

MEDIA RELEASE

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JCDecaux brings some lava lamp happiness in Out-of-Home first for Momentum Energy

Leading Out-Of-Home advertising company JCDecaux has created an Out-of-Home industry first innovative lava lamp installation, as part of an integrated campaign for energy retailer Momentum Energy.

The 'Get Happy' campaign, which has launched across Victoria, includes a unique, custom-built lava lamp inside a Citylight panel, located at the high traffic tram shelter on St Kilda and Commercial Roads in Melbourne.

Commuters can pass the time waiting for the tram by watching the gently bubbling lava lamp in the special fit-out tram shelter. An accompanying tram shelter wrap and floor decal creates a special semi-immersive space for commuters.

Just on the other side of St Kilda Rd, another special build designed by JCDecaux's Creative Solutions team includes a shelter wrap, and floor decal featuring an animated lenticular poster that looks like dancing legs when people pass by. The campaign also features Melbourne's first sequin-clad "Glam Tram", a tram wrap featuring sparkly sections to offer a playful journey across the city.

The aim of the campaign for Momentum Energy is to help buoy Victorians' spirits as they go about their day with a positive, fun and joyful campaign.

JCDecaux Head of Creative Solutions, Ashley Taylor, said: "The lava lamp build was a first for our team, and an industry first, and it's always fantastic to work on new ideas for positive, fun campaigns. Momentum Energy's focus is really about making people feel good, so we looked at ways to really enhance the campaign and engage with audiences in a unique way. As people in Melbourne re-start their regular commute into and out of the city, this campaign aims to bring a little bit of brightness and positivity by encapsulating all things warm and fuzzy for Momentum. The purpose of our team is to work collaboratively with our clients to bring great ideas to life - the success of our team is only possible when our clients succeed, and this campaign is a really great example of this."

Momentum Energy Head of Marketing, Naomi Morton said the campaign was designed to connect with customers on a more emotional level.

"Even though every energy company sells pretty much the same thing, there's a huge difference in how a company can make a customer feel about their choice," she said. "We want Victorians to feel good

about us. Instead of rational messaging, we've taken a more emotional approach. We're 100% Aussie owned and our parent company, Hydro Tasmania, generates more renewable power than any other business in Australia. You have to buy power, so why not choose a company that makes you feel happy?"

The lava lamp installation will wrap up on March 22.

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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 include 40,000 assets spanning airports, rail, transit, static and digital billboards.

Key Figures for JCDecaux

- 2020 revenue: €2,312m
- Present in 3,890 cities with more than 10,000 inhabitants
- A daily audience of more than 890 million people in more than 80 countries
- 13,210 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, MSCI and CDP (Climate Change) rankings
- 1,061,630 advertising panels worldwide
- N°1 worldwide in street furniture (517,800 advertising panels)
- N°1 worldwide in transport advertising with more than 160 airports and 270 contracts in metros, buses, trains and tramways (379,970 advertising panels)

- N°1 in Europe for billboards (136,750 advertising panels)
- N°1 in outdoor advertising in Europe (636,620 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (260,700 advertising panels)
- N°1 in outdoor advertising in Latin America (69,490 advertising panels)
- N°1 in outdoor advertising in Africa (22,760 advertising panels)
- N°1 in outdoor advertising in the Middle East (15,510 advertising panels)