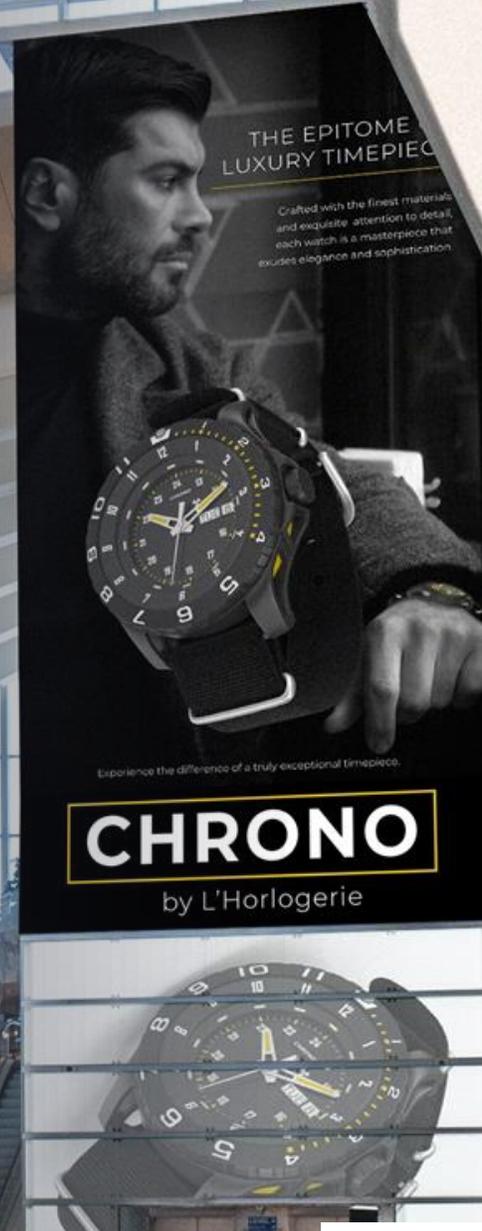


JCDecaux
OneWorld

PERCEIVED VALUE 2023



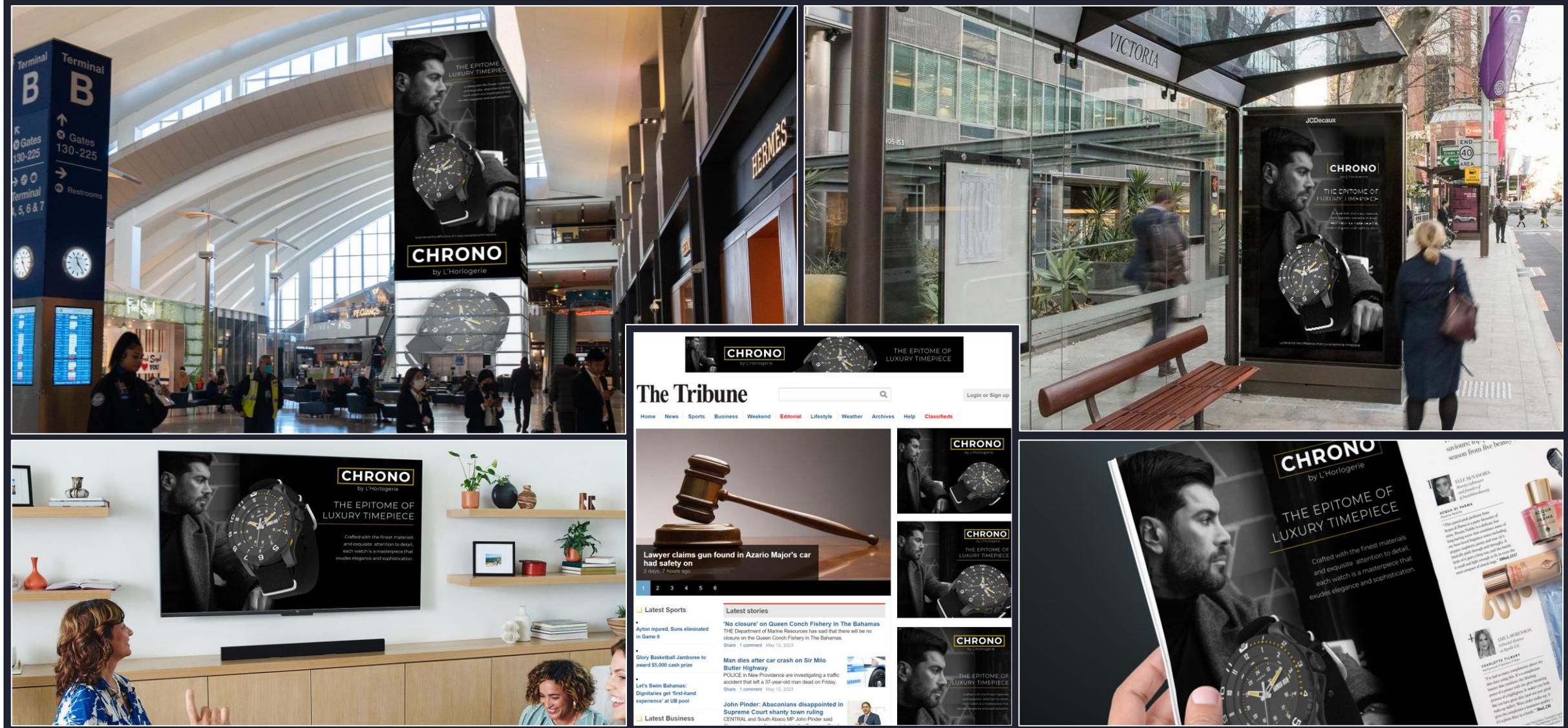
THE EPITOME
LUXURY TIMEPIECE

Crafted with the finest materials
and exquisite attention to detail,
each watch is a masterpiece that
exudes elegance and sophistication.

Experience the difference of a truly exceptional timepiece.

