

The Power of TOWERS

THE SCIENCE OF BIG

Clear Channel and JCDecaux have always positioned premium portrait digital Out-of-Home as a brilliant opportunity for brands to stand out.

Previous industry studies have proven that the size, scale, location and quality of the Towers drive brand metrics and perceptions.

Our latest insight collaboration showcases the benefits of adding these high-end, high-impact screens to the media mix and how **The Power of Towers** delivers for brands.

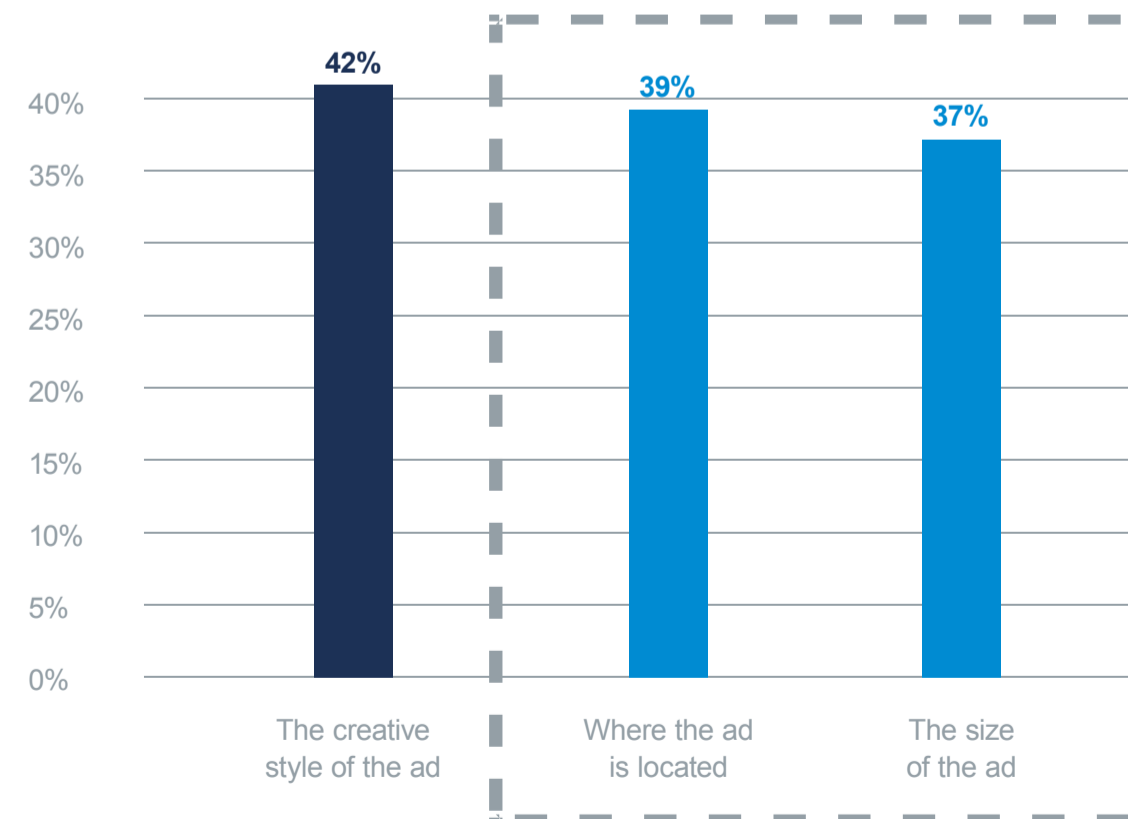
JCDecaux

Clear Channel



SCALE

When asked what elements of advertising affect how people feel about a brand, location and size matter

