



JCDecaux JCDecaux

## CAMPAIGN HIGHLIGHTS

November 2016

# THANK YOU FOR VOTING US N°1 OUT-OF-HOME MEDIA COMPANY IN SINGAPORE 9 TIMES IN 11 YEARS



2006 2007 2010  
2011 2012 2013 2014 2015  
**2016**

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# PANDÖRA

## THE JOY OF GIVING

Explore a universe of gifts at  
ION Orchard B1-25



[pandora.net](http://pandora.net)



# DOMINATE

Dominate our platforms with your stunning brand visual and capture 100%



% of your audience's attention



## Pandora Inspires the Joy of Giving

To promote the Celestial Tales themed jewelry for Christmas, Pandora dominated ION Orchard's Digital Dragon's Tail with a showcase of possible Christmas gifts inspired by the elegance of the night sky. Shoppers are captivated on the 45 seconds long escalator ride with its stunning ad visual and video campaign on repeated digital screens lined on both sides of the escalator.



To extend its presence beyond the mall, Pandora also showcased the Christmas Campaign on ION Orchard's Outdoor Banners. The multiple banners provided Pandora with repeated exposure to shoppers walking along Orchard Road, driving sales to the store in the mall.

**Pandora**

**Advertising Site**

*ION Orchard  
Digital Dragon's Tail*

**Campaign Period**

From November 2016





**Pandora**

**Advertising Site**

*ION Orchard*  
Outdoor Banners

**Campaign Period**

From November 2016



## Citibank Makes Progress at The Sail

To drive its reputation as an enabler of growth and progress, Citibank dominated the entire link way at The Sail. The only underground pedestrian network links up MBFC, Raffles Place MRT and Marina Bay Sands, resulting in the high traffic of financial opinion leaders. Through the extensive coverage, Citibank was able to reach out to this captive audience.



**Citibank**

**Advertising Site**

*The Sail  
Wall Wrap A*

**Campaign Period**

August 2016  
to September 2016

SHOPS

**Citi**  
The World's Citi®

IF YOU CAN IMAGINE IT  
WE CAN HELP YOU  
[www.citibank.com.sg/progress](http://www.citibank.com.sg/progress)

