

# CREATIVE SOLUTIONS

# 2019

JCDECAUX ONEWORLD

# ABOUT JCDecaux Creative Solutions

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JCDecaux Creative Solutions pushes the boundaries and challenges the conventions of Out-of-Home (OOH) advertising, transforming innovative concepts with on-street reality.

From special builds, to harnessing the latest technologies such as virtual reality and dynamic content, Creative Solutions optimises campaigns across all OOH environments: Roadside, Transport, Airport and Retail.

With dedicated teams around the world, Creative Solutions creates unique opportunities for brands to draw attention, build a dialogue and add excitement to the daily life of city dwellers.



**Gillette**



**STUDIOS**

**SAMSUNG**



**HEINEKEN**

**VISA**



**verisure**  
SMART ALARMS

**pink ribbon**  
foundation

**KHAN BANK**

ŠIAULIŲ **BANKAS**

**elisa**



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ADVERTISER

**GILLETTE**

## Gillette transforms train stations into pop-up barber shop

LOCATION

London Waterloo and London Liverpool Street stations, London, UK

SOLUTION

Experiential, special build, domination, game, free service

CONCEPT

Gillette created a unique campaign for the launch of its exclusive new razor range. The brand dominated London Waterloo and London Liverpool Street stations with floor vinyl and also used motion, transvision and other digital screens to display creatives of the new Gillette razor. A pop-up barber shop was installed in the heart of both stations as part of the experiential activation. Commuters were invited to enjoy a free shave from 7 a.m. each day. The special build recreated a luxury barber shop experience with traditional barber chairs and hot towels.

FORMAT

Transport

DATES

21st January – 3rd February 2019

IMPACT

With an average of 70 shaves every day, this execution was very successful in promoting Gillette's Skin Guard Sensitive range. The campaign, which combined experiential, digital and print is a powerful example of branding and activation.





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# CHANNEL 10

## Learn basic cha-cha steps with Channel 10's interactive panel

LOCATION

Melbourne, Brisbane and Sydney, Australia

FORMAT

Street Furniture

SOLUTION

Interactive, special sound, special build

DATES

12th February - 18th February 2019



CONCEPT

To promote the new Dancing with the Stars series, Australian TV Channel 10 invited passers-by to push a button on a digital billboard and follow the video tutorial that appeared on the screen. A judge from the show guided people through a cha-cha dance step by step, encouraging them to use the floor vinyl indications as the tutorial played. As per the show, passers-by received a rating at the end of their performance.

IMPACT

The fun and engaging special build created excitement around the launch of the new series and over a thousand interactions were recorded across all three locations.





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# SF STUDIOS

## SF Studios' frozen special build creates excitement ahead of the movie's launch

LOCATION

Oslo Central Station, Norway

FORMAT

Transport

SOLUTION

Experiential, special build

DATES

11th February - 19th February 2019

CONCEPT

A special build ice sculpture was installed outside of Oslo Central Station, Norway's busiest train station, to promote the release of the Amundsen movie.

SF Studios and JCDcaux transformed the space outside of Oslo Central Station into a fun and exciting atmosphere inspired by the film. The innovative installation featured hiking gear from the movie, including mittens and skis along with screens featuring the movie trailer, all frozen inside of the ice sculptures.

IMPACT

The fun and eye-catching campaign, executed for the biggest Norwegian film release in terms of scale and impact, successfully caught commuters' and city dwellers' attention whilst paying tribute to the Norwegian Arctic explorer.





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# SAMSUNG

## Samsung wireless charging stations at bus shelters

LOCATION

Singapore

FORMAT

Street Furniture

SOLUTION

Special build, free charging service

DATES

27th March – 16th April 2019

CONCEPT

Samsung implemented Singapore's first Out-of-Home wireless charging station campaign in Singapore's busiest neighbourhood. Ten bus shelters, located in the Central Business District of Orchard Road, were transformed into wireless shared charging stations.

IMPACT

By providing an added convenience in a prime area, frequented by shoppers and professionals, Samsung successfully promoted one of the key features of the latest Samsung Galaxy S10+, in the aim of boosting sales.

The panels enabled passers-by to charge their phone by holding it against the special build for a few minutes whilst waiting for the bus. The special build would light up and play the same sound as the Galaxy S10+ when charging.