CHRONO
by L'Horlogerie

5 MEDIA, SAME CREATIVE, UNIQUE RESPONDENTS

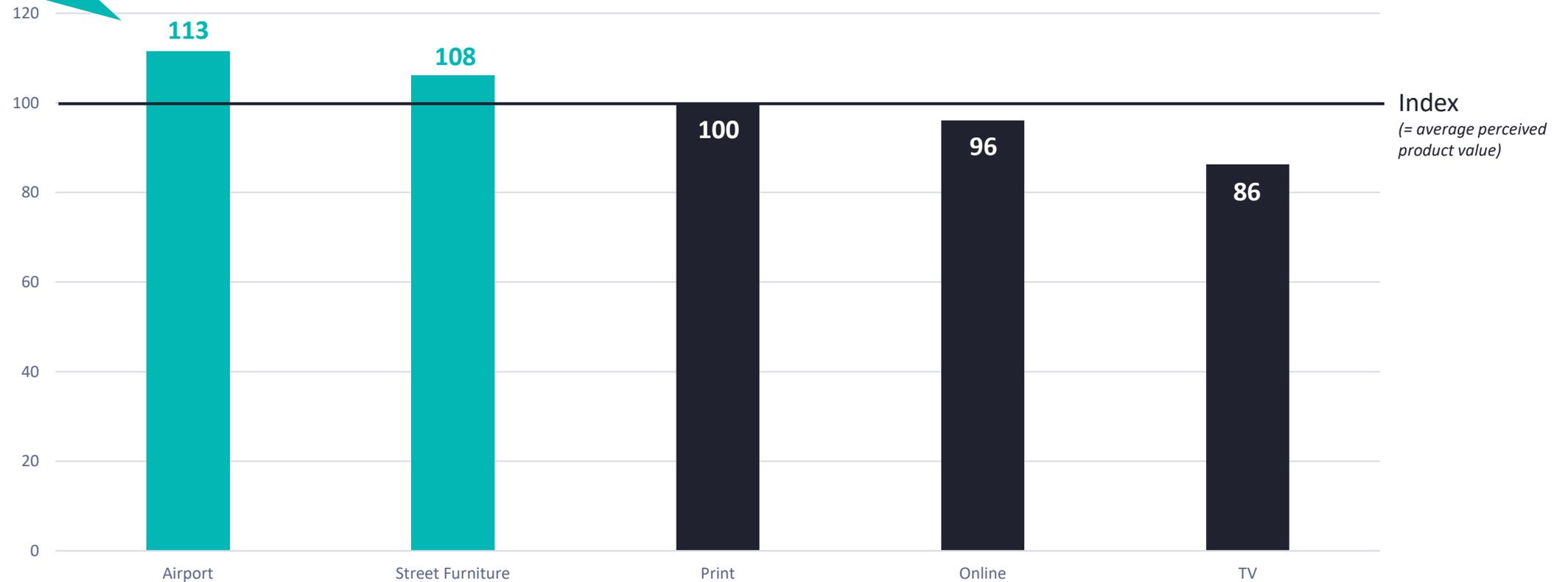


THE AIRPORT IS THE HOME OF LUXURY

UNIQUE ENVIRONMENT GENERATES HIGHER PERCEIVED PRODUCT VALUE

