



MAISON de CHRONUS
WATCH COLLECTION

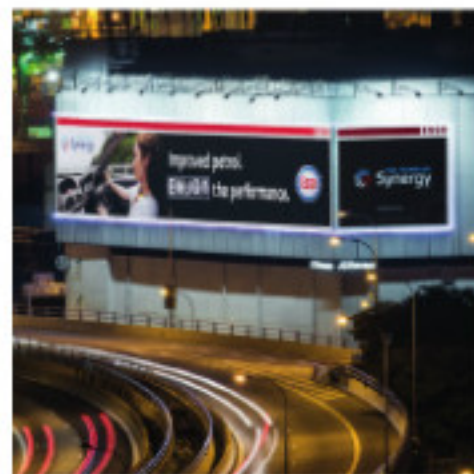
MAISON de CHRONUS
duty free

MAISON de CHRONUS
WATCH COLLECTION

CAMPAIGN HIGHLIGHTS

June 2016

THANK YOU FOR VOTING US N°1 OUT-OF-HOME MEDIA COMPANY IN SINGAPORE 8 TIMES IN 10 YEARS



2006 2007 2010
2011 2012 2013 2014 2015

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THE LOWEST PRICE
IN ASIA PACIFIC AIRPORTS
GUARANTEED

DUTY FREE

TARGET: DUTY FREE SHOP

Advertise on our platforms to achieve high brand recall and drive traffic to store

EACH DROP OF HENNESSY X.O
IS AN ODYSSEY

CHAPTER III
SPICY EDGE

DON'T WAIT TO
EXPERIENCE GREATNESS

PLEASE DRINK RESPONSIBLY

JCD00001

B1 - B10
C1, C20, C22

↑ Transfer B

SEE
Part 1000
M0113

BURGER KING

LOEWE

OPPERS

tores



A refreshed design from Montblanc

To generate audience awareness about their redesigned fragrance for men, "Legend Spirit", Montblanc displayed their campaign on the Retail Bridge Wrap in Terminal 1. The close proximity of the campaign to the perfume and cosmetics store effectively increased passenger traffic.



Montblanc

Advertising Site

*Changi Airport, Terminal 1
Retail Bridge Wrap*

Campaign Period

May 2016



Hugo Boss sets itself up for success

Hugo Boss booked the Retail Bridge Wrap in Terminal 1 to promote their new fragrance "Hugo Boss Unlimited". This was to strategically drive traffic to the perfume and cosmetics store. Additionally, it was booked in conjunction with the #SUCCESSISMADE STADIUM located in the central piazza to extend advertising coverage.

BOSS
HUGO BOSS

SUCCESS ISN'T BORN. IT'S MADE.

BOSS BOTTLED UNLIMITED
#SUCCESSISMADE



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Hugo Boss

Advertising Site

*Changi Airport, Terminal 1
Retail Bridge Wrap*

Campaign Period

*April 2016
to May 2016*



Procter & Gamble's SK-II empowers women

Luxury skincare brand SK-II advertised “#changedestiny”, an ongoing global campaign, on the Digital Duty Free Network. Spread across all three terminals and located near perfume and cosmetic stores, the network allowed optimized reach and brand recall.

JCDecaux

GIFT TO CHANGE DESTINY
臻致盛礼 改写命运



PITERA™

#changeDestiny

SK-II

Advertising Site

*Changi Airport, All Terminals
Digital Duty Free Network*

Campaign Period

*March 2016
to May 2016*



Lacoste sports their new collection

Lacoste has opened its stores in all three terminals. The brand combined the strength of the Digital Duty Free Network, and the premium King-size Lightbox to create brand awareness and drive passengers to their stores.



