

Black Friday & Cyber Monday 2024

JCDecaux UK Programmatic DOOH Auction Packages

Black Friday & Cyber Monday: 29th November – 2nd December 2024



+57%

have heavy exposure to digital large format



+34%

have heavy exposure to digital small format



+64%

have heavy exposure to rail advertising



+90%

have heavy exposure to mall advertising



+34%

search for products/services after seeing OOH

+46%

trust OOH advertisements

+98%

redeemed a voucher via mobile after seeing OOH

+28%

went to store to buy a product after seeing OOH

+38%

often recommend friends/family about a product/service/brand

Ready, set, shop!

£8.74 bn

Retail expenditure on Black Friday in 2023

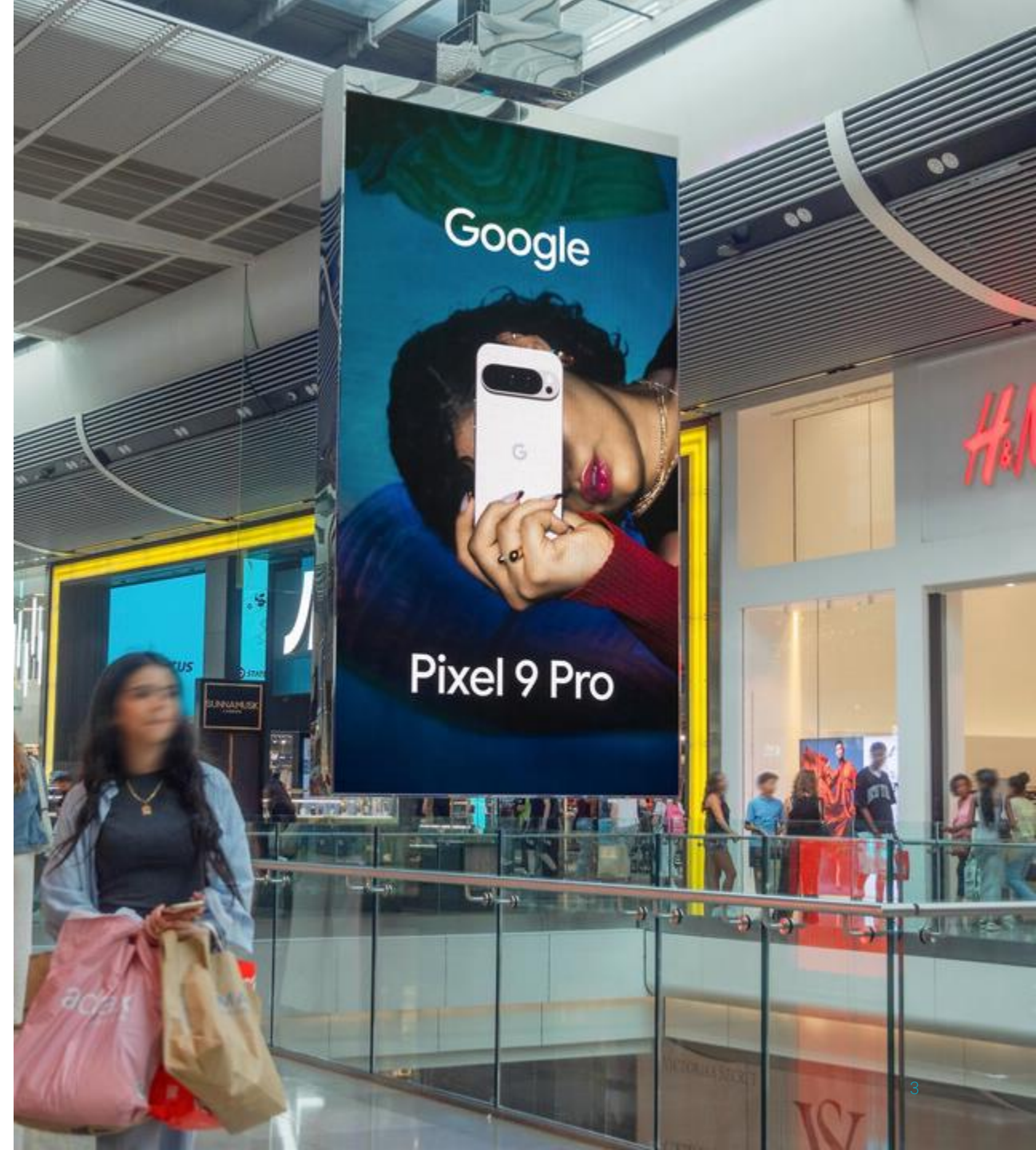
4 in 10

Brits are planning to make a purchase on Black Friday

