



JCDECAUX COLLABORATES WITH PANDORA

TO INSPIRE THE JOY OF GIVING WITH A BESPOKE POP-UP STORE ON ORCHARD ROAD

Singapore, 13th December 2016 – JCDecaux, the world's largest Outdoor Advertising company and Singapore's No.1 OOH Media company, was commissioned by PANDORA to set up a pop up store in front of Ngee Ann City Tower B, one of the busiest locations with high footfall along Orchard Road. The objective is to promote their Christmas campaign: The Joy of Giving from 3rd December 2016 to 2nd January 2017.

PANDORA collaborated with JCDecaux to run a multi-channel campaign, which involves captivating visuals on Digital Dragon's Tail in ION Orchard, to immerse shoppers in the wintry festive atmosphere and drive traffic to stores. To extend its presence beyond the mall, PANDORA advertised on ION Orchard's Outdoor Banners to optimise reach at street level. In addition, the PANDORA pop-up in the shape of a gift box provides the brand with maximum exposure in the heart of Orchard Road. This additional touch point reaches out to potential and existing shoppers. The campaign was further strengthened by running on JCDecaux's Cinema Network to build brand awareness and brand recall.

The pop-up consists of various interactive elements to engage shoppers in the festive season. Count down to Christmas with PANDORA's advent calendar castle which unveils new charms every day and engage in the visually-stunning hologram projection of PANDORA's jewellery. Shoppers are encouraged to share the photos they have taken at the photo booth on social media as well as draw on the animated digital writing wall.

“PANDORA celebrates the Joy of Giving this festive season and we are aware that shoppers are looking out for gifts for their loved ones. Where better to find them than at our gift box-shaped Christmas pop-up? It provides an all rounded experience – one can browse for gift ideas, pen a personal message and capture picture-perfect memories with their loved ones. Precious jewellery, given with love, is the focus of our immersive brand experience. Our new collection brings elements of a beautiful winter landscape to life. It incorporates ice-like patterns with striking accents of white, silver and blue, on quality sterling silver, and hand-finished with a masterful touch. We hope it will inspire the spirit of giving in everyone around us.” **Said Ms. Wing Chan, General Manager of PANDORA Jewellery Singapore.**

“We are happy to partner PANDORA to bring the Joy of Giving to Orchard Road this year with this pretty, innovative and fun concept of a gift box-shaped Christmas pop-up! It is in our DNA to always bring value and add new dimensions to our clients’ campaigns and we are very pleased to be able to make this happened for PANDORA with the support of OMD Singapore and the Orchard Road Business Association.” **Said Miss Evlyn Yang, Managing Director of JCDecaux Singapore.**

Mr Steven Goh, Executive Director of ORBA said: “The PANDORA pop-up is elegantly designed and offers interactive activities to engage and entertain Orchard Road visitors, adding to the vibrancy of our precinct this Christmas. We are pleased to have this as one of the highlights of Christmas on *A Great Street* 2016.”

The PANDORA Pop Up is a collaborative effort between JCDecaux Singapore, PANDORA and OMD Singapore.

About JCDecaux Singapore

JCDecaux Singapore is a subsidiary of JCDecaux Group, the number one outdoor advertising company worldwide. Established in Singapore since 1999, we are committed to bringing excellence to the Out-Of-Home medium through product innovation, high quality design, maintenance and the best locations.

Voted by clients and agencies as the number one out-of-home media company 9th times since 2006, our advertising portfolio includes Singapore Changi Airport, Premium Shopping Malls and Linkways on Orchard road and the business district, Large Format billboards and Cinema Advertising.

We offer more than 500 advertising faces that reach out to more than 5 million residents and 55 million passengers at Changi airport.

About JCDecaux Group

JCDecaux SA is the number one outdoor advertising company worldwide, the market leader in Europe, number 1 in Asia Pacific, in Latin America, in Africa and in Middle East.

Employing a total of 12,850 people, the Group is present in more than 70 different countries and 3,700 cities of more than 10,000 inhabitants and generated revenues of €3,208m in 2015.