

MEDIA RELEASE
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JCDecaux and Movember partner in unique Out-of-Home activation where 'Mo Bros' gather to test moustache facial recognition software

Hundreds of blokes sporting Movember mos celebrated the end of a long mo-growing month by testing a unique Out-of-Home digital activation by JCDecaux, the "Show Us Your Mo" facial scanner, outside Sydney's Galeries on George Street last week.

JCDecaux partnered with Movember to launch the moustache facial recognition dispenser panel, which used special facial recognition technology to identify if a person had a moustache and then offered them a facial scan - with a twist.

"Show Us Your Mo" scanned a man's face, detected a mo and then cleverly analysed the potential for "pash rash". If the scanner detected a substantial moustache - with a serious "pash rash" factor - the gent was rewarded with a dispensed product from the special "pash rash" cream range called *Movember Rain*.

Movember Rain is the world's first-ever dedicated "pash rash" treatment and has been specially designed to soothe the skin of those who have suffered through a month of prickly smooches.

JCDecaux Head of Creative Solutions, Ashley Taylor, said: "We were so excited to work on this campaign with Movember and reward men and their long-suffering partners with this fun activation. It's a great opportunity for us to build on the incredible facial tracking work we've been doing recently and to celebrate the end of mo growing! Movember is such a great brand, and this collaboration has been a long time in the making. We made people smile with this special build, while further raising awareness for such an important cause."

Movember aims to raise awareness of men's health issues, particularly prostate and testicular cancer, mental health and suicide prevention, by encouraging men to grow a mo throughout November.

Movember Marketing Director, Jason Olive, said the activation was a chance to celebrate the Mo men - and the unsung heroes of the Movember campaign.

"Movember's supporter base is much wider than those who grow a mo and we wanted to acknowledge anyone who has played a role. For years we've heard the cries of 'Mo-Bro' partners who have experienced the dry, itchy chaffing caused by the man with a mo - otherwise known as 'pash rash'. This year we've answered those calls. We

created *Movember Rain* to show our solidarity, raise vital funds and ultimately celebrate the partners and loved ones of Mo Bros everywhere," he said.

Movember Rain is also available for purchase via movember.com. All proceeds go directly to Movember.

The "Show us your Mo" panel was on display at the front of the Galeries on George Street (500 George Street) on November 28.

[Watch the activation here:](#)

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About JCDecaux

JCDecaux is the number one out-of-home media company worldwide, 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.

Key figures

- 2018 revenue: €3,619m, H1 2019 revenue: €1,842.3m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is part of the FTSE4Good index and the MSCI and CDP rankings
- N°1 worldwide in street furniture (528,660 advertising panels)
- N°1 worldwide in transport advertising with more than 170 airports and 277 contracts in metros, buses, trains and tramways (326,970 advertising panels)
- N°1 in Europe for billboards (137,020 advertising panels)
- N°1 in outdoor advertising in Europe (645,540 advertising panels)

- N°1 in outdoor advertising in Asia-Pacific (239,300 advertising panels)
- N°1 in outdoor advertising in Latin America (72,880 advertising panels)
- N°1 in outdoor advertising in Africa (24,170 advertising panels)
- N°1 in outdoor advertising in the Middle East (16,450 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,061,200 advertising panels in more than 80 countries
- Present in 4,030 cities with more than 10,000 inhabitants
- 13,030 employees.