#1

Biggest retail event

Source: Statista, 2023; YouGov, 2019, Crimtan,



Customer motivations

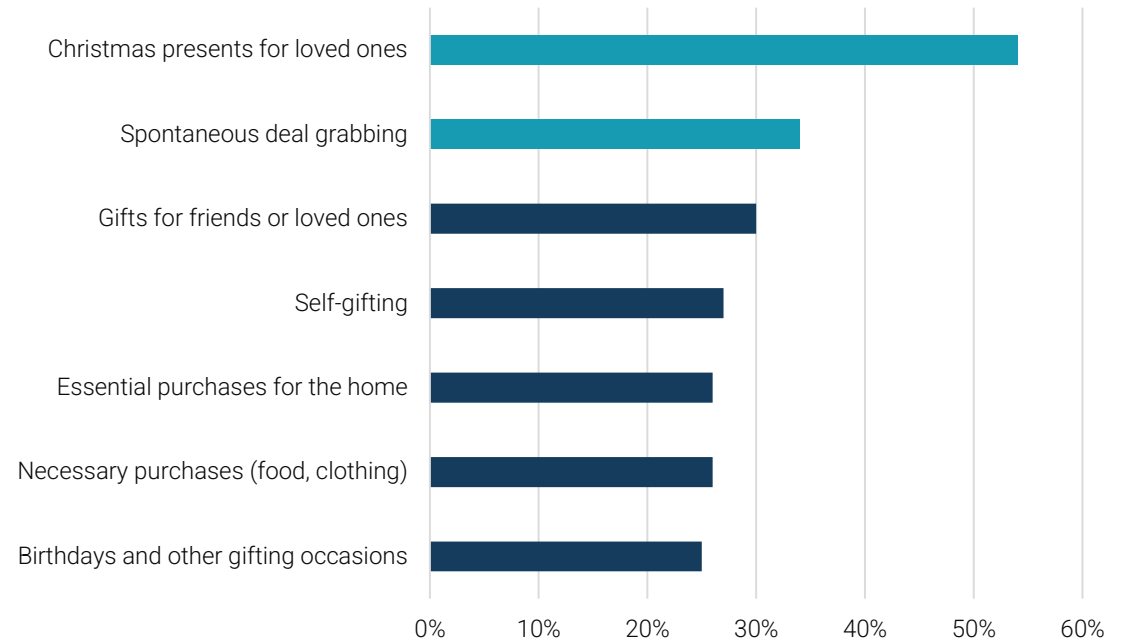
Christmas shopping is a huge driver during Black Friday, with the majority of consumers focused on buying gifts for loved ones.

This creates a prime opportunity to target an audience that's actively searching for holiday deals.

With **54% of respondents prioritising Christmas presents** and **34% taking advantage of spontaneous bargains**, the holiday season is clearly the perfect time to capture shoppers.

By aligning campaigns with these motivations, brands can tap into **highly engaged, deal-hungry audiences**, ensuring messaging is tailored to holiday shoppers looking for the perfect gifts.