Lacoste

Advertising Site

*Changi Airport, Terminal 3
Kingsize Lightbox*

Campaign Period

*May 2016
to August 2016*

JCDecaux

LACOSTE 
LIFE IS A BEAUTIFUL SPORT

cafe





Lacoste

Advertising Site

*Changi Airport, All Terminals
Digital Welcome Network
70" MUPIs*

Campaign Period

May 2016



Hennessy makes its debut at Changi Airport

Hennessy, LVMH-owned cognac maker, showcased their Hennessy X.O. with a kaleidoscopic advertisement for the first time, at Terminal 3. The impactful King-size Lightbox also acted as an extension to the wines and spirits store, improving customer traffic. To reinforce ad recall through repeated exposure, the brand extended its visuals on the Digital Network Domination across all three Terminals.



Hennessy

Advertising Site

*Changi Airport, Terminal 3
Kingsize Lightbox*

Campaign Period

*March 2016
to April 2016*





Hennessy

Advertising Site

Changi Airport, All Terminals
Digital Network Domination
70" MUPIs

Campaign Period

June 2016
to August 2016



The Balvenie treats travellers to an exclusive experience

The Balvenie, owned by William Grant & Sons, first launched their new 21-year old Madeira Cask with an exclusive event at the Terminal 1 Central Piazza. Their advertisement was displayed on the Terminal 1 Digital Network, comprising 23 screens located at key touchpoints, to promote their event and bolster sales.



