

## MEDIA RELEASE

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### **JCDecaux partners with SCA to bring its 'Shop Local' campaign to Out-of-Home, supporting local businesses when they need it most**

JCDecaux today announced it is partnering with SCA to help extend its 'Shop Local' audio campaign into the Out-of-Home environment with dynamic feeds and localised content across its digital street furniture network.

The activity with SCA brings the 'Shop Local' campaign to life when people are out and about, with the voiced ads from Triple M and Hit radio shows featuring as a dynamic, API geo-targeted feed on the digital network across five capital cities. The feed will feature the station name, the local business name and its location, ensuring that audiences within specific suburbs receive content on local businesses in their local communities.

JCDecaux Chief Marketing Officer, Essie Wake, said: "This unique campaign perfectly extends the SCA Shop Local project to the streets where people are now out and about. Our digital street furniture network provides a highly relevant opportunity for audiences to engage with and support impacted businesses at a local level to help them get back on their feet.

"JCDecaux connects organisations with communities, whether they are in the hearts of cities or deep in the suburbs. A number of research studies have shown that people want to shop more locally and support local businesses during and after the pandemic, and JCDecaux will amplify SCA's 'Shop Local' campaign and deliver the radio shout-outs directly to those local areas."

SCA Senior Media Manager, Georgi Oats, said: "We are so thrilled and thankful to work with JCDecaux to extend our 'Shop Local' campaign in such an engaging and relevant way. Out-of-Home complements our radio campaign perfectly, given our localised approach. Now more than ever we need to support local businesses across Australia."

SCA's national campaign that launched last month, encourages communities to come together and support local businesses by 'shopping local'. 'Shop Local' is the largest ever national and locally voiced SCA campaign, with more than \$1 million of SCA's owned media invested in the campaign.

This activity builds on JCDecaux's extensive "Thank You" campaign launched in April, that thanked essential workers and also supported local businesses and charities across Australia. The local business

element of the campaign, in conjunction with Broadsheet, promoted cafes and restaurants that were experiencing significant strains on their businesses due to restrictions to trade. The JCDecaux campaign provided communities with information about their new offerings of take-away and meal delivery services.

The JCDecaux Out-of-Home 'Shop Local' campaign launched on 2 June nationally.

## ENDS

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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 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)