Shopping Motivations During Black Friday



The audience

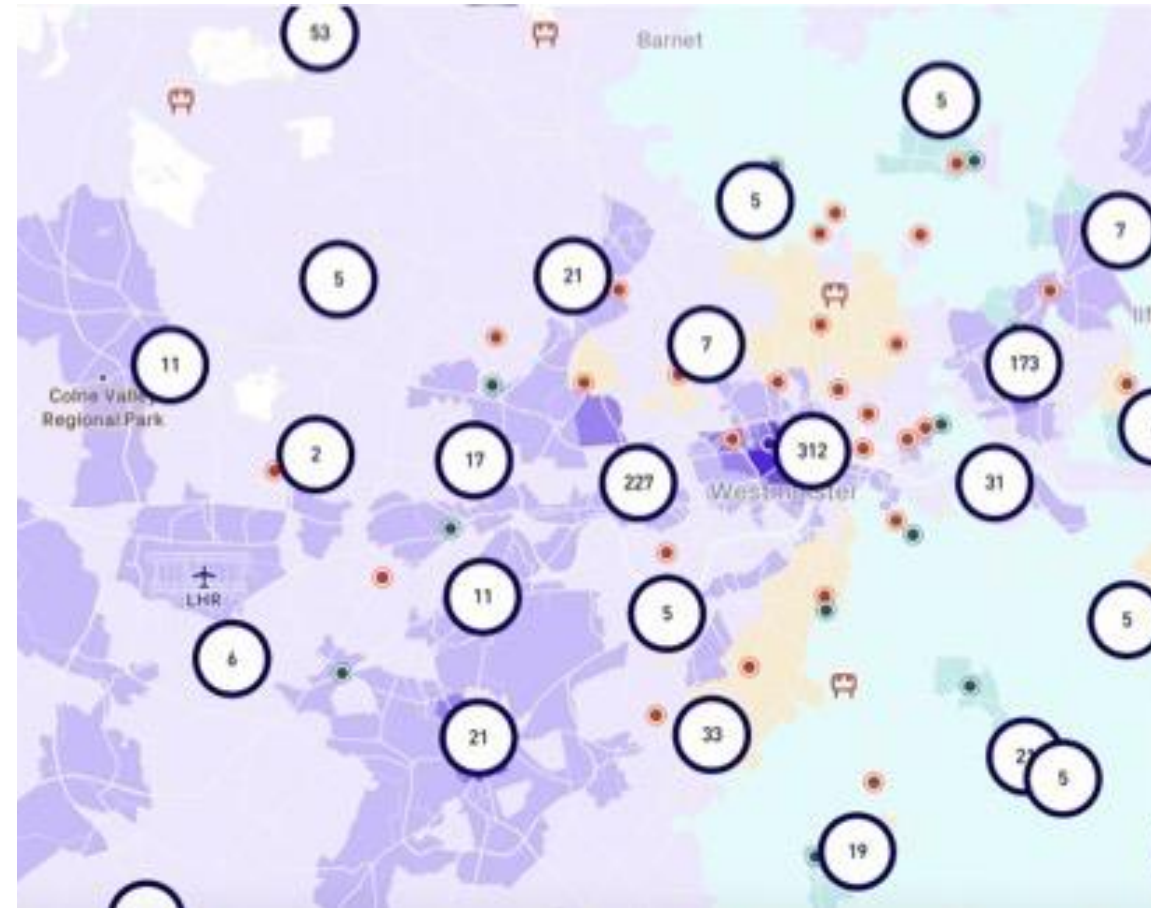
By leveraging the JCDecaux Data Management Platform, we can identify regions across the UK that have a higher concentration of discount shoppers and those interested in Black Friday deals.

Even with a limited budget, this allows us to make our audience targeting as relevant as possible.

