

# CONFIDENCE AND CONTROL

To ensure you feel confident booking OOH, we are offering the following support to help you feel in control.



## A CONSIDERED AND UNDERSTANDING APPROACH TO CANCELLATION TERMS

No fee cancellations up to 28 days of campaign start date on new bookings



## ARTWORK ASSISTANCE

Artwork adaptation support from the JCDecaux in-house design team



## FLEXIBILITY TO START, STOP OR PAUSE DOOH CAMPAIGNS

Get a standard DOOH campaign live in 3 hours



## LIVE AUDIENCE MEASUREMENT

Mobile handset data reported weekly to understand OOH audiences post-COVID  
All impressions underpinned by Route (R34)  
Accurate predictions provided to assist with planning



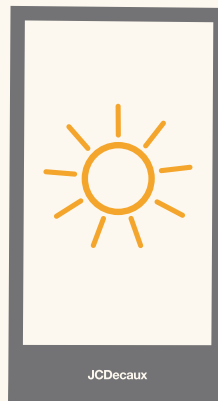
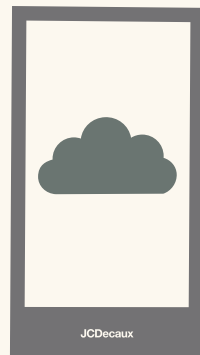
## CREATIVE BRIDGE WITH MOBILE

Synergy of aspect ratio means you can easily transfer creative assets from mobile to DOOH



## INCREASE EFFECTIVENESS WITH CREATIVE SOLUTIONS

Best-in-class support and guidance on dynamic, relevant content



## AGILE TRADING OPPORTUNITIES

Optimise campaign effectiveness with speed and efficiency using automated buying solutions.  
Audiences based pricing using up-to-date data



## LOCAL LOCKDOWNS

In the event of a local lockdown in an area where a campaign is running or due to go-live, we will offer flexibility to cancel, move or change their booking to other formats, cities or time periods.