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## ADVERTISER

**WARNER BROS.**

## Pokémon Detective Pikachu fluffy special build

## LOCATION

Westfield London, Westfield Stratford City (London), Bullring (Birmingham), Metrocentre (Gateshead), UK

## SOLUTION

Special build, domination

## FORMAT

Mall

## DATES

15th April – 28th April 2019

## CONCEPT

Ahead of the release of the Pokémon Detective Pikachu movie, Warner Bros. deployed a fun campaign across some of the UK's busiest malls, including Westfield London and Westfield Stratford City.

To draw shoppers' attention, digital screens were covered in a fluffy yellow material, and Pikachu ears and hat were mounted on top of the screens. A vinyl sticker on the floor indicated to shoppers where they had to stand, triggering the Pokémon Detective Pikachu trailer on screen.

## IMPACT

The campaign was deployed during school Easter holidays, a period that saw more families and children visiting shopping malls, and it successfully immersed shoppers in the Pokémon experience.





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**HEINEKEN**

Heineken brings the UEFA Champions League final to São Paulo Metro

LOCATION

São Paulo, Paraíso Metro Station, Brazil

FORMAT

Transport

SOLUTION

Live streaming, experiential, digital

DATES

27th May – 1st June 2019

CONCEPT

Heineken, the second-largest brewer in Brazil, responded to Brazilians' renowned passion for football by live-streaming one of the most awaited sporting events of the year, the UEFA Champions League final.

IMPACT

Located on the busiest concourse of the station, this activation allowed football lovers to follow their favourite teams while commuting to their destinations and strengthened the connection between Brazilians' favourite sport and Heineken beer.

The brand created a cube with four digital LED screens displayed at Paraíso station to live stream the final on the 1st of June 2019. Travellers were invited to catch up on the game as they made their way through the station.





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VISA

## Visa uses dynamic to promote card usage and target outgoing travellers

LOCATION

Dubai International Airport, UAE

SOLUTION

Dynamic, digital

FORMAT

Airport

DATES

1st June – 30th September 2019

CONCEPT

To promote cashless payments, Visa ran a dynamic campaign at Dubai International Airport, efficiently targeting passengers flying to London and New York. Running over the busy summer period, the dynamic campaign was displayed on digital screens strategically placed to follow the passenger journey through the airport. Once a flight departed to one of the selected cities, a customised advertising message was displayed on all of the networks screens leading to the boarding gate. The creatives appeared on the screens two hours prior to the flight to ensure the campaign was viewed by a high number of passengers heading to the targeted destinations.

The customised visuals for New York and London displayed key landmarks of the respective cities and invited travellers to discover the city freely without carrying cash. For all other destinations or when no flights were scheduled to New York or London, a generic advertising message was broadcast on the remaining screens of the network.

IMPACT

The dynamic activation effectively captured passengers' attention through contextually relevant messages, which increased awareness and memorability.


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# TOWAROWA TOWERS

## Unwind at the airport with Towarowa Towers relaxation hub

LOCATION

Warsaw Chopin Airport, Poland

FORMAT

Airport

SOLUTION

Experiential, special build, hologram, smoke, interactive

DATES

1st July 2019 – 30th September 2019

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CONCEPT

Polish real estate development company Asbud Group partnered with JCDecaux to promote its new residential and commercial projects, called "Towarowa Towers".

The hologram projected different images of the Towarowa Towers, one of the real estate group's latest projects.

The real estate developers transformed an experiential space at Warsaw Chopin Airport into a relaxation hub. Travellers were invited to stop by the Asbud Group's "relax zone" where they could unwind on a cosy lounge chair before their flight's departure.

Passengers could interact with the content and shift the holograms around by moving them with their hands.

IMPACT

The special build included hologram and smoke features to catch the eye of passers-by.

This innovative activation strongly highlighted the Asbud Group's offering of modern and luxury spaces.





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# VERISURE

Verisure displays artwork worth €3 million for a day in front of Oslo Central Station

LOCATION

Oslo Central Station, Norway

FORMAT

Transport

SOLUTION

Experiential, showcase, special build

DATES

8th August 2019

CONCEPT

Verisure showcased the Madonna, a real Edvard Munch work of art, normally displayed at the Ekely art museum, for a day in front of Oslo Central Station. The piece of art, worth 3 million euros, was taken out of the museum and displayed inside a free-standing, security unit. A Verisure camera was installed as part of the special build structure and ensured the painting was safe during the campaign.