The Balvenie

Advertising Site

Changi Airport, Terminal 1
Digital Welcome Network
70" MUPIs

Campaign Period

March 2016
to April 2016

26-024-01

MUJI
toGO

JCDecaux

EURUSD

1.13377

1.13379

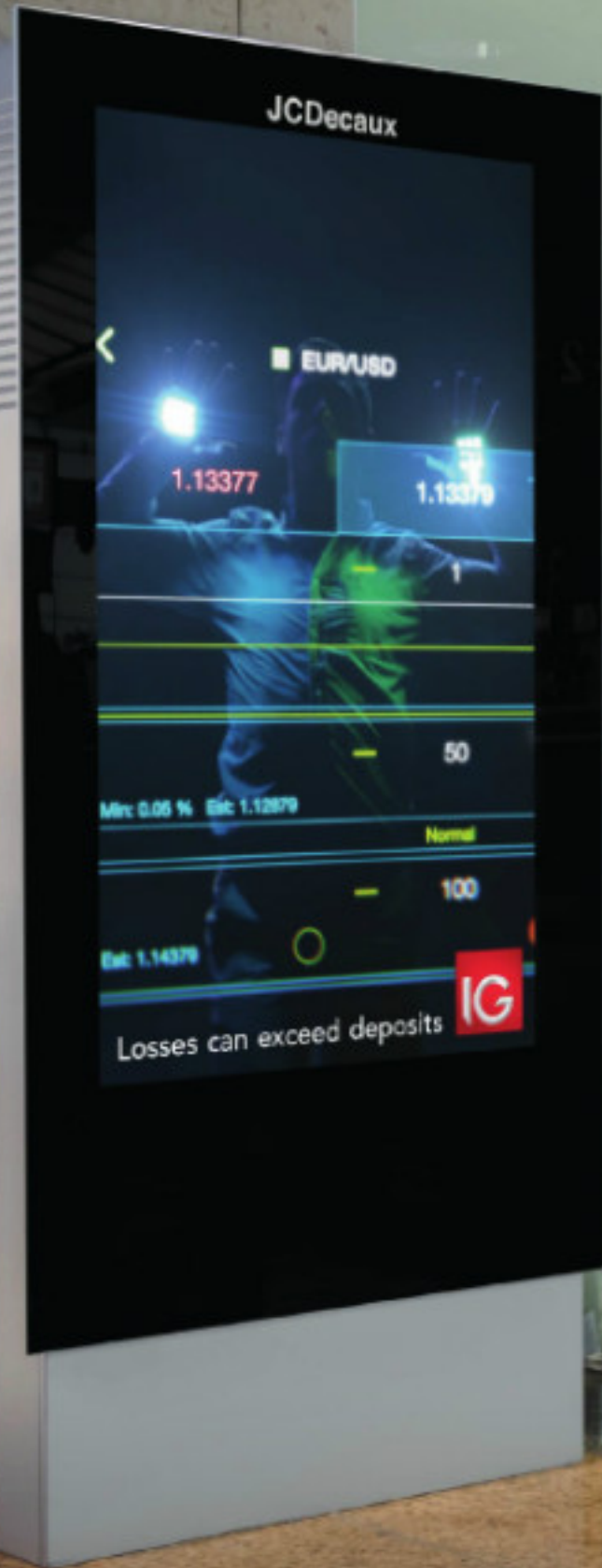
50

100

Normal

Losses can exceed deposits

IG



SINGAPORE AIRLINE

SUITES

FIRST CLASS

SOLAIRE PPS CLUB



TARGET: DECISION MAK

Reach out to your specific target audience with JCDecaux's premium adv

FIRST CLASS 



ERS

ertising sites



IG Market connects with the affluent

As part of IG Markets' strategy to expand in Asia, the global leader in online trading booked the Digital Business Transit Network, for the first time, with the objective to reach out to affluent travellers in all three terminals.

JCDecaux

SELL	BUY	CHG
5746.5	5747.5	0.00
120170	120230	0.00
185.90	185.00	-0.9
1602.00	1602.00	-4.5
360.00	360.00	-2.9
250.00	250.00	-0.4
17.00	17.00	-1.1
4.00	4.00	-0.8
0.00	0.00	-4.1
0.00	0.00	-6.7
0.00	0.00	-0.00
0.00	0.00	-4.1
0.00	0.00	-1.1

**WITH
ECONOMIC
CALENDAR
ALERTS**

Losses can exceed deposits 

IG Markets

Advertising Site

*Changi Airport, All Terminals
Digital Business Network
70" MUPIS*

Campaign Period

May 2016



Intercontinental Hotels & Resorts establishes itself amongst the elite

Intercontinental Hotels & Resorts, one of the world's leading hotel companies, launched its branding campaign on the Business Lounge Digital network. Located prominently near the Krisflyer Gold Lounges and SilverKris Lounges in Terminal 2 & 3, the campaign targeted Business and First Class travellers.




**Intercontinental
Hotels & Resorts**

Advertising Site

Changi Airport, Terminal 2
Business Lounge
Digital Billboard II

Campaign Period

February 2016
to April 2016



A superb breakfast is one thing.
Knowing the way you like it is another.

OVER 100 LOCATIONS ACROSS THE GLOBE INCLUDING BANGKOK • DUBAI •

JCDcaux



**Intercontinental
Hotels & Resorts**

Advertising Site

*Changi Airport, Terminal 3
Business Lounge
Digital Billboard III*

Campaign Period

*February 2016
to April 2016*



Prudential Financial goes global

To reflect their latest strategy for international expansion, Prudential Investment Management has changed its name to PGIM. The company selected the Business Lounge Network across all three terminals to create brand awareness amongst their target audience.



Prudential

Advertising Site

*Changi Airport, Terminal 2
Business Lounge
Digital Billboard II*

Campaign Period

*April 2016
to June 2016*

**GLOBAL INVESTMENT MANAGEMENT
HAS A NEW NAME.**

JCDecaux



Line	Destination	Time
1	Paris	10:00
2	London	11:30
3	Brussels	13:00
4	Amsterdam	14:30
5	Frankfurt	16:00
6	Berlin	17:30
7	Munich	19:00
8	Zurich	20:30
9	Geneva	22:00
10	Barcelona	23:30





Prudential

Advertising Site

*Changi Airport, Terminal 3
Business Lounge
Digital Billboard III*

Campaign Period

*April 2016
to June 2016*



PGIM

GLOBAL INVESTMENT MANAGEMENT HAS A NEW NAME.

PGIM is the new name for the global investment management business of Fidelity Investments, Inc.
FIDELITY INVESTMENTS | INVESTMENT MANAGEMENT | FIDELITY INVESTMENTS | FIDELITY INVESTMENTS

JCDecaux





Prudential

Advertising Site

*Changi Airport, Terminal 1
Retail Transit Lightbox*

Campaign Period

March 2016



Bombardier and Thales pilot their publicity

Aerospace companies Bombardier and Thales booked short-term campaigns, launched concurrently with the bi-annual Singapore Airshow 2016. Both brands chose the Digital Welcome Network to advertise their participation in the Singapore Airshow as leading firms in the aerospace industry, welcoming the exhibition delegates and visitors.



