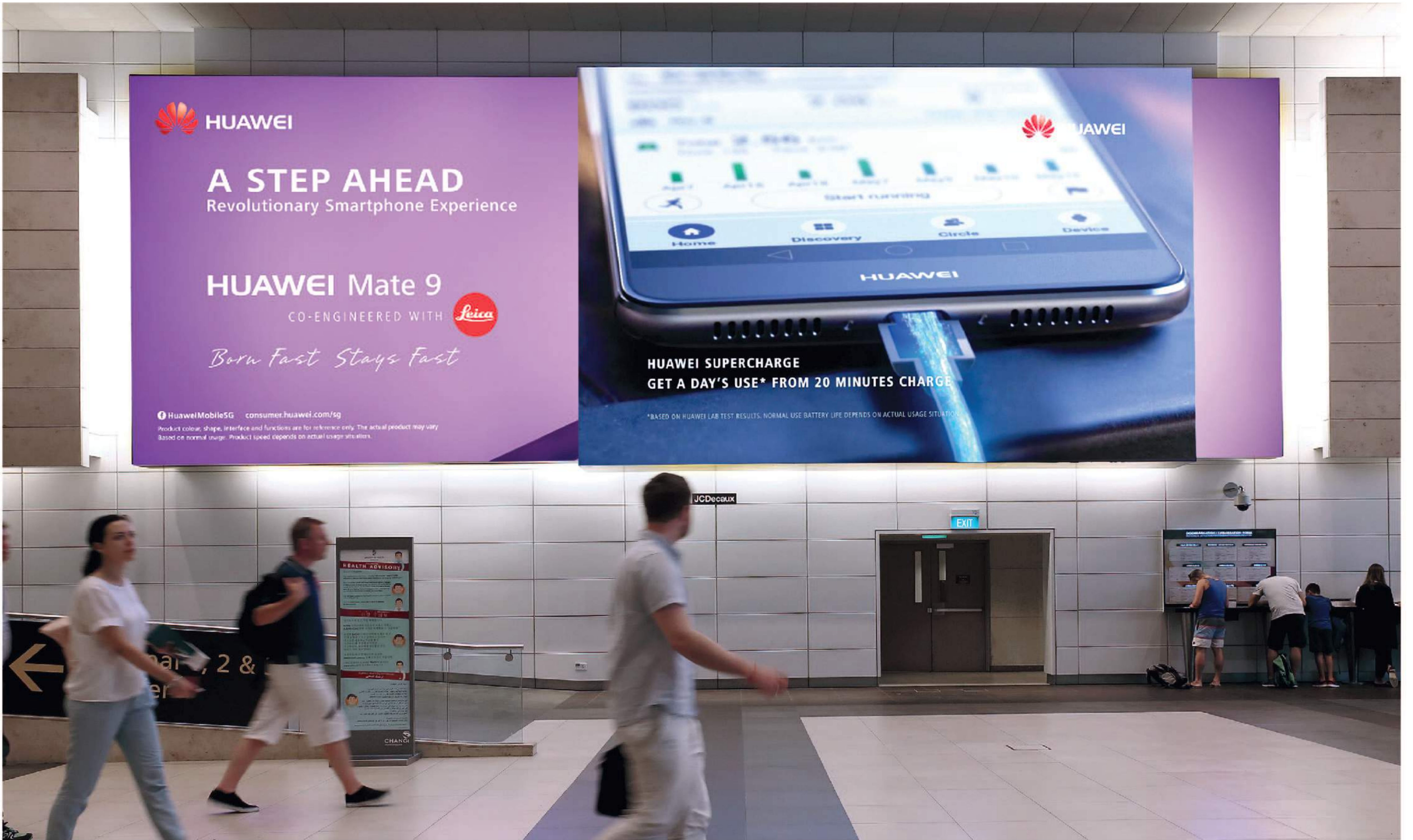


THE COCOA TREES

# CAMPAIGN HIGHLIGHTS

February 2017

# 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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**FESTIVE**

Leave a lasting impression by grabbing the opportunity of the yearly festivity

JCDecaux

**Tiger**

**OUR HOME, OUR BEER.  
#UNCAGEREUNIONS**

The advertisement is a vertical poster with a black border. At the top, the JCDecaux logo is visible. The background is a vibrant red, featuring intricate white and gold line-art illustrations of tigers in various poses. In the center, a realistic image of a Tiger Beer bottle is positioned. Below the bottle, the word 'Tiger' is written in a large, bold, gold-outlined font. At the bottom, the slogan 'OUR HOME, OUR BEER. #UNCAGEREUNIONS' is printed in white, bold, uppercase letters. The poster is mounted on a wall in a modern, glass-walled building entrance.



## Tiger Beer Makes Reunions Count

Tiger Beer ran a Chinese New Year campaign, 'Make Reunions Count' at Changi Airport. For the first time, a large scale campaign with on-ground activation was mobilized at the airport. The campaign created the genial spirit of homecoming through the on-ground activation inclusive of 100 complimentary taxi rides to facilitate reunions; in addition, the campaign maximised their reach to arrival passengers through extensive exposure with static and digital advertisements at multiple touchpoints with long dwelling time.



## Tiger Beer

### **Advertising Site**

*Changi Airport, Terminal 2  
Baggage Carousel Lightbox  
(Above)*

*Changi Airport, All Terminals  
Digital Welcome Network  
(Right)*

### **Campaign Period**

*December 2016  
to February 2017*





To accompany the on-ground activation, Tiger Beer collaborated with JCDecaux to set up advertisements at Terminal 2's carpark where the fleet of complimentary taxis awaited, providing passengers with an immersive festive experience.





## Tiger Beer

### Advertising Site

Changi Airport, Terminal 2  
Baggage Claim Impact Wall  
(Above)

Changi Airport, Terminal 2  
Carpark Entrance Sticker Wrap  
(Right)

### Campaign Period

December 2016  
to February 2017 (Above)

January 2017 (Right)







