

The adoption of programmatic digital Out-of-Home in Australia is growing. Increasingly, brands are taking advantage of the heightened flexibility, targeting opportunities, and data capabilities to enhance campaign effectiveness.

The first of its kind in Australia, the **JCDecaux PROGRAMMATIC Campaign of the Year Award** celebrates brands that are pushing the boundaries and driving the industry forward by developing market-leading strategic, creative, and innovative campaigns.

# **KEY DATES**

Campaign eligibility period: 1st January - 31st December 2023

Entries close: 31st January 2024

Winner announced: 27th February 2024

# **PRIZE**

# 5X \$1,000 luxury travel vouchers

The luxury travel vouchers will be awarded to the nominator (who completed the entry). Should the nominator leave the company, another member of that company, not the individual, will collect the award. The luxury travel vouchers are subject to the luxury travel provider's terms and conditions and each voucher is valued at \$1,000 inclusive of GST (AUD). The luxury travel provider is chosen at JCDecaux's discretion. The Prize is not transferable or exchangeable and cannot be taken as cash. No other forms of credit or refunds will be issued for the value of the voucher if travel plans are cancelled or altered.

## **ENTRY REQUIREMENTS**

# Advertisers must have booked and run a JCDecaux PROGRAMMATIC campaign between 1st January – 31st December, 2023

Campaigns must have delivered greater than or equal to 3 million impressions across the JCDecaux PROGRAMMATIC Out-of-Home network AND allocated a minimum 25% share of the overall programmatic Out-of-Home campaign budget to JCDecaux, to be eligible for entry.

Entries must be submitted by the Media Agency, Trading Desk, Direct Advertiser, or DSP as a managed service, that planned and transacted the campaign.

The eligibility period for submissions should relate to the period January 2023 – December 2023. The majority of the nominated campaign must have run within these dates.

# **MEET THE JUDGES**

Dorota Karc, Head of Programmatic, WallDecaux, Germany

Germany is one of the most advanced programmatic markets in the JCDecaux global network. As the Head of Programmatic at WallDecaux, Dorota is renowned for her programmatic expertise and has sat on industry panels across Europe. She is well versed in what makes an exceptional programmatic campaign.



Joe Lunn, APAC Head of Media, Uber Previously Chairman of the MFA Awards

Joe has extensive experience judging media awards thanks to his time as the Chairman of the MFA Awards. With a background in media (at Mindshare) and now as the Head of Media APAC at Uber, Joe understands what components make a market-leading, innovative programmatic campaign.



Gai Le Roy, CEO, IAB Australia

IAB Australia is the peak advocacy, research & standards body representing the \$14 billion Australian digital media and advertising industry. Gai has worked in the media industry for 30 years and in the digital ad industry since portals were cool, pop-ups were rampant and an unnamed TV exec told her that internet advertising would never be worth more than \$100m. Prior to running the IAB Gai held executive roles at Fairfax, Nielsen, ninemsn & Gateway Research.



Elizabeth McIntyre, CEO, Outdoor Media Association (OMA), Australia

As the CEO of the OMA, Elizabeth is a passionate Out-of-Home advocate committed to driving growth. With a wealth of leadership experience across a range of industries (Think Brick Australia, the Concrete Masonry Association of Australia, the Australian Roofing Tile Association, Walt Disney Television, and the Australian Turf Club) Elizabeth understands the important role innovation plays in advancing the industry.



Steve O'Connor, CEO, JCDecaux Australia & New Zealand

A veteran of the Australian Out-of-Home industry with a career spanning 30 years. Steve has held the CEO position at JCDecaux Australia and New Zealand for more than 18 years and has been a Director of the OMA for over 23 years.



## **TEMPLATE FOR ENTRY**

Your written entry is the basis on which you will be judged.

Please note that submissions, or parts thereof, may be published by JCDecaux on our owned platforms (including website, social channels, and in Sales and Marketing collateral) and in earned media (PR). Entrants may mark certain sensitive parts of their entry 'not for external use' (such as budgets), provided such restrictions are not used unreasonably.

# **HOW THE JUDGES WILL RATE ENTRIES**

# 40% of overall score

Strategic use of data and unique programmatic Out-of-Home features

# 25% of overall score

Creative concept

# 35% of overall score

Results

In addition to the above criteria, judges will evaluate entries based on whether there is a clearly established link between the advertiser's business/ brand objectives and how the campaign was activated through programmatic digital Out-of-Home.