Bombardier

Advertising Site

*Changi Airport, All Terminals
Digital Welcome Network
70" MUPIs*

Campaign Period

February 2016

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THALES

Wherever safety and security matter, we deliver



SPACE

Vertical text on the left side of the ad: THALES

CUSTOMER NOTICE

Customs
Nothing To Declare

Cu
Decl





Thales

Advertising Site

*Changi Airport, All Terminals
Digital Welcome Network
70" MUPIs*

Campaign Period

February 2016

中国银行信用卡
Bank of China Credit Card

环球精彩 一卡尽享
Enjoy the World with BOC Credit Card

境外消费5%刷卡金回馈，金卡及以上免货币兑换费，还有更多精彩等着您.....
5% cash back, no currency exchange fee for Gold card and above, and more offers for you

JCDecaux



银行 BANKING | 证券 SECURITIES | 保险 INSURANCE



TARGET: CHINESE PASSE

Q1 2016 saw a 36% growth in Chinese visitors y-o-y



ENGERS



Bank of China and Visa engage the growing Chinese market

Capitalizing on the growth in Chinese visitors to Singapore, Bank of China (BOC) promoted their cashback incentive for retail transactions in Singapore. BOC chose the Concourse Lightbox Network, Baggage Carousel Network and Arrival Lightbox, located in Terminal 3 and Terminal 1, home to Chinese-owned airline companies to amplify their reach to travellers as they arrive into Singapore.



Bank of China

Advertising Site

Changi Airport, Terminal 3
Concourse Lightbox
Network III

Campaign Period

January 2016
to May 2016



中国银行信用卡
Bank of China Credit Card

环球精彩 一卡尽享
Enjoy the World with BOC Credit Card

境外消费5%刷卡金回馈，金卡及以上免货币兑换费，还有更多精彩等着您……
5% cash back, no currency exchange fee for Gold card and above,
and more offers for you



详情请参阅中国银行信用卡章程
For more details of the promotion, apply only to Bank of China credit
cards issued in Singapore, please visit www.boccreditcard.com.sg



0212 6666 1111 | 0212 6666 1111



JCDecaux



Bank of China

Advertising Site

*Changi Airport, Terminal 1
Arrival Lightbox*

Campaign Period

January 2016
to May 2016



中国银行信用卡
Bank of China Credit Card

环球精彩 一卡尽享
Enjoy the World with BOC Credit Card

境外消费5%刷卡金回馈，金卡及以上免货币兑换费，还有更多福利等等...
5% cash back, no currency exchange fee for Gold card and above, and more offers for you

JCDecaux





Bank of China

Advertising Site

*Changi Airport, Terminal 3
Baggage Carousel
Network III*

Campaign Period

*January 2016
to May 2016*



Country Garden puts Forest City on the map

Forest City, Country Garden's newest luxury property development in Johor Bahru was featured on the Terminal 1 Arrival Walkway. The impressive campaign reflected the large-scale development aimed to attract affluent passengers arriving from China and the region.



Country Garden

Advertising Site

*Changi Airport, Terminal 1
Arrival Walkway*

Campaign Period

March 2016
to April 2016



Chongqing paves the way for entrepreneurs

Chongqing boasted their new logistics route on the Concourse Lightbox Network in Terminal 2. The campaign was part of the strategy to create awareness of the development of west China as a global business hub. Situated in the transit area, the campaign was able to effectively connect with all business passengers travelling through the airport.

More Shops



**Chongqing
Logistics City**

Advertising Site

*Changi Airport, Terminal 2
Concourse Lightbox
Network*

Campaign Period

*February 2016
to April 2016*



N°1 WORLDWIDE IN OUTDOOR ADVERTISING

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