TODAY IS  
PROGRESS  
IMAGINE  
CREATE  
BUILD SO





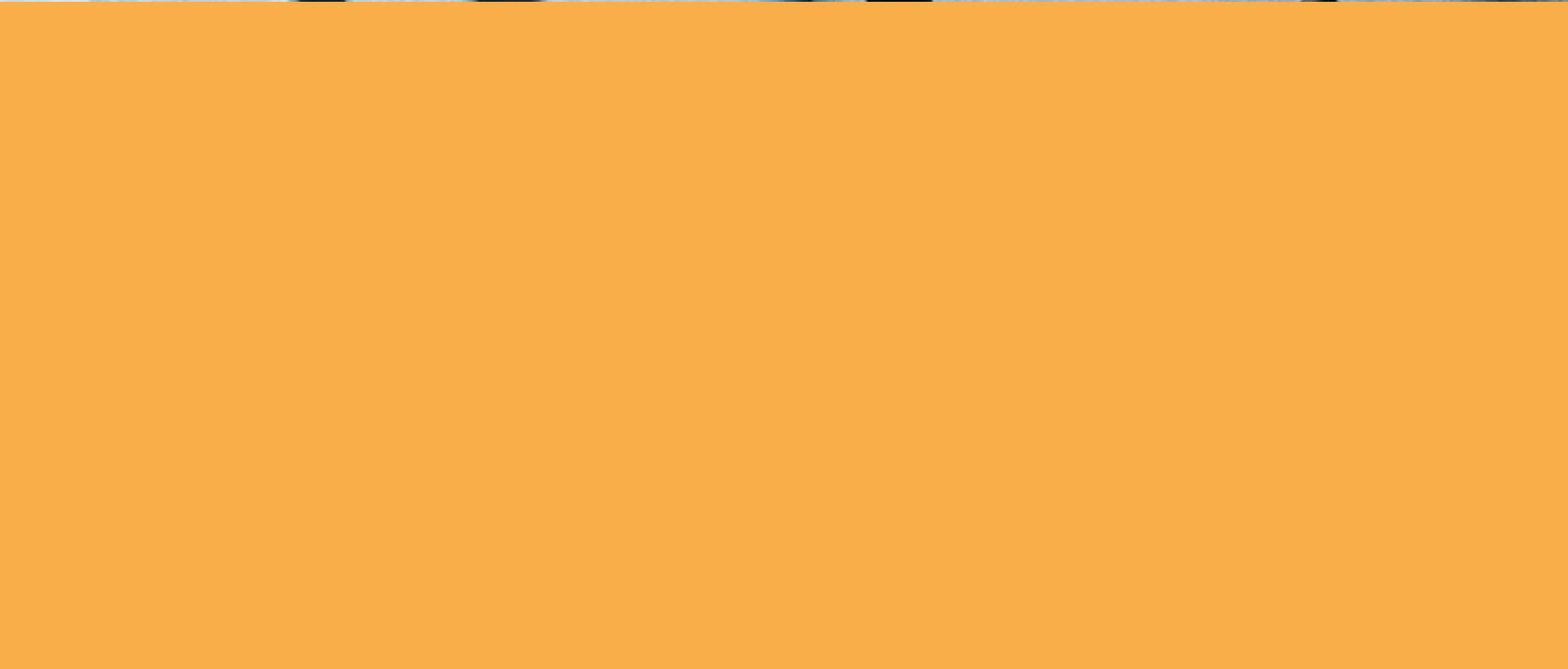
**Citibank**

**Advertising Site**

*The Sail*  
Escalator Wall Wrap

**Campaign Period**

August 2016  
to September 2016





**Citibank**

**Advertising Site**

*The Sail*  
Wall Wrap B

**Campaign Period**

August 2016  
to September 2016



## Moana Dominates CityLink Mall

To promote the upcoming computer-animated and musical movie, Moana, Disney dominated CityLink Mall's Digital Walkway with eye-catching static and digital visuals. The sticker bleed, which stretched across the entire 45m walkway and 7 audio-enabled digital screens showcased Moana and the mighty demi-god Maui setting sail on a mythic quest, immersing shoppers and commuters in the exciting adventure.



**Moana**

**Advertising Site**

Citylink Mall  
Digital Walkway

**Campaign Period**

From November 2016



Grab a taxi with  
All day, every da

Download the  
Grab app to  
book a taxi with  
**no booking fee**  
today!

promo code:

**NOBOOKFEE**

valid until 30 Nov 2016.

Available now on:



Promo is limited to 30,000 redemptions per day.  
 One "No Booking Fee" ride per person per day.  
 Valid 01 Oct - 30 Nov 2016. Other terms and  
 conditions apply.

[grab.com/nobookingfee](http://grab.com/nobookingfee)



Grab



# TARGET

Reach out to your specific target audience with our premium advertising

No Booking Fee.\*  
y!

Promo code:

**NOBOOKFEE**



Grab

Grab a taxi  
with **No  
Booking Fee**  
All day,  
every day!

Promo code:

**NO**

VALID

TERMS

APPLY



## Sephora's Christmas Glam

Riding on the festive cheer, Sephora ran a static and digital campaign at the escalator entrance from Orchard Road, as well as walkway to Wheelock Place. The sites are strategically located in the vicinity of the store with heavy traffic to encourage shoppers to visit Sephora in search of their Christmas wonder gifts.



