



JCDECAUX TRANSPORT

Innovative Pioneer Leading Out-of-Home Media

Finding a unique niche in the ever more elaborate world of advertising, the Group pushes the limits to gain greater favor with brands, shares AMY CHAN.

In 1964, founder Jean-Claude Decaux devised an innovative concept: providing and maintaining bus shelters, financed by advertising, and have it adopted by the Mayor of Lyon. JCDecaux business model was then born. The Group has since continued innovating, exporting its idea of financing street furniture and public transport via advertising throughout the world which, by 2015 is present in over 70 countries.

The advertising market in Hong Kong has been growing alongside its economic and urban development in the 80s. Leveraging its wide coverage and reach, JCDecaux Transport worked with MTR to establish an advertising network through the metro system since its 1979 launch. It also managed the advertising concession of Hong Kong and Macau International Airports, Airport Express and Ngong Ping 360 since their respective openings, and Pacific Place Passages.

The Group provides comprehensive advertising solutions for brands targeting different audience profiles, designing a variety of media formats and sales packages. It has pioneered and introduced numerous options to the market, spanning regular poster displays on light boxes, irregular facilities wrapping, digital displays, interactive advertising and e-formats.

Creative Solutions

JCDecaux prides itself in being the only world-class player exclusively focused on out-of-home advertising, pursuing a comprehensive range of activities in the areas of street furniture, mallscape, billboard and transport advertising. The Group's worldwide success is driven by meeting client needs through a constant focus on innovation and quality.



JCDecaux Transport Managing Director Amy Chan.

In Hong Kong, a unique and dedicated Innovate Team has been established to provide inventive ideas and one-stop services, shares Amy Chan, Managing Director of JCDecaux Transport. "Together with the combined efforts from our professional sales, project, technical, operation, and marketing teams, we help clients translate their objectives from concept to reality. Solid experience and support from our offices around the world allow us to devise such marketable sales packages and products as the Innovate Festival and InterActiveAds."

JCDecaux's Innovate Festival has become a powerful platform for advertisers to stage impressive campaigns at selected MTR stations, while its InterActiveAds media formats and networks lead the trend in integrating mobile technology with out-of-home advertising. Both have been well received by local and international brands, and organizations in corporate and government sectors.

"We remain true to JCDecaux's founding values of design, quality and innovation, proactively sourcing up-to-minute technologies and latest applications in out-of-home advertising, designing and proposing ideas to advertisers even before they supply a brief. Far beyond the role of a simple ad space leasing agent, we provide inspiration

and one-stop services, by understanding media consumption habits, and what concerns marketers' most.

"While others were still playing around with physical advertising spaces, we introduced InterActiveAds and launched various e-formats, allowing advertisers to engage audiences with fun, infotainment as well as e-shopping experiences, which not only maximize brands' exposure but also generate sales for quantifiable business returns."

Honoring Trust

JCDecaux's goal is to be as close as possible to increasingly interconnected audiences, based on its belief that connected outdoor communication will be among the main global media growth drivers in the years ahead. The Group had managed to provide timely offers during previous economic downturns, helping clients compete for market share, while simultaneously reaching its own business targets.

"Key for us in being the number one out-of-home media company in Hong Kong is the trust and cooperation of our business partners who believe in our uncompromising standard of quality and passion to innovate, allowing us to create a library of effective media formats and solutions that help shape the industry. Together with our clients and agency partners' dedication toward innovative advertising, we push the boundaries of creativity and deliver impressive and effective advertising campaigns that amuse and sell." ■

For additional information please visit www.jcdecaux-transport.com.hk

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