

JCDecaux

OOH AND BEHAVIOURAL
CHANGE IN ACTION





Located in places people congregate, and bringing useful, inspiring messaging directly to the heart of cities, **JCDecaux** media helps target audiences make informed decisions about things that matter to them, including their health and wellbeing.

Since our beginnings in 1964, with Jean-Claude Decaux's local council partnership in Lyon, France, providing bus shelters financed by advertising, we have worked closely with public institutions to achieve our shared goal: providing the public with information along with services that enhance everyday life.

Over 50 years later, our media channels reach people in 75 countries worldwide, providing a trusted, brand-safe and highly effective platform for global brands, public institutions, local services and disruptive growth businesses alike to communicate with consumers.

At the heart of our channels' effectiveness is a detailed understanding, rooted in robust data and insight, of the audiences who see our communication channels daily. Because we know who these people are, where they go, what they do and what motivates them, we can create media strategies tailored to audience behaviour, attitudes and lifestyle. Out-of-home campaigns deliver practical information and encourage positive choices and behaviour change. The right message is delivered to the right audience, at the right time, in the right way to resonate with them.

In this booklet we present a series of case studies demonstrating how our media has effectively driven targeted behavioural change across both public and private sectors. We have more like this and would love to share them with you.

Please get in touch via

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CASE STUDY 1: CHANGE4LIFE ENCOURAGING HEALTHY EATING

We worked with Public Health England to promote the Change4Life campaign, using our digital dynamic screens to change eating habits through targeted, contextual advertising.

Our TESCO SmartScreen portfolio's dynamic technology means we can incorporate sales data at store level, displaying relevant advertising during periods of peak sales for certain product categories. With Change4Life, we employed this technology to reach the right audience, in the right place, at the right time.

We displayed Change4Life's campaign in direct challenge to peaks in sugary product sales, warning about the inherent health risks and encouraging low sugar alternatives.



SUGARY CEREAL SALES

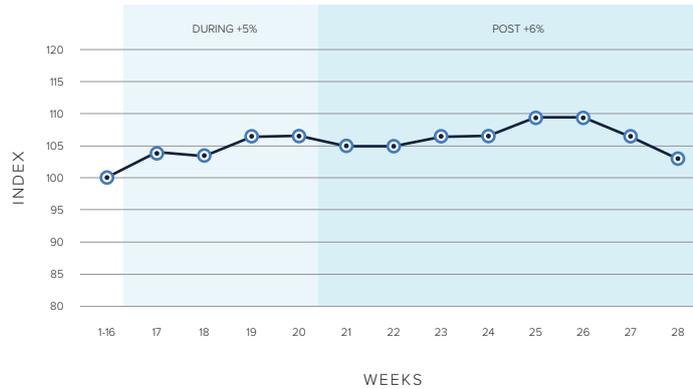


Sales of sugary cereals decreased during the campaign, and then dropped further post-campaign.



-4% During campaign

DIET SOFT DRINK SALES



At the same time, sales of diet soft drinks increased during the campaign, and increased further after the campaign had ended.