**Sephora**

**Advertising Site**

*ION Orchard*  
Interact@ION

**Campaign Period**

From November 2016

SEPHORA ION ORCHARD

SEPHORA  
WWW.SEPHORA.SG



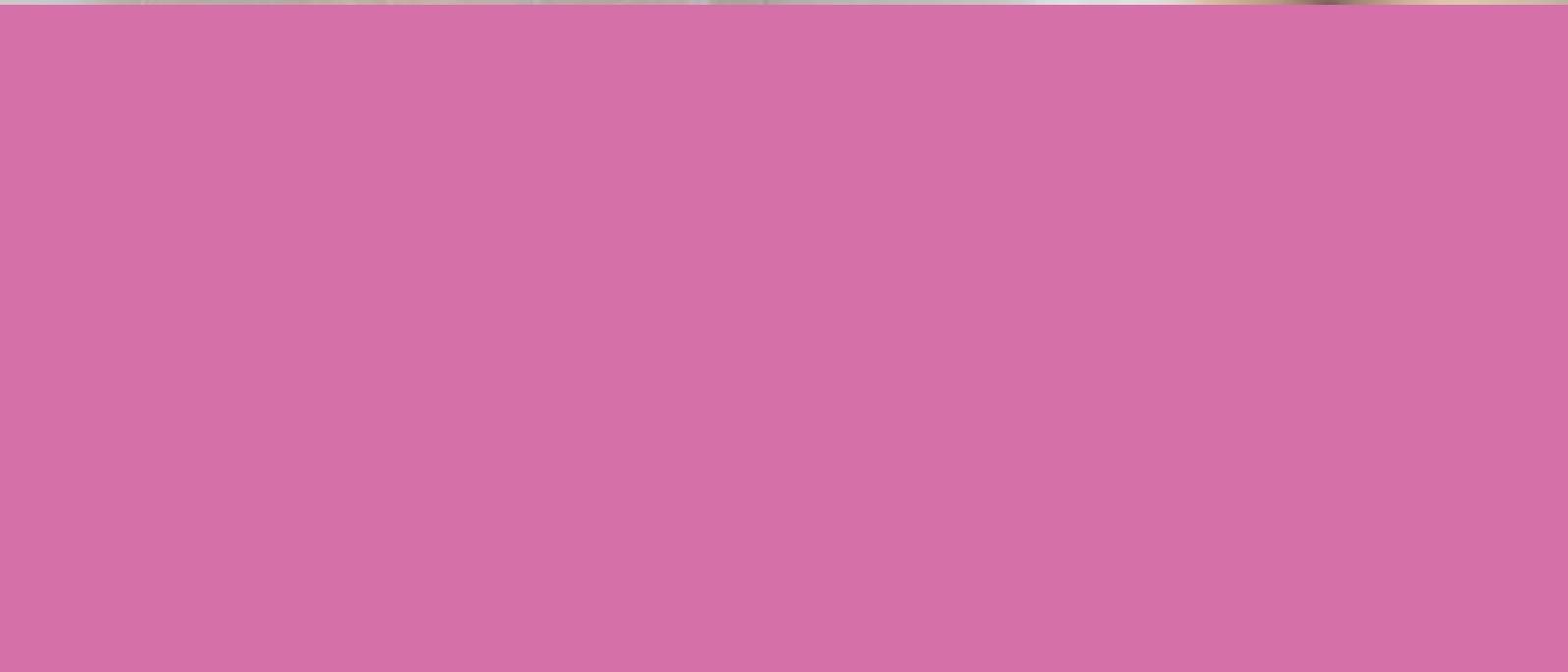
CHRISTMAS  
THAT GOES  
GLAM



SEPHORA

Chomei

PHIA  
100.000 + 2.000 + 10.000





**Sephora**

**Advertising Site**

*ION Orchard*  
Digital Fashion Network

**Campaign Period**

From November 2016



**SUNTEC CITY**



## Pointing in the Right Direction

Japanese One-Stop Shop Tokyu Hands ran a campaign at our advertising site strategically located at the entrance of Suntec City to promote the opening of their new store in the mall. The premium site was unmissable to shoppers as well as commuters travelling to and from Esplanade station, directing traffic to the store.

