

**JCDecaux crowned 2019 Advertising Agency of the Year
by advertisers in France**



JCDecaux was awarded the coveted 2019 Agency of the Year prize at the CB News 21st Media Grand Prix on September 3rd.

For the past five years, the CB News Media Grand Prix has celebrated the agency that most impressed the advertising market. A shortlist of 25 agencies was preselected by industry professionals, advertisers and media agencies and the awards voted by 195 advertising professionals in an online survey conducted by Harris Interactive between May 16th and July 8th. The advertising agency of the year is selected based on 14 criteria, including innovation, performance, effectiveness, turnaround time and reliability.

JCDecaux won the gold award voted by advertisers and the bronze award decided by agencies and advertisers in the 2019 Grand Prix Advertising Agency of the Year.

This accolade recognises the Sales Marketing Development Department for its sales and marketing strategies over the past few years to provide optimum services to its clients:

- a new organisation set up a year ago consolidating the sales teams and structured around advertisers' business sectors and the agencies' trading units.
- employees committed to consistently and regularly improving their know-how and expertise to ensure JCDecaux always provides the most innovative, customised and effective solutions to the client and the agency. JCDecaux gives priority to generous and long-term funding for the JCDecaux Media Academy to ensure JCDecaux's teams keep pace with the rapidly changing market and have the skill set to offer a consultative, responsive, agile approach, at the cutting edge of the latest technological innovations.

- a stable, experienced and enthusiastic team, resulting in part from a proactive internal promotion policy. The team combines youth and maturity and embodies the strong business culture that has come to characterise JCDecaux over its history.

- marketing and creative departments with the internal agency, LA RUE / INSPIRING OUTDOOR to offer different interactive solutions to clients through Explore Days, Open House and leading-edge research.

The award also celebrates the close relationships JCDecaux has, from its earliest beginnings, cultivated with advertisers. Humbled and delighted by this accolade, the sales team is more motivated than ever to bring the best in outdoor advertising to advertisers and their agencies.

Jean-Charles Decaux, Co-CEO of JCDecaux, said: *“We’re proud to have won these two awards that recognise the creative force and efficiency of our sales team. A big thank you to all the industry professionals for their confidence and their votes. France is where our business started; and it is also our showcase. Outdoor advertising has steadily gained market share in the past 15 years. With contracts renewed or won in more than 40 cities and airports in the past 18 months and the acceleration of urban digitisation, including the Monoprix showcases, this demonstrates we offer outstanding assets to our clients. My warm congratulations go to the teams led by Isabelle Schlumberger and Jean Muller for this collective and well-deserved award, which is part of the long tradition of awards won by JCDecaux employees around the world.”*

About JCDecaux France

We are strongly anchored in France with a presence in more than 150 urban areas, 26 airports and in premium retail. JCDecaux is the city's media; an integral part of people's daily lives.

In an increasingly mobile media world, JCDecaux offers brands visibility at international, national, regional and hyper-local level. As digitisation continues to develop, JCDecaux is expanding its solutions to offer customised and contextualised campaigns.

For more information: jcdecaux.fr.

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Press contact: Estelle Ardouin - + 33 (0)1 30 79 34 48 - estelle.ardouin@jcdecaux.com