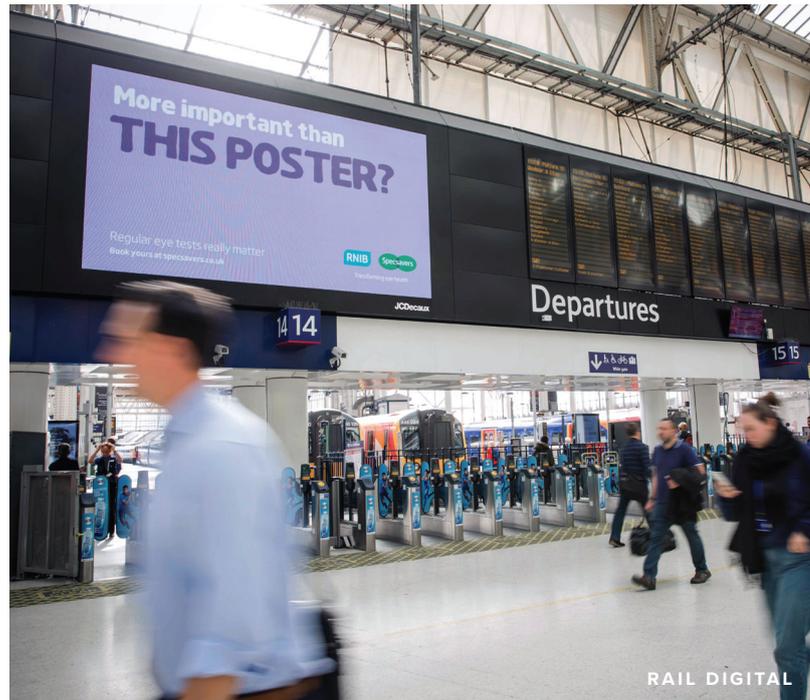
+5% During campaign

Source: JCDecaux Change4Life Research, Nielsen EPOS Data

CASE STUDY 2: DIVERSIFYING CUSTOMER BEHAVIOUR PATTERNS AT SPECSAVERS

Many brands face challenges in shifting behavioural patterns amongst their customers. We took on this challenge with Specsavers in a recent campaign, using our smart planning capabilities to shift perceptions of the brand and encourage engagement.

Delivering contextual creative across our digital out-of-home portfolio, we proved our media has the ability to increase eye-health perceptions of the brand, and through customer mobile tracking showed an increased footfall into stores.





**AGREE SPECSAVERS
EDUCATES PEOPLE
ABOUT EYE HEALTH**

+26%

The campaign drove a 26% increase in the perception of Specsavers as an eye-health brand.



During

Not exposed to ads

Exposed to ads



There was also an overall increase in store footfall, acquisition and frequency across the campaign amongst customers who had been exposed to the advertising.

1 in 5

who visited stores had been exposed to the campaign

1 in 10

new customers had been exposed to the campaign

+16%

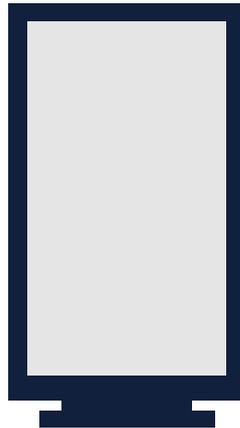
increase in number of visits for previous customers during campaign period

CASE STUDY 3: OPTIMISING CAMPAIGN MESSAGING TO CHANGE PERCEPTIONS AND BEHAVIOUR

Using the right messaging can maximise the impact of out-of-home campaigns. This theory was tested in a controlled environment – Trinity Leeds Shopping Centre – to investigate the extent to which campaign messaging can influence consumer behaviour.

The creative variants tested rationality, emotion, relatability and urgency, highlighting that the right use of messaging can influence consumer behaviour, in this case: convincing mall shoppers to try free samples of edible bugs.





Advertising type	No Advertising	Rational Advertising	Behavioural Led Advertising 1	Behavioural Led Advertising 2
Number of samples taken	34	67	126	154

Source: Kinetic MRG Alfresco Labs Bugs Research

CASE STUDY 4: RAISING AWARENESS AND ENGAGEMENT FOR THE CORNISH PUBLIC SECTOR

Invest in Cornwall used our digital out-of-home channels in London to showcase and promote Cornwall's opportunities for next generation businesses to an investment-savvy audience.

With our smart planning process, we identified the optimum areas in which to display the campaign, ensuring maximum awareness in a contextual environment to drive action amongst the investor target audience.



“Invest in Cornwall partnered with JCDecaux to splash the region, and the opportunities it has to offer next generation businesses, on [digital screens] across London.

“The enquiries we have received ... have justified the need for campaigns like this, for us to showcase what Cornwall has to offer and let people know what exists here.”

NICOLA LLOYD
Head of Inward Investment
Invest in Cornwall



+ 800 %
increase in enquiries
from business



+ 198 %
increase in total
unique visitors



+ 688 %
increase in London-
based web traffic



Source: Nicola Lloyd, Invest in Cornwall via LinkedIn

JCDecaux understands the challenges advertisers face in connecting with communities, and helping effect change, and the difficulties of reaching a wide audience in an environment they trust with a message that resonates with them.

We address these challenges by blending audience insight, campaign planning and smart messaging into an effective communications strategy, designed to achieve specific objectives and persuade the public to act. This is why JCDecaux media channels are proven to boost issue and message awareness, and generate measurable behaviour change.



Contact us today for further information on campaigns which generate behavioural change and reach those who matter most.

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LDN DIGITAL



JCDecaux

M2S



Tell your doctor

Do you get out of breath doing things you used to be able to do?

It could be a sign of lung or heart disease, or even cancer. Finding it early makes it more treatable. So don't ignore it, tell your doctor.

BE CLEAR ON CANCER

Health. Not an Excuse.

RAIL DIGITAL



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