Perceived product value is **13% higher** in an airport

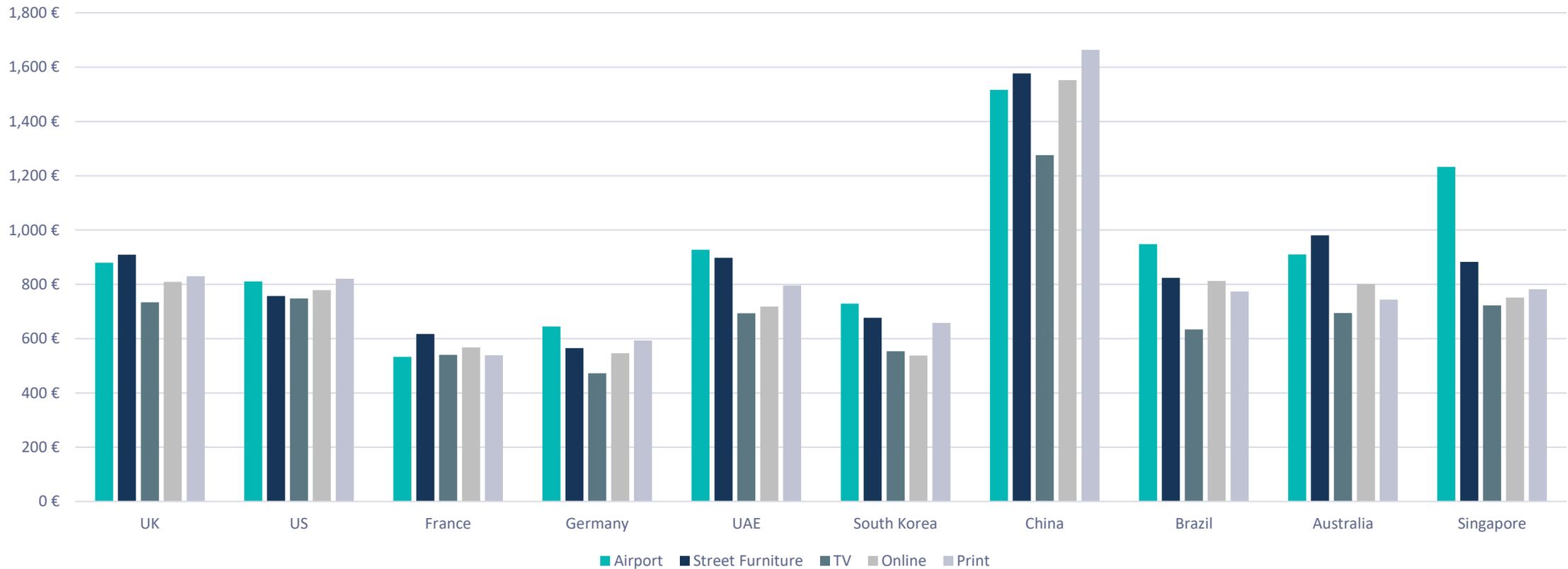
“Chrono by L’Horlogerie” Product Value across Media Environments
Average of all countries combined



