

JCDecaux INFORM

A useful directory of the most current Out-of-Home effectiveness research for industry decision makers.

Q4 2023

JCDecaux NZ: Airport measurement in Calibre

Big news for the local media industry... internal JCDecaux Airport touchpoints will be visible in Calibre for planning and measurement by the end of November. The benefits of high-dwell airport environments can now be validated and measured alongside roadside formats.

Arrange for [Matt Kum](#) to share detail



JCDecaux NZ: Cross media effect WARC article

Published in July, co-authored by Vic Parsons from JCDecaux and Brian Hill from Neuro Insight, this article references our neuro digital priming study and shares learnings for brands.

[Read Research](#)



JCDecaux AU: Streaming consideration study

In Australia, 1 in 3 Out-of-Home dollars invested is for a streaming client. Australia's market is fierce with seven significant providers fighting for share. JCDecaux AU commissioned a study to understand consideration drivers and response to a range of streaming Out-of-Home creative templates. Learnings are relevant for all entertainment categories.

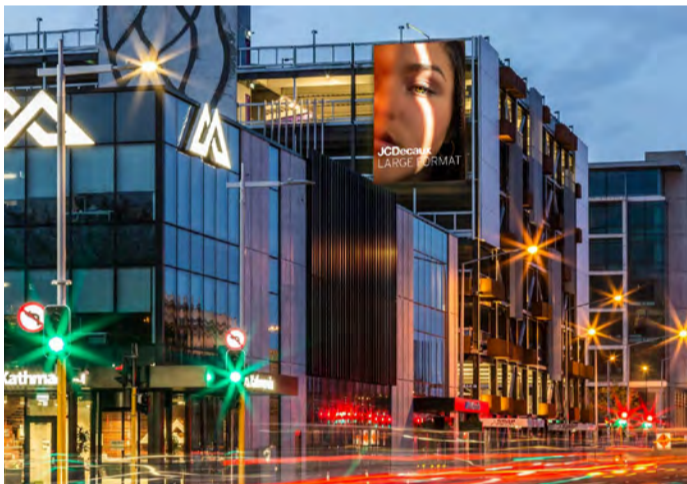
Arrange for [Vic Parsons](#) to present



JCDecaux UK: The data of the perfect portrait creative

Collaborating with Lumen and System 1, JCDecaux UK tested 50 pieces of Out-of-Home creative for saliency, attention and emotional impact. Creative, all digital portrait, was featured on JCD Towers, street displays, and train station digital screens. The summary highlights nine key take outs for 'effective creative' based on data points, not creative critique. Learnings are relevant for JCDecaux's SMARTFRAME, Airport Lightboxes and portrait Large Format.

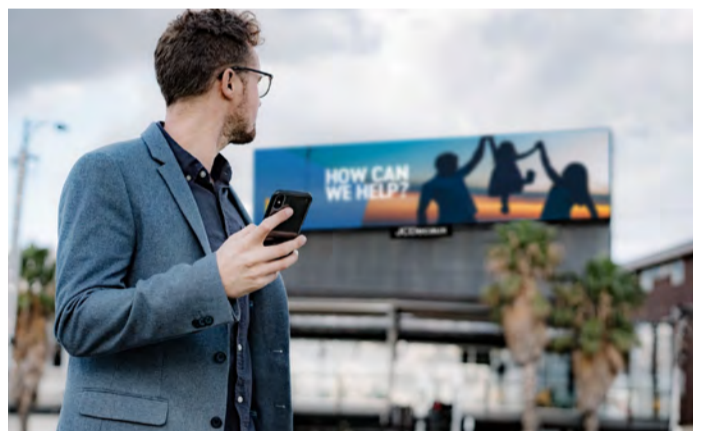
Arrange for [Vic Parsons](#) to present



More evidence of 'P2' effectiveness: public and private screens working in tandem

With a focus on programmatic digital Out-of-Home, a white paper from Yahoo and VIOOH highlights the benefits of including PrDOOH within multi-channel campaigns. It shows increased ROI of the digital media mix from offline priming. [Reach out to Vic](#) to get the full white paper.

[Read Summary](#)



Where are the audiences 2023?

The 2023 update on broadcast reach potential of channels in NZ. Reverses any COVID impacts from the 2021 report and shows the continued rise of digital video, especially amongst people under 40. Out-of-Home is not included, as it is not considered a broadcast channel by NZ On Air, but a good steer on opportunities to reach mass audiences (and this declining with linear TV).

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