



JCDECAUX SINGAPORE LAUNCHES ITS FIRST DIGITAL CONTEXTUAL CAMPAIGN AT CHANGI AIRPORT TERMINAL 3

Singapore, January 18th 2017 – JCDecaux SA, the number one outdoor advertising company worldwide and Singapore’s No.1 OOH Media company, announces the launch of its first contextual digital campaign with real-time weather and time displays at Singapore Changi Airport Terminal 3.

Aptly titled “Wanderlust”, the campaign can be seen across JCDecaux’s 70-inch digital screen network in the departure transit precinct of Changi Airport’s premier terminal where Singapore Airlines and other premium international carriers are located.

Since December, “Wanderlust” has been informing passengers flying to 13 cities from Terminal 3 of the weather forecasts and local times of their destinations using colourful animated graphics on the digital screens, within 2 hours of their scheduled departures. The 13 cities include London, Hong Kong, Sydney, New York, Paris and Jakarta and represent some of the busiest routes at Terminal 3. The brightly-colored visuals with animated weather conditions and vector images of each city’s key landmarks readily capture passengers’ attention whilst interesting trivia about each city add an element of fun and visual interest for the audience.

The campaign is powered by JCDecaux’ SmartCONTENT platform, a Content Management System (CMS) built specifically for serving dynamic content to JCDecaux’s Digital Out-Of-Home media screens. The platform is capable of targeting by weather, time and location as well as use custom data feeds to deliver real-time contextual contents to target audiences.

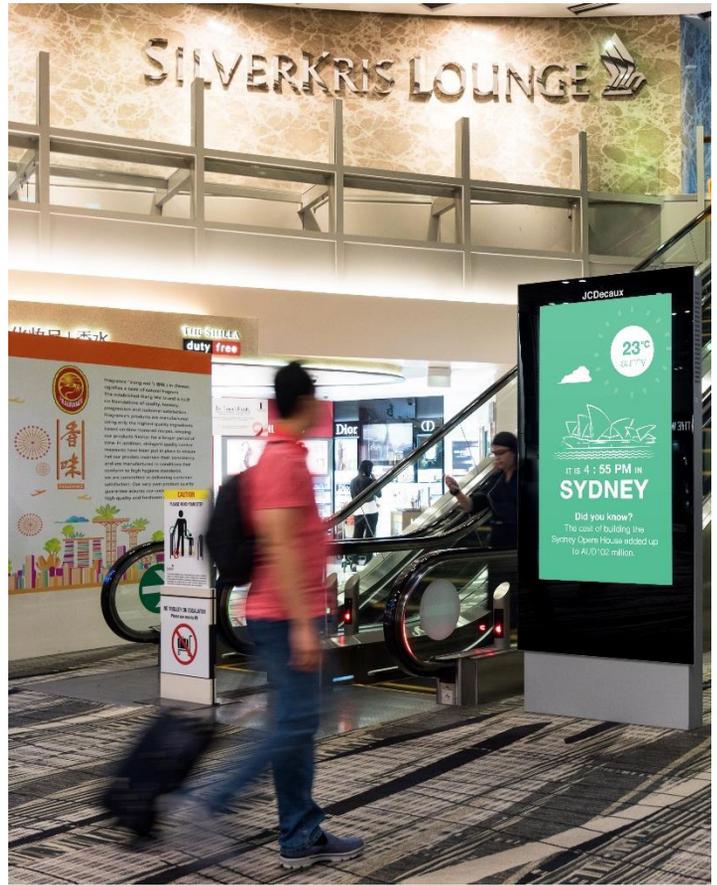
It marks a huge step forward for the company in delivering contextually relevant advertisements in Out-Of-Home.

JCDecaux Singapore’s Managing Director Evlyn Yang says,

“At JCDecaux our goal is “Dynamic by Default” digital advertisements.

With JCDecaux’ SmartCONTENT Platform, we are able to offer ‘right time, right place, right message’ capability to our clients, who can now benefit from higher campaign efficacy with dynamic messaging and greater contextual relevance.

“Wanderlust” is the beginning of an exciting new era in creative digital advertising that enables clients to reach and engage with their audiences in new ways.”



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 75 different countries and 4,435 cities of more than 10,000 inhabitants and generated revenues of €3,208m in 2015.