

JCDecaux

Football Fans 2024/2025

Programmatic DOOH Auction Packages



Football is back...

Tap into the fan euphoria of football being back for the 24/25 season with JCDecaux.

Our custom football fan auction packages give you the opportunity to efficiently reach your target audience across the country.

Ready-built audience packages can save you time and help you reach your target audiences more effectively with programmatic DOOH (pDOOH).



And so are the fans...

Ready-made packages available including:

- Football fans across the UK
- Stadium proximity plan
- Key travel routes to and from stadiums

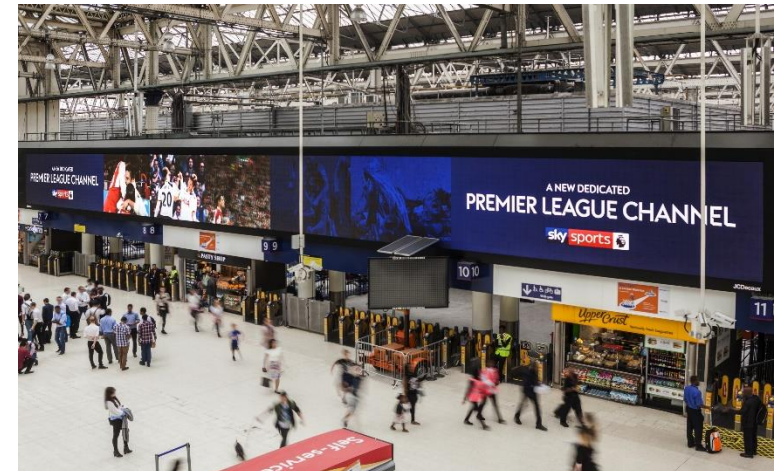


Custom-made packages: get in touch to request further info:

UK.programmatic@jcdecaux.com



The UK's favourite sport with millions of football fans interested in the men's and women's game.



Football fans across the UK

20,072,301 average daily impressions available for UK football fans with JCDecaux.

Enhance existing team or league sponsorships or tap into passionate sports moments.



Great opportunity to reach a wide range of fans, across an array of verticals, including auto, FMCG, sports, betting, streaming services and more!

Use 'live scores' in creative with dynamic creative optimisation.



Reach fans by targeting over-indexing frames:

Street furniture (1,363 frames)

Large format (195 frames)

Rail (848 frames)

Supermarkets (445 frames)



Stadium proximity targeting

Target over 75+ digital frames within a 1.5km proximity to UK football stadiums.



Use dynamic creative or triggers to respond to sporting results.



Take advantage of pDOOH's flexible time targeting and efficiently reach fans when they are travelling to and from the match.



Benefits of auction packages

Purpose-built segments

Audience insights
Mobile signals
Audience movement patterns

Reach your most engaged audiences when it matters most.

Total control

Choose your environments
Pinpoint specific locations
Set your bid strategy

Campaigns only run when your criteria are met.

Maximum efficiency

Guaranteed and non-guaranteed deal types
Real-time optimisation
Dynamic creative optimisation

Never miss out on inventory, ensure your budget works to your goals.

Data partners

adsquare

YouGov®

 Transport
for London

 ROUTE

CACI

dunnhumby

Case study: The power of sponsorship and DOOH combined

Cinch, the UK's fastest growing online car marketplace, are the official Crystal Palace front-of-shirt sponsor for the 2022/2023 season and wanted to amplify their £7m worth of sponsorship to raise brand awareness among fans.

Cinch knew they had a captive match-day audience and by using TfL location data, JCDecaux was able to pinpoint the right times to serve ads to fans around their stadium Selhurst Park at match times.

Targeting

- Location
- Time of day



Results

- 25% higher prompted recall vs. next best brand
- 2x more likely to spontaneously mention Cinch
- Significant uplift in likelihood to choose Cinch as first choice of car buying website

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If you want to reach footfall fan audiences, or have any other briefs, please contact your JCDecaux rep, or email:

uk.programmatic@jcdecaux.com