IMPACT

With this campaign, Verisure highlighted in a simple yet unconventional way the efficiency of its alarm system and demonstrated the synergy between OOH and art.





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# PINK RIBBON FOUNDATION

The Pink Ribbon Foundation sparks conversation around Breast Cancer Awareness Month

LOCATION

Oslo, Norway

FORMAT

Street Furniture

SOLUTION

Special build, domination, wrap, digital

DATES

30th September - 7th October 2019

CONCEPT

In support of Breast Cancer Awareness Month, the Pink Ribbon Foundation launched a bold campaign in Aker Brygge, Oslo's central and trendy dockyard area. A pink special build bus shelter featured a pair of macro-sized breasts mounted on its roof, whilst a digital screen underneath it displayed eccentric breast imagery. Wrapped with crucial information about breast cancer prevention, the bus panels also displayed information about the charity.

IMPACT

The hashtag #rosasloyfe (#pinkribbon) was featured on the creatives, for passers-by to include it with their picture of the bus shelter to spark conversations. The campaign video is the most viewed video to date on the Pink Ribbon Foundation's Facebook page.





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# KHAN BANK

## Khan Bank raises funds for the construction of 'Magic Land' children shelter

LOCATION

Ulaanbaatar City, Mongolia

FORMAT

Street Furniture

SOLUTION

Payment, QR, interactive, special build, digital

DATES

28th November – 10th December 2019

CONCEPT

Following the construction of Magic Land, a child development and protection centre which opened in 2017 in Ulaanbaatar City, Khan Bank helped fundraise for the second phase of this project. Built by the Lantuun Dokhio NGO, Magic Land is a temporary shelter for abused children that also provides educational and psychological care. Due to high demand, construction of a second centre is underway. Bus shelters in Ulaanbaatar City were branded with a QR code which, once scanned redirected travellers to the Magic Land donation page. One bus shelter also featured a card payment terminal with a heartwarming message right next to it.

The creative playing on the digital panel showed a young child alone in the cold, encouraging passers-by to donate. After each donation, the creative changed to a child smiling after they were given a coat, a blanket or a hat.

IMPACT

With this campaign, Khan Bank and JCDecaux successfully sparked conversations around the work done by Lantuun Dokhio NGO and contributed to transforming images into an experience that encouraged action from passers-by.





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# SIAULIU BANKAS

Siauliu Bankas shows its support to Alytus City with a fundraising campaign

LOCATION

Vilnius, Lithuania

FORMAT

Street Furniture

SOLUTION

Payment, interactive, special build

DATES

7th November – 18th November 2019

CONCEPT

After a fire broke out in one of the biggest tyre recycling factories in the Baltics, Siauliu Bankas and JCDecaux showed their support by setting up a campaign aimed at raising funds to help the Lithuanian town of Alytus with the aftermath of the fire.

A static roller banner placed inside the column was changed every morning. Over the course of the campaign, the banner would progressively reveal the words 'Thank You', directed towards those who donated.

A column located in Vincas Kudirka Square, a touristic spot in the Capital, was transformed and a contactless reader was built into the furniture. Passers-by who wished to support the Alytus City Council were able to donate €1 by tapping their card against the card reader located on the column.

IMPACT

With this campaign, Siauliu Bankas and JCDecaux raised over €5,000 for the Alytus council.





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**ELISA**

## Elisa announces new TV series release with a holographic display

LOCATION

Tallinn, Estonia

FORMAT

Street Furniture

SOLUTION

Hologram, domination, wrap

DATES

2nd December – 22nd December 2019

CONCEPT

To promote the launch of their first-ever TV series Reetur (The Traitor), Elisa, Estonia's leading telecommunications company created a double-sided virtual hologram campaign in the city of Tallinn. Actor Tambet Tuisk, the lead character in the six-part thriller, starred as the main 3D feature inside the shelter. Members of the public were surprised to see the actor appear on the panel, in the form of a hologram, taking pictures of commuters.

In addition to the technological innovation, the bus shelter was also entirely vinyl wrapped, creating brand awareness ahead of the series' release.

IMPACT

This media first campaign created a lot of interest amongst passers-by and prompted Elisa to extend the campaign dates.



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