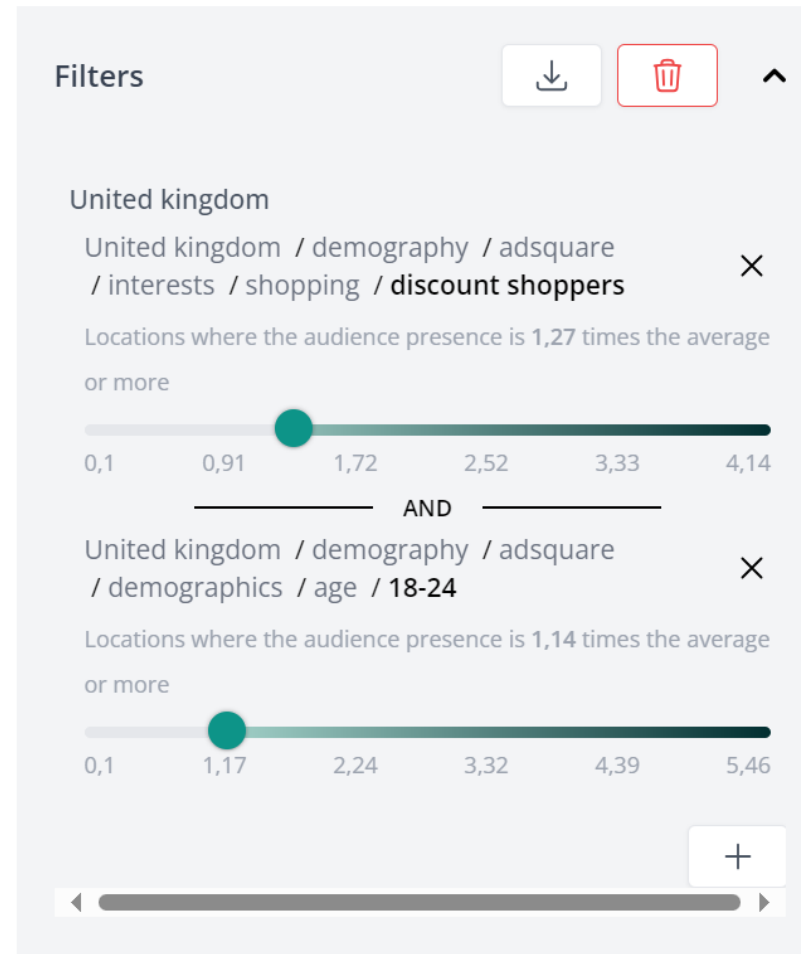
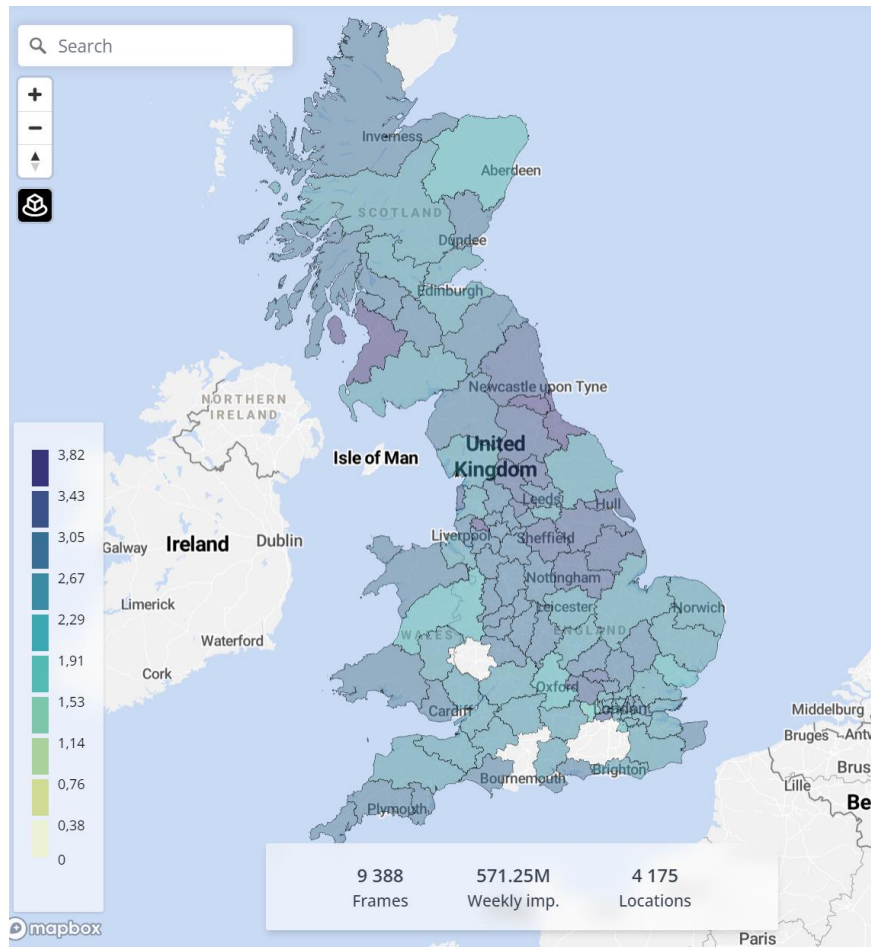
Upon request, we can create custom audience segments based on additional factors.

Example audience filters:

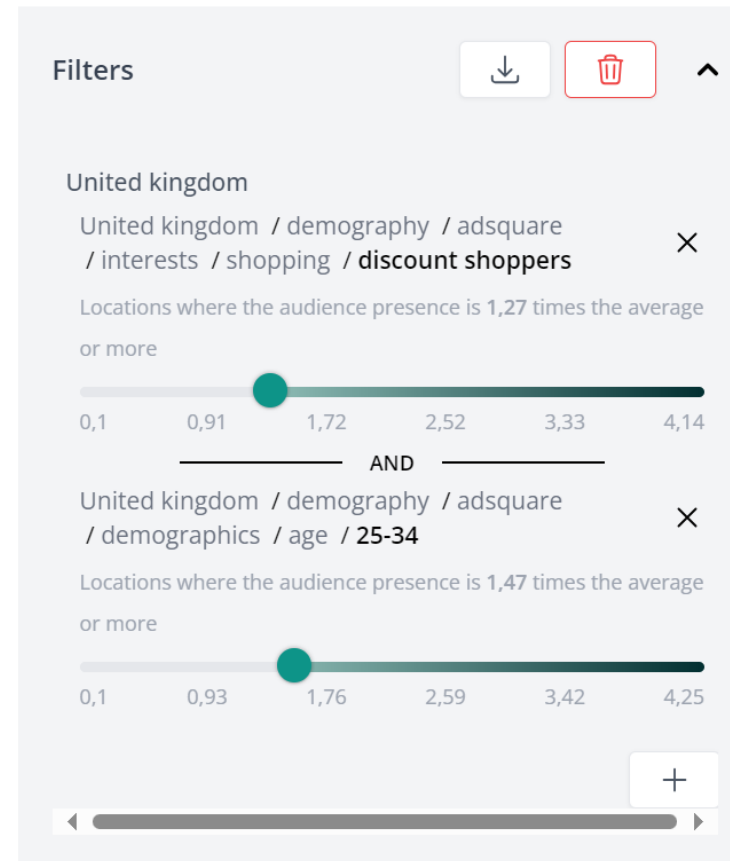
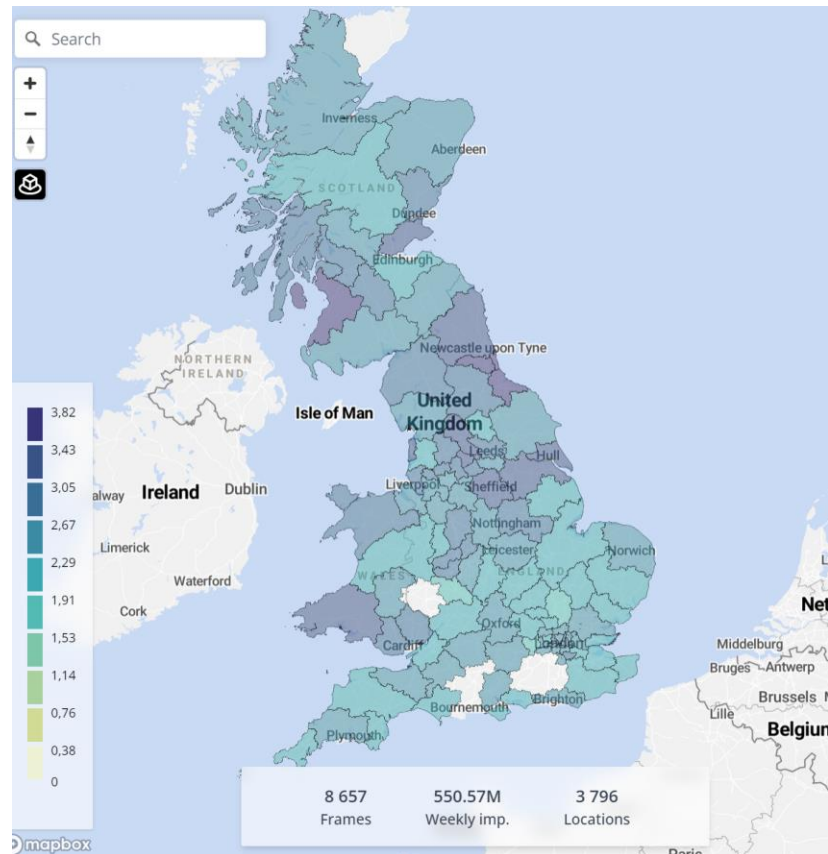
- Interested in Black Friday / discount shopping
- GenZ discount shoppers
- Millennial bargain hunters
- Mid-income tech enthusiasts