THE AIRPORT IS THE HOME OF LUXURY

OOH #1 ON PERCEIVED VALUE IN 8 OUT OF 10 COUNTRIES SURVEYED

“Chrono by L’Horlogerie” Product Value across Media Environments

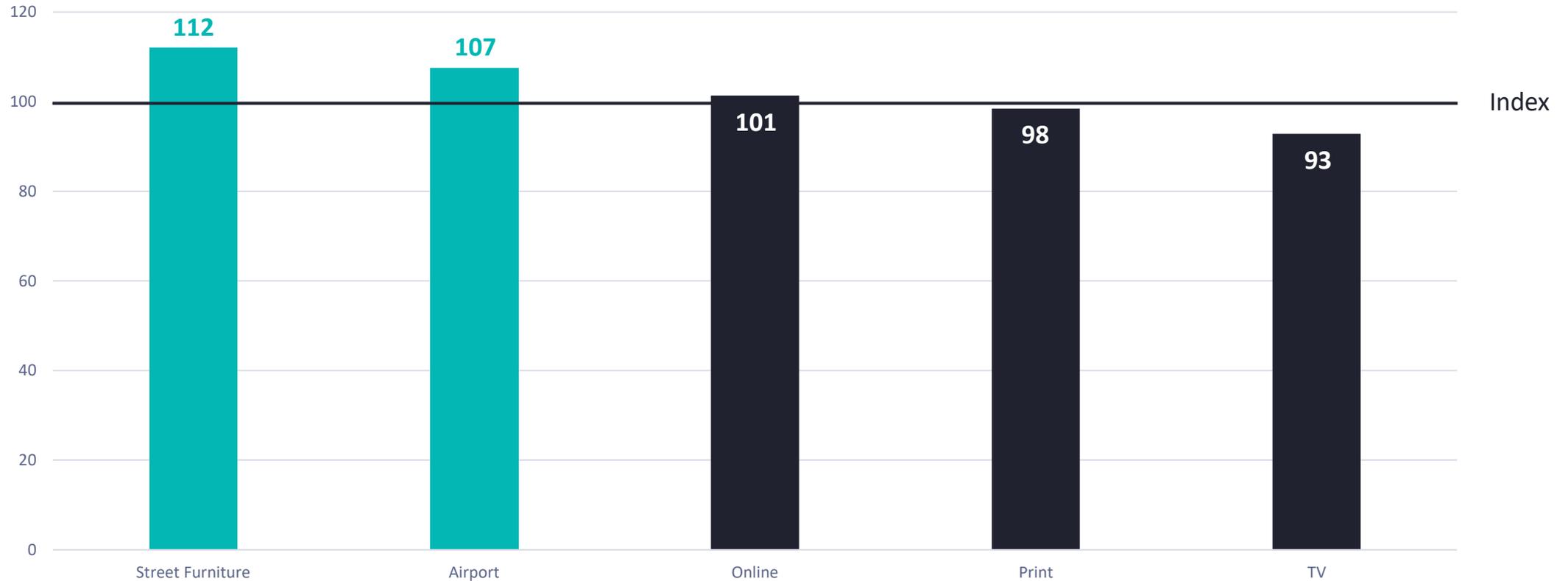


Source: JCDecaux OneWorld, May 2023. Attest survey: n=6,000 (unique respondent per question) – 10 countries (Australia, Brazil, China, France, Germany, Singapore, South Korea, UAE, UK, USA)

STREETS & AIRPORTS ARE THE LUXURY ENVIRONMENT

18-34 PERCEIVE LUXURY MORE ON STREET FURNITURE & AIRPORT

“Chrono by L’Horlogerie” Product Value across Media Environments
Average of all countries combined (18-34 years old only)



METHODOLOGY




1
*UNIQUE
respondent
per environment
per country*

