

MEDIA RELEASE

JCDecaux connects with global Business Decision Makers with its new study 'Airports: Open for Business'

March 20th, 2019 – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, has unveiled its latest research in a series of global studies exploring key audiences at the airport.

The 'Airports: Open for Business' study is the largest of its kind focusing on a difficult-to-reach target audience for advertisers. With a sample, drawn from 12 major markets, the study focuses exclusively on senior and C-suite executives who are the Business Decision Makers (BDMs) for their companies and delivers critical insight into communication with this vital group for Business to Business (B2B) advertisers.

In this study, JCDecaux explores Business Decision Makers (BDM's) attitudes to business travel and B2B advertising at the airport. Key insights from the study reveal that BDM's consider their time at the airport as being a period of 'still-time' providing a rare window of opportunity for B2B brands to connect with this valuable business audience.

Flying for business is central to their roles

The study revealed that BDM's feel that flying for business is an integral part of their roles and they show no signs of reducing the number of flights they take for business, with 95% stating they are flying just as often or more often for business purposes nowadays.

Getting to the heart of BDM's perceptions of B2B advertising

It was important for JCDecaux to gain an insight into the brand attributes and perceptions BDM's subconsciously associate with airport advertising which have an influence on their conscious actions. Through implicit testing, the study proved that BDM's associate the attributes of successful brands more strongly with B2B advertising at the airport, in comparison to B2B advertising in any media other than out-of-home.

Driving Consideration and Action

B2B advertising at the airport is a very strong driver of brand consideration amongst BDM's, where 4 out of 5 are likely to consider a B2B brand they had seen advertising at the airport. It also drives action, with 9 out of 10 BDM's saying they have taken action as a result of seeing business related advertising at the airport. A combination of frequent travel, work-mode mindset and positive sub-conscious associations coupled with an interest in their surroundings means the airport is a very conducive environment for any B2B brand to connect and engage with the key audience of BDM's.

Adele Gritten, UK Managing Director of Future Thinking, said: *"We are proud to have worked with JCDecaux on this exciting global project. We found the study revealed an interesting concept of the BDM's 'still-time' and how B2B brands can make strong connections with these decision makers during this time. The findings demonstrate that the airport is a very effective environment for B2B brands to reach this decision-making C-Suite audience whilst they are in a business mindset and have the time and the positive inclination to engage with advertising messages."*

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Registered capital of 3,244,275.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

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Jérôme Lepage, Marketing & Business Development Director of JCDecaux (Transport Division) and Neil Eddleston, Managing Director JCDecaux OneWorld (Marketing), said: *“As the number one airport advertising company worldwide, present in more than 210 airports including 8 of the global top 10, JCDecaux is very well placed to deliver valuable insights into the effectiveness of airport B2B advertising associated with the key audience of Business Decision Makers, an audience with significant budget responsibility and influence.*

“The airport comes out to be the most impactful environment through which B2B brands can connect and engage with Business Decision Makers, for whom traveling is an integral part of their job. Not only do they notice airport B2B advertising, they are receptive to it and act upon it, making airport B2B advertising more relevant than ever.”

Methodology

‘Airports: Open for Business’ was carried out across 12 countries, exploring the airport journey and perceptions of B2B advertising of senior decision-making executives. Only those who have significant budget responsibility and influence were included in the study. All are Directors or above, with almost 60% holding top C-Suite positions.

Countries: France, Germany, UK, Italy, China, Hong Kong, Singapore, UAE, Saudi Arabia, USA, Australia and Brazil.

Sample: 4,464 Business Decision Makers defined as Directors or above (42%) or C-Suites (58%). All with significant budgetary responsibility within their roles.

3 modules: 1) Quantitative online questionnaire, 2) Implicit timed emotional response testing (TER), 3) Qualitative in-depth self-videos.

Fieldwork: September - November 2018.

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About JCDecaux

JCDecaux is a global out-of-home advertising company, with more than 1 million advertising panels in more than 80 countries and more than 13,000 employees. For FY18, JCDecaux reported revenue of approximately €3,619 million. Incorporated in 1964 in France, JCDecaux was listed on the Paris Stock Exchange in 2001. JCDecaux has been providing high quality, architecturally designed street furniture in Australia since 1997. Its Australian business includes street furniture and transport advertising, plus its recent acquisition of APN Outdoor in Australia and New Zealand comprising 40,000 assets spanning airports, rail, transit, static and digital billboards. JCDecaux commissions and maintains a range of street furniture assets, including bus and tram advertising shelters (either traditional or digital), automatic public toilets, self-service bike rental scheme and retail kiosks with integrated advertising panels.

Key figures

- Key Figures for JCDecaux - 2018 revenue: €3,619m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes

JCDecaux

- JCDecaux is part of the FTSE4Good index
- N°1 worldwide in street furniture (543,050 advertising panels)
- N°1 worldwide in transport advertising with more than 215 airports and 250 contracts in metros, buses, trains and tramways (356,320 advertising panels)
- N°1 in Europe for billboards (141,630 advertising panels)
- N°1 in outdoor advertising in Europe (672,220 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (216,290 advertising panels)
- N°1 in outdoor advertising in Latin America (77,190 advertising panels)
- N°1 in outdoor advertising in Africa (26,770 advertising panels)
- N°1 in outdoor advertising in the Middle-East (18,650 advertising panels) - Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,074,113 advertising panels in more than 80 countries
- Present in 4,033 cities with more than 10,000 inhabitants
- 13,040 employees