All decisions and actions of the judges are final and no discussions or correspondence with the nominator or any other person will be entered into.

# SUPPORTING MATERIAL

A campaign image is required for entry. Campaign videos, testimonials, PowerPoint slides, or PR coverage - to give judges a greater understanding of your campaign - are strongly recommended.

#### **ENTRY - TELL US ABOUT YOUR CAMPAIGN**

1. Give us a brief overview of the brand, its challenges, and the objectives for this campaign. (max 200 words)

While the judges are experts in their field, they may not have a deep understanding of the category, business and/or product you are entering. To help the judges evaluate each entry, please provide a brief overview of the brand and product, challenges it's facing, insights that have informed the campaign, and objectives the brand aimed to achieve.

2. What was the overall strategy for this campaign? (max. 300 words)

What was the overall media strategy for this campaign, and what role did programmatic Out-of-Home play within the broader media mix? If you had a specific programmatic Out-of-Home strategy, please share details.

3. How did you use data and unique programmatic out-of-home features to enhance campaign effectiveness? (max. 400 words)

Did you use data to apply audience, time of day, or location (proximity) targeting? Was it a trigger-based buy? Did you explore DMP integrations to run an omnichannel campaign and reach audiences exposed to programmatic Out-of-Home across the digital online ecosystem (retargeting)? Was programmatic Out-of-Home part of an omnichannel buy? Did you use any innovative measurement solutions to determine campaign success? Tell us how you leveraged the unique capabilities of programmatic digital Out-of-Home.

4. What was the creative concept, and how did it drive engagement with your target audience? (max. 300 words)

Was your creative message strategically targeted to a particular location, time of day or audience? Did you run multiple creative messages? Did you deliver creative with dynamic capabilities? Was your creative aligned to a particular moment or event? We want to hear more.

5. How did the campaign perform - what were the results? (max. 300 words)

Any results the campaign delivered, including overall marketing results (as a percentage or number) such as increases in sales, web traffic, footfall in store etc. Results specific to the JCDecaux PROGRAMMATIC portion of the campaign; and/ or soft campaign metrics including increases in consideration, propensity to buy, its a brand for me etc.

# **FAQS**

#### Can I enter if my campaign and results incorporate other media channels/ Out-of-Home partners?

Yes, this award is not limited to advertisers who only used JCDecaux PROGRAMMATIC. If you delivered greater than or equal to 3 million impressions across the JCDecaux PROGRAMMATIC Out-of-Home network AND allocated a minimum 25% share of the overall programmatic Out-of-Home budget to JCDecaux, we encourage you to enter.

#### Who gets the prize?

5x \$1,000 luxury travel vouchers will be awarded to the nominator (who completed the entry). The nominator will be responsible for distributing the vouchers to other contributors. The entry is a submission from the company. Should the nominator leave the company, another member of that company, not the individual, will collect the award.

What do I do if I don't have an image of my campaign, and what are the image requirements? If you need an image to accompany your entry, please contact your JCDecaux Sales lead.

Please share an image that is:

- Minimum size: 1 MB; Maximum size: 5 MB
- Full colour
- No scanned images. Your high-quality image must reflect the campaign

Entry images supplied may be used by JCDecaux across our owned and earned media, including on our websites, social channels, in Sales and Marketing collateral and in PR.

#### Is the entry information private, or will JCDecaux be able to use it?

Information included in the entry may be used by JCDecaux on our owned platforms (website and social accounts – LinkedIn and Instagram, as well as in Sales and Marketing materials) as well as in our earned media, including PR. If there is sensitive information included in the entry please specify 'not for external use' and we will not use it, provided such restrictions are not used unreasonably.

# What portion of my media budget do I need to have allocated to JCDecaux PROGRAMMATIC digital Out-of-Home to be eligible to enter?

To be eligible to enter, you need to have allocated 25% of the programmatic Out-of-Home spend to JCDecaux i.e. if programmatic Out-of-Home accounted for 20% of your overall media campaign spend, and your allocation to JCDecaux was 25% of the programmatic Out-of-Home budget, then you are eligible to enter.

#### INTELLECTUAL PROPERTY

The nominator retains the intellectual property of the material submitted. Except where the material is marked as 'not for external use', the nominator provides a worldwide, perpetual license to ICDecaux for the purpose of promoting the ICDecaux PROGRAMMATIC Campaign of the Year Award.