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## JCDECAUX SHOWCASES LATEST DOVE SHAMPOO WITH 3D PRODUCT DISPLAY

**Singapore, August 19<sup>th</sup>, 2015** – JCDecaux, the Best Out Of Home Media Company in Singapore and No.1 Outdoor Advertising Company in the world is selected by Dove, to launch their latest Shampoo with a special creative execution at ION Orchard.

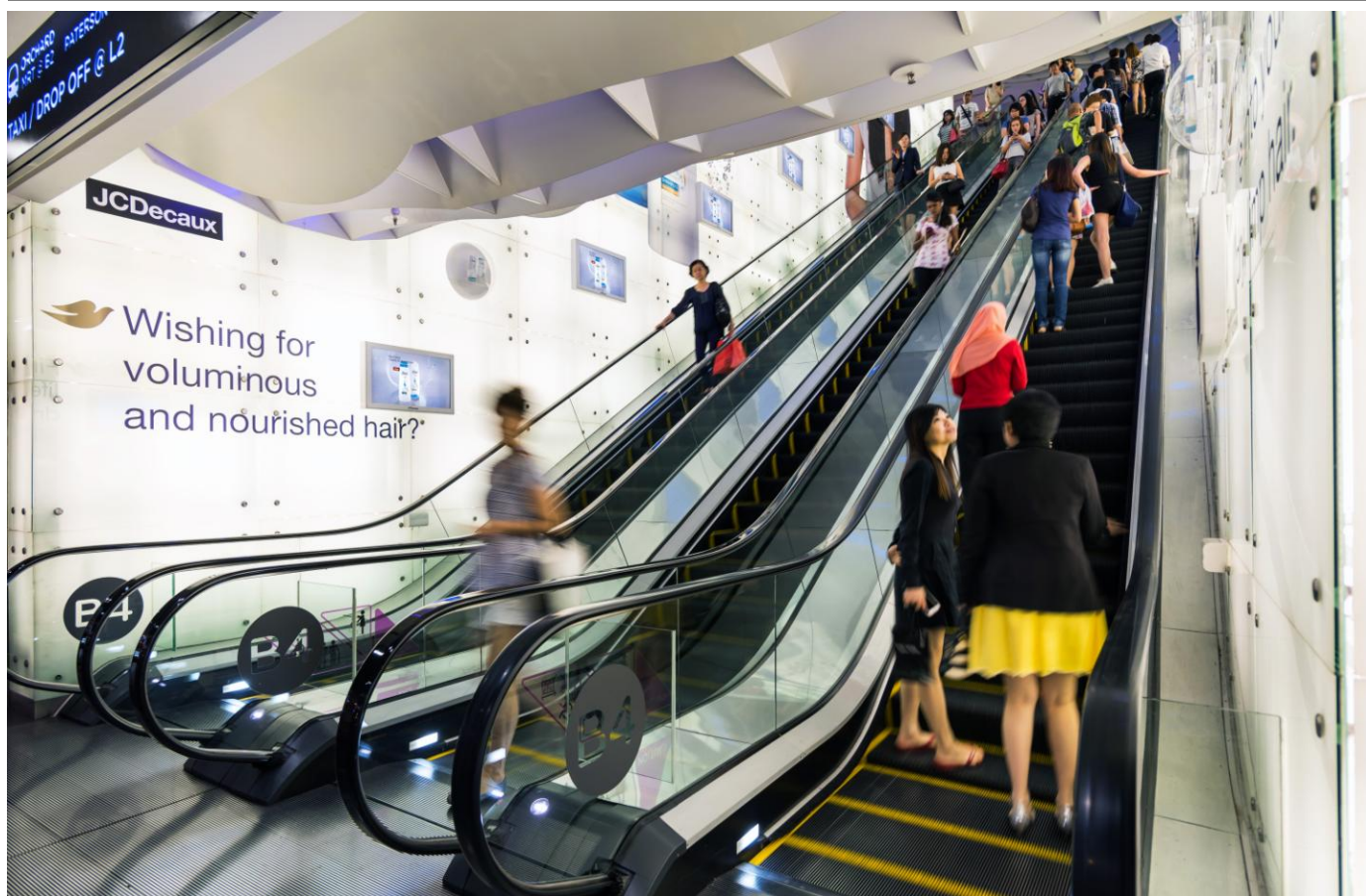
This month-long brand awareness campaign is running at the Digital Dragon's Tail, ION Orchard since 22<sup>nd</sup> July 2015. Dove showcases their latest product with a combination of digital, static and customised 3D product display, dominating the entire 45-second long experience on the escalators. This is JCDecaux's first customised 3D creative display installed at the Digital Dragon's Tail.

Commenting on the campaign, Brand Manager, Victoria Ng at Dove said, "We've selected to launch our campaign at the Digital Dragon's Tail to appeal to a captive audience. This location effectively reaches out to our main target audience of females aged 24-45. The customised 3D product display showcasing our brand new Dove shampoo definitely reinforces the product in shoppers' minds."

For this launch, Dove is running a 360 degree media campaign including: free-to-air television, outdoor, social media, and influencers. Dove is managed by media agency Mindshare and creative agency Ogilvy.

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## ABOUT JCDECAUX SINGAPORE

In Singapore since 1998, The Company is committed to bringing excellence to the Out-Of-Home medium through product innovation, high quality design, maintenance and the best locations.

JCDecaux's advertising portfolio includes Singapore Changi Airport, Premium Shopping Malls and Linkways, Large Format and cinema advertising.

For the 5<sup>th</sup> consecutive year – and the 7<sup>th</sup> time in 9 years - JCDecaux has been voted the best OOH Media Company in Singapore, in Marketing Magazine's annual survey of key marketing decision makers.

JCDecaux is the definitive choice for brands targeting High Net Worth Individuals, Fashion and Luxury buyers as well as young PMEB's.

## KEY FIGURES FOR THE GROUP

- 2014 revenues: €2,813m, H1 2015 revenues: €1,460m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- N°1 worldwide in street furniture (491,950 advertising panels)
- N°1 worldwide in transport advertising with 140 airports and 279 contracts in metros, buses, trains and tramways (379,060 advertising panels)
- N°1 in Europe for billboards (180,590 advertising panels)
- N°1 in outdoor advertising in the Asia-Pacific region (215,350 advertising panels)
- N°1 in outdoor advertising in Latin America (51,150 advertising panels)
- N°1 in outdoor advertising in Africa (36,000 advertising panels)
- N°1 worldwide for self-service bicycle hire: pioneer in eco-friendly mobility
- 1,078,370 advertising panels in more than 70 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 12,300 employees

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