

A satellite view of Earth at night, showing the illuminated continents of Europe and Africa. The city lights are visible as bright yellow and white spots against the dark landmasses. The ocean is a deep blue, and the sky is a dark blue with many stars. The Earth's horizon is visible at the top of the frame.

JCDecaux

CASE STUDIES



RAISING AWARENESS OF ETHNIC CREATIVE TALENT TO DELIVER NEW OPPORTUNITIES

SOMETHING™ SPACES

BACKGROUND:

Integrated creative and media company Something™ partnered with JC Decaux's Community Channel to access its Out-of-Home locations and bring its Something™ Spaces global cultural initiative to life by using digital billboards as canvases for creativity.

CAMPAIGN DETAILS:

July – September 2022

50 creators from 19 countries showcased their artwork across 87 screens nationwide.

CAMPAIGN OBJECTIVE:

- To celebrate the inherent creative talent from diverse backgrounds and provide a platform to raise their profile.
- To grow awareness of Something™ as an organisation specialising in developing culturally-impactful and relevant commercial work.
- To use the targeting power of OHH to reach the ethnic communities each creative represented with work that addressed them in their own language.



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Suprise!!! I'm super honoured to have my artwork featured alongside other super talented creators in the Something™ Spaces x JCDecaux takeover in the UK!

AKILI LAMOUR
ARTIST



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My work is on billboards in Shoreditch, the UK creative hub. It doesn't get any better than this.

DENZIL KESSIE
ILLUSTRATOR & GRAPHIC DESIGNER



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This initiative with JC Decaux allowed us to shine a light on the emerging talent out there and bring visibility to diverse creators producing such striking work.

Distributing their artwork through the real-world power of OOH provided them with a once-in-a-lifetime opportunity. This public environment delivered 19m views and was the perfect canvas for delivering reach, awareness and impact, immediately and credibly.

Tying this with social media spotlights further enhanced this, allowing the artwork and the artist behind it to be showcased and their stories shared.

This is helping change lives, expand opportunities and give these creators the recognition their talents deserve.

Photographer Guarionex Rodriguez Jr. summed up the importance and power of this initiative by posting, *“I am getting emotional because I feel like I’m being seen and heard, and it’s taken a whole decade to get to this point.”*

ROSHANNAH BAGLEY

COMMUNITY AND STUDIO LEAD, SOMETHING™