



JCDecaux LAUNCHES 2 NEW ADVERTISING FORMATS AT ION ORCHARD

Singapore, 10th March 2017 – JCDecaux SA, the number one outdoor advertising company worldwide and Singapore's No.1 OOH Media company, has enhanced the media offerings at ION Orchard shopping mall with the introduction of 2 new advertising formats. The first is a brand new advertising site – the **Luxe Banner** - located amidst ION Orchard's luxury brands on Levels 1 to 4. This new advertising media site is specially created for tenants and is the first large-size advertisement medium to be introduced on the upper floors of the mall where high-end luxury stores are located. The double-sided Luxe Banner offers a total of 108 sqm of advertising area. Its prime location in the centre of the mall makes it highly visible to affluent shoppers at ION Orchard, and provides advertisers with the perfect communication platform to drive brand awareness or promote their stores or events at the mall. Van Cleef & Arpels which held 'The Poetry of Time' exhibition at Level 1 atrium, is the inaugural advertiser on the Luxe Banner.

Following the Luxe Banner, JCDecaux also introduced a new advertising format to an existing advertising site at Basement 2 of the mall. The revamped site, **B2 Fashion Gateway Lightbox**, is the largest indoor backlit advertising panel in Orchard, and is an upgrade from the original sticker format. Its 47 sqm area offers advertisers unparalleled JCDecaux-quality, high brightness in a large format. Located at the doorstep of Orchard MRT station, the **B2 Fashion Gateway Lightbox** is seen by thousands of MRT commuters, PMEBs, shoppers and tourists, connecting advertisers to these highly sought after consumers.

'ION Orchard is pleased to partner JCDecaux to introduce these new media opportunities for our tenants and partners, and provide them with another great way to effectively communicate their brand messages to our shoppers. These new sites with larger-than-life visuals will complement our other media platforms and add dynamism to the mall', said **Mr Chris Chong, CEO of Orchard Turn Developments Pte Ltd.**

Laneige, a tenant of ION Orchard, is the maiden advertiser of the upgraded B2 Fashion Gateway Lightbox, with a campaign promoting its new Silk Intense Lipstick. "We're constantly on the lookout for creative and impactful advertising formats and platforms when planning our marketing media mix. When presented with this new concept, what attracted us the most was its high-impact potential and the close proximity to the audiences that we're reaching out to which in this case is where they work, eat, shop and play." said **Cherish Koh, Marketing Manager of Amore Pacific Group, which owns and distributes Laneige beauty products here.**



"It is JCDecaux's privilege to partner ION Orchard for their advertising media at the mall since 2009. We are constantly looking to enhance our media offering at ION through introducing innovative digital media with interactive features and upgrading our static media so as to add dynamism to the mall as well as provide more impactful platforms for advertisers to deliver their brand messages effectively." said **Ms Evelyn Yang, Managing Director of JCDecaux.**

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 58 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 € 3,393m in 2016