

MEDIA RELEASE

08 April 2020

JCDecaux to offer ADMA's WFH Marketing Masterclass with Mark Ritson to its media agency and advertiser partners

JCDecaux today announced an initiative to support its media agency and advertiser partners in this challenging environment, offering the opportunity to undertake the ADMA (Association of Data-driven Marketing & Advertising) WFH Marketing Masterclass with Mark Ritson.

Leveraging its ADMA membership, JCDecaux will be offering more than one hundred clients and agency partners the opportunity to take part in this topical education program, designed exclusively by Ritson for ADMA, to help industry professionals navigate the challenges of modern marketing.

JCDecaux Chief Marketing Officer, Essie Wake said: "There is no playbook for this moment. Our clients and agencies are working their way through the massive disruption and unique challenges we all face in marketing right now, and JCDecaux wanted to find a way to help brands pivot and create new connections with their customers.

"As a trusted partner to agencies and advertisers, we want to step up and help facilitate fresh thinking and learning and create interesting dialogue and debate. Now is the time for brands to adapt quickly and strengthen their reputation. We hope to play a more strategic role in supporting our clients and partners to do this."

ADMA Chief Executive Officer Andrea Martens said: "We are thrilled to see one of our industry heavyweights supporting the marketing community in this way. It's fantastic to see JCDecaux leaning in to inspire and educate in these challenging times."

JCDecaux Chief Commercial Officer, Max Eburne, said: "We see this as an opportunity to give back in a meaningful way to our industry in what is arguably its greatest hour of need. In the longer term, advertising and brands have an important role to play in driving our economy and helping Australia eventually recover from this situation – so helping our clients to better understand how to apply the principles of marketing now is surely going to be a positive in the future."

Launching on Monday 20 April, the ADMA WFH Marketing Masterclass with Mark Ritson will include two interactive sessions per week on a single topic covering all areas of marketing and communications, with each week building on the previous week's topic.

Each session will include how the concept applies in the current environment, case studies of best practice and a live Q&A session.

ENDS

For more information, images or interviews please contact:

Rochelle Burbury

Third Avenue Consulting

+61 (0) 408 774 577

rochelle@thirdavenue.com.au

About Mark Ritson

Mark Ritson, a world-leading educator, has a PhD in Marketing and spent 25 years working as a marketing professor. He was an Assistant Professor at London Business School and the University of Minnesota, an Associate Professor and then Adjunct Professor at Melbourne Business School and Visiting Professor at MIT Sloan and SMU. He has worked as a global brand consultant for clients including Loewe, McKinsey, Subaru, Donna Karan, Westpac, Shiseido, Flight Centre, Johnson & Johnson, De Beers, Sephora, Amgen, Ericsson, Jurlique, Cloudy Bay and WD40.

About ADMA

ADMA is the Association for Data-Driven Marketing and Advertising and is the largest industry body for marketing in Australia. It has always, and continues to bring laser focus to what will make the industry successful in the short and long term. No matter how difficult the times.

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 FY19, JCDecaux reported revenue of approximately €3,890 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 and New Zealand businesses includes 40,000 assets spanning airports, rail, transit, static and digital billboards.

Key figures

- 2019 revenue: €3,890m
- Present in 4,030 cities with more than 10,000 inhabitants
- A daily audience of more than 800 million people in more than 80 countries
- 13,030 employees
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1st Out-of-Home Media company to join the RE100 (committed to 100% renewable energy)
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes

- JCDecaux is recognised for its extra-financial performance in the FTSE4Good index and the MSCI and CDP 'A List' rankings
- 1,061,200 advertising panels worldwide
- 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)