertise to work on creating bespoke solutions. This OOH innovation allows total creativity in media planning to meet the growing demand for reaching targeted audiences. These powerful and flexible mechanisms come with JCDecaux's commitment on predefined KPIs.

2015 will also see the installation of 2,000 new Parisian bus shelters designed by Marc Aurel which will guarantee increased brand awareness in a completely new media landscape.

Albert Asséraf, Executive Vice-President, Strategy, Research and Marketing, said: *"Once again, JCDecaux is proving its ability to innovate in the market with solid positioning centred on five key powers: eloquence, emergence, persuasion, innovation and sharing. As the No. 1 Outdoor Advertising company, it is our priority to offer innovative and effective solutions that are perfectly in sync with new brand expectations."*

Isabelle Schlumberger, Executive Vice-President, Sales and Development, said: *"With 50 years' experience of innovation serving the interests of advertisers and their media agencies, JCDecaux is launching an unprecedented marketing initiative with the creation of bespoke solutions which meet the growing demand to reach targeted audiences. As the only urban mass-media provider, JCDecaux strives continually to push the boundaries of Outdoor for the greater benefit of brands."*

Group Key Figures

- 2013 revenues: €2,676m; H1 2014: €1,305m
- JCDecaux is listed on Eurolist -Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (480,400 advertising panels)
- No.1 worldwide in transport advertising with more than 145 airports and more than 276 contracts in metros, buses, trains and tramways (379,000 advertising panels)
- No.1 in Europe for billboards (191,000 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (211,400 advertising panels)
- No.1 in outdoor advertising in Latin America (30,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,082,400 advertising panels in more than 60 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 11,900 employees

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