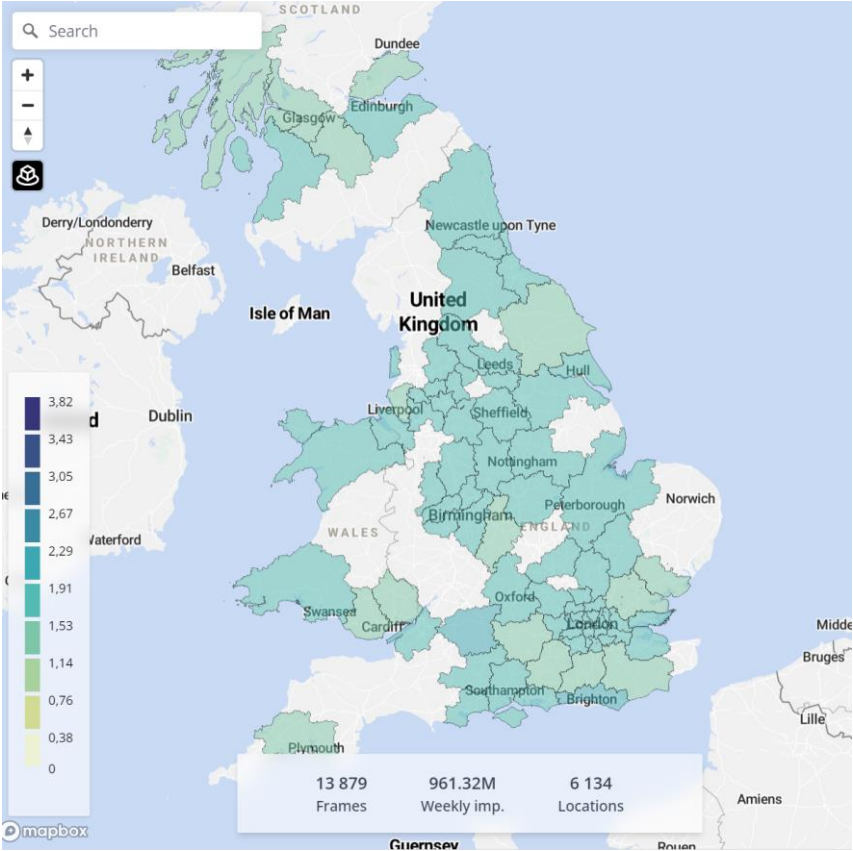
Gen Z discount shoppers



Millennial bargain hunters



Mid-income tech enthusiasts



Filters Download Delete Expand

United kingdom

United kingdom / demography / adsquare / interests / shopping / tech & consumer electronics

Locations where the audience presence is 1,25 times the average or more

0,1

0,48

0,85

1,23

1,6

1,98

AND

United kingdom / demography / adsquare / demographics / household / income / middle income

Locations where the audience presence is 1,22 times the average or more

0,11

0,63

1,14

1,66

2,17

2,69

AND

United kingdom / demography / adsquare / demographics / household / income / low income

Locations where the audience presence is 1,2 times the average or more

0,1

0,43

0,77

1,1

1,44

1,77

+

Bronze package: £25,000

25th November – 2nd December 2024

Format	Creative	Specs	CPM
Roadside D6	Static	1080x1920	£15
Rail D6	Static and motion	1080x1080	£8
Mall D6	Static and motion	1080x1080	£8

2.4m**
Impressions

£10.30
Average CPM

Please get in touch to discuss personalising this campaign.

*Sizes Vary, ** 2,427,184 – impressions generated from VIOOH Automation, subject to change depending on availability when deals are set up



Silver package: £50,000

25th November – 2nd December 2024

Format	Creative	Specs	CPM
Roadside D6	Static	1080x1920	£15
Rail D6	Static and motion	1080x1080	£8
Mall D6	Static and motion	1080x1080	£8
MVision	Static and motion	720x1280*	£15
Large format	Static	612x306*	£15

5.4m**
Impressions

£9.20
Average CPM

Please get in touch to discuss personalising this campaign.

*Sizes Vary, ** 2,427,184 – impressions generated from VIOOH Automation, subject to change depending on availability when deals are set up



Gold package: £100,000

25th November – 2nd December 2024

Format	Creative	Specs	CPM
Roadside D6	Static	1080x1920	£15
Rail D6	Static and motion	1080x1080	£8
Mall D6	Static and motion	1080x1080	£8
MVision	Static and motion	720x1280*	£15
Large format	Static	612x306*	£15
Supermarkets	Static	1080x1920	£15

7.8m**
Impressions

£13.00
Average CPM

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*Sizes Vary, ** 2,427,184 – impressions generated from VIOOH Automation, subject to change depending on availability when deals are set up



JCDecaux

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If you want to reach Black Friday and Cyber Monday customers, or have any other briefs, please contact your JCDecaux rep, or email:

uk.programmatic@jcdecaux.com