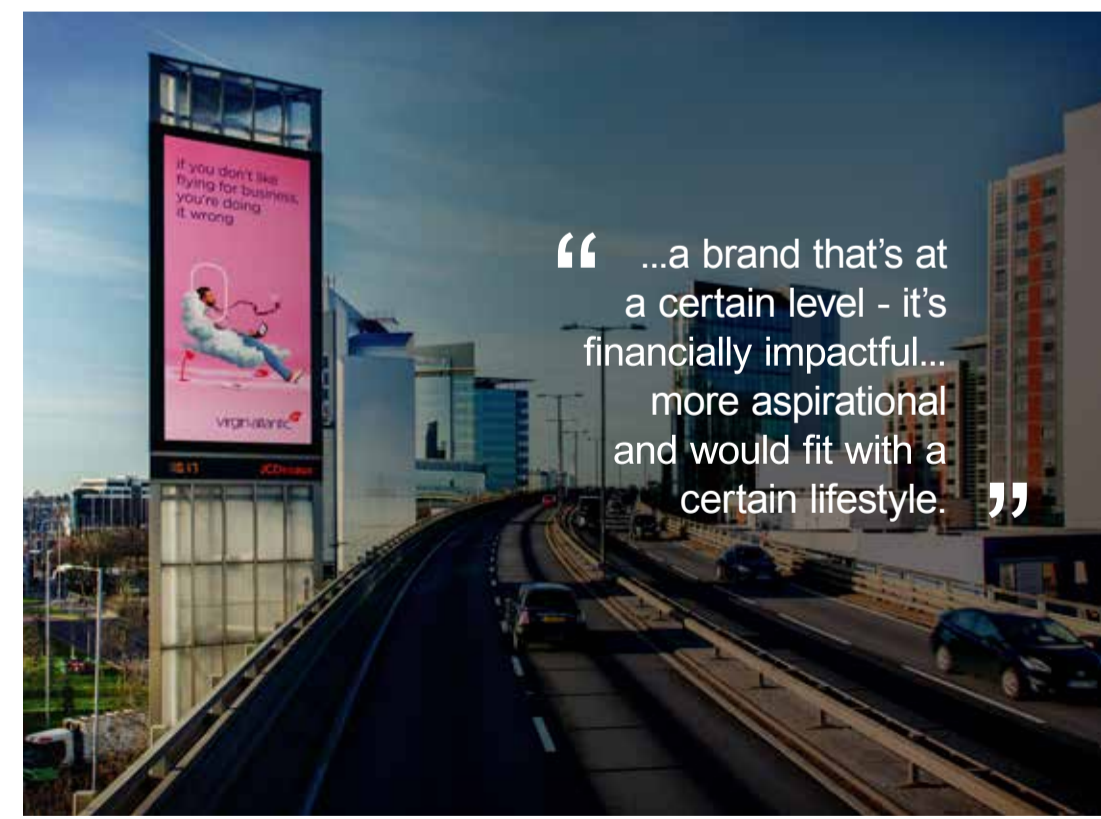


58% say that Towers are impressive



PERCEPTION

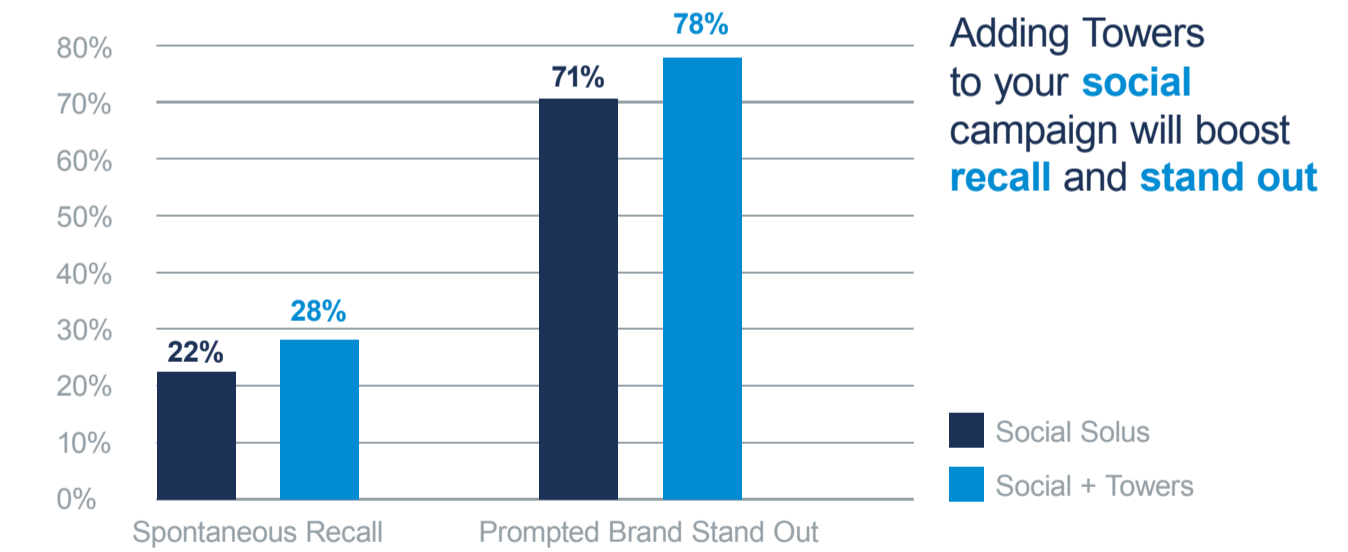
People would expect to see high-end brands advertise on Towers and it feels like a statement



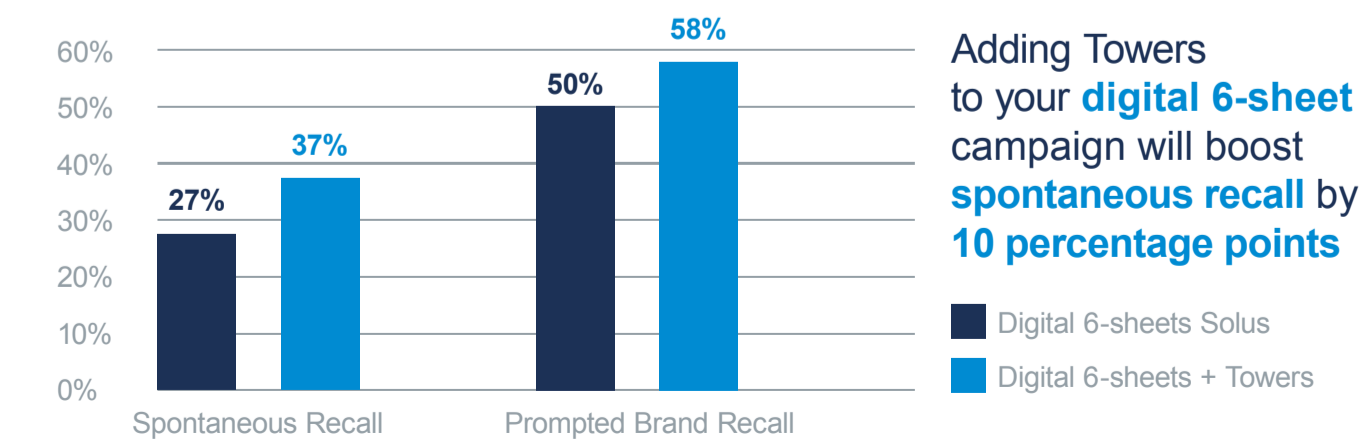
64% say advertising on Towers help brands stand out from the crowd



EFFECTIVENESS



Adding Towers to your **social** campaign will boost **recall** and **stand out**



Adding Towers to your **digital 6-sheet** campaign will boost **spontaneous recall** by **10 percentage points**