CREATIVE LIFE STORE  
**TOKYU HANDS**  
SUNTEC CITY STORE  
OPENS ON  
**1 NOVEMBER**  
WEST WING LEVEL 2

JCDecaux



**Tokyu Hands**

**Advertising Site**

*Suntec City*  
Outdoor Billboard  
Esplanade

**Campaign Period**

October 2016  
to November 2016



## Movie Tickets ‘Your Way’

To effectively increase the awareness of the ‘1 for 1 Shaw Movie Tickets with UnionPay’ promotion, UnionPay ran a campaign on the Kingsize Lightbox located on the exterior of Shaw House. The lightbox ensured that the campaign was able to attract potential movie goers by extending Shaw Theatre Lido’s presence beyond the mall.

Located at one of the busiest junctions in the shopping district, the lightbox provides a long viewing distance to drivers along Paterson Road as well as



good visibility to pedestrians crossing from Wheelock Place to Shaw House.

**UnionPay**

**Advertising Site**

*Shaw House  
Kingsize Lightbox*

**Campaign Period**

From September 2016



## Grabbing the Right Audience

Grab continues to strengthen its presence in the online app market. In order to effectively engage their target audience, they set up a campaign at the taxi stands at Suntec City.

The tactical campaign advertised the ability for commuters to grab a taxi without a booking fee by keying a promotional code into the app. As the taxi stand is heavily patronised by commuters, Grab was able to capture the attention of potential users, especially during peak traffic periods.

g Fee.\*

Promo code:

**NOBOOKFEE**



Grab

Grab a taxi  
with **No  
Booking Fee**  
All day,  
every day!

Promo code:

**NOBOOKFEE**

Valid until 30 Nov 2016

Redemption is limited to 30,000 redemptions per user per day. The "No Booking Fee" ride per person per day is valid from 17 Oct - 30 Nov 2016. Other terms and conditions apply.

[#nobookingfee](#)



Grab

**Grab**

**Advertising Site**

Suntec City  
Taxi Stands  
Towers 1 to 4

**Campaign Period**

October 2016  
to November 2016



## Mazda Impresses at One Glance

Mazda heralded their new award winning car model, MX-5. The large billboard site was strategically selected to drive traffic to Mazda's showroom and the sleek advertisement captured the attention of drivers and passengers along the expressway.



**Mazda**

**Advertising Site**

*43 Keppel Road*  
Large Format Billboard

**Campaign Period**

October 2016  
to November 2016



## Executing the Game Plan

In conjunction with the Game Start Convention held at the Suntec Convention Centre, Bandai Namco Entertainment advertised to shoppers at the Suntec Retail Link. The advertisement promoted the opportunity for shoppers and event attendees to try out the newest games at the convention, displaying attractive titles from popular game franchises.

The campaign was displayed, as a package buy, on the Retail Wall as well as the bulkhead above the escalator leading to restaurants. Located at one



of the busiest junctions, double the touchpoints were able to boost event awareness in order to increase sales of these new games.

**Bandai Namco Entertainment**

**Advertising Site**

*Suntec City  
Retail Wall*

**Campaign Period**

October 2016





**Bandai Namco  
Entertainment**

**Advertising Site**

*Suntec City*  
Escalator Bulkhead

**Campaign Period**

October 2016



# INNOVATE

Get innovative and impress your audience to achieve high brand recall



# BEN-HUR

BROTHER AGAINST BROTHER.  
SLAVE AGAINST EMPIRE.

## LAST

IN IMAX 3D  
& CINEMAS AUG 18



# Ben-Hur Races Hearts with Sequential Creative

United International Pictures was the first advertiser to run an innovative sequential creative campaign at CityLink Mall's Digital Walkway to promote the historical action movie, Ben-Hur.

The campaign dominated the entire 45m walkway at CityLink Mall, with sticker bleed and sequential creative presented through 7 digital screens.



The digital screens began with the movie trailer, followed by the movie quote 'First to finish, last to die' displayed with each word on individual screens before the chariot broke through the first screen to the last, engaging shoppers and commuters in the heart-racing chariot race.

**Ben-Hur**

**Advertising Site**

*Citylink Mall  
Digital Walkway*

**Campaign Period**

August 2016



**N°1 WORLDWIDE IN OUTDOOR ADVERTISING**

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