## Tiger Beer

### Advertising Site

Changi Airport, Terminal 2  
On-ground Activation

### Campaign Period

January 2017







**Tiger Beer**

**Advertising Site**

*Changi Airport, Terminal 2  
Taxi Sticker Wrap (Above)*

*Changi Airport, All Terminals  
Lift Door Sticker Wrap  
(Right)*

**Campaign Period**

January 2017

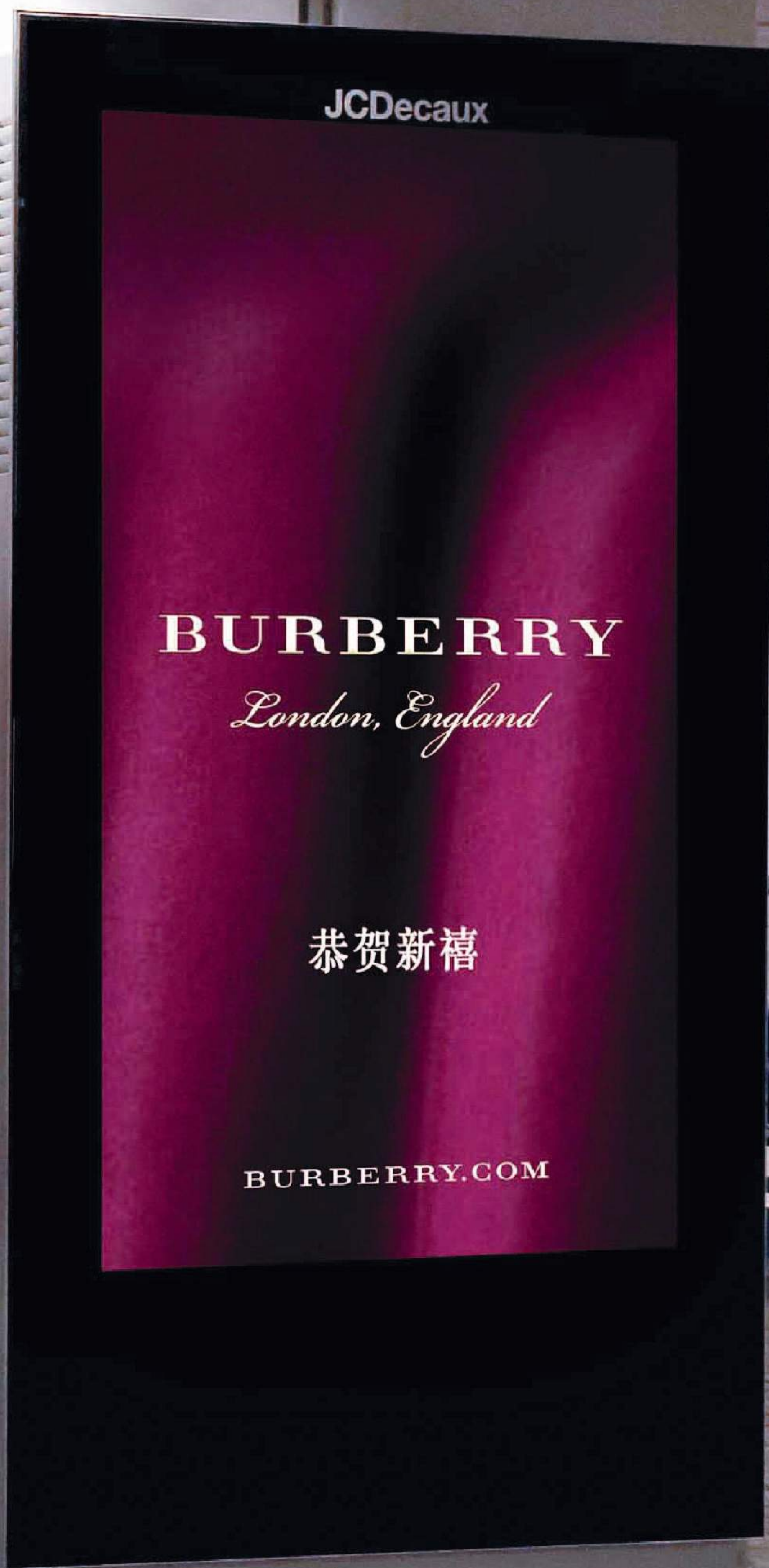




## New Year, New Burberry

Burberry promoted their Chinese New Year collection of perfumes, cosmetics and accessories on our digital screens in the duty free area. The advertising visuals were tagged with a Chinese New Year greeting to passengers.

The brand enticed all passengers travelling through the airport as well as accompanied the celebratory atmosphere in the transit area. In addition, Burberry also appealed to the chinese passengers traveling during the



JCDecaux

**BURBERRY**

*London, England*

恭贺新禧

BURBERRY.COM

**Burberry**

**Advertising Site**

Changi Airport, All Terminals  
Digital Duty Free Network

**Campaign Period**

January 2017



JCDecaux



BURBERRY



festive period, promoting their fashion collaboration with pop star Kris Wu. The campaign was displayed on the lightboxes in the Terminal 3 retail transit area to encourage sales and awareness amongst passengers.





**Burberry**

**Advertising Site**

Changi Airport, Terminal 3  
Kingsize Lightbox

**Campaign Period**

January 2017



HUAWEI

# A STEP AHEAD

Revolutionary Smartphone Experience

## HUAWEI Mate 9

CO-ENGINEERED WITH



*Born Fast Stays Fast*

HuaweiMobileSG [consumer.huawei.com/sg](http://consumer.huawei.com/sg)

Product colour, shape, interface and functions are for reference only. The actual product may vary. Based on normal usage. Product speed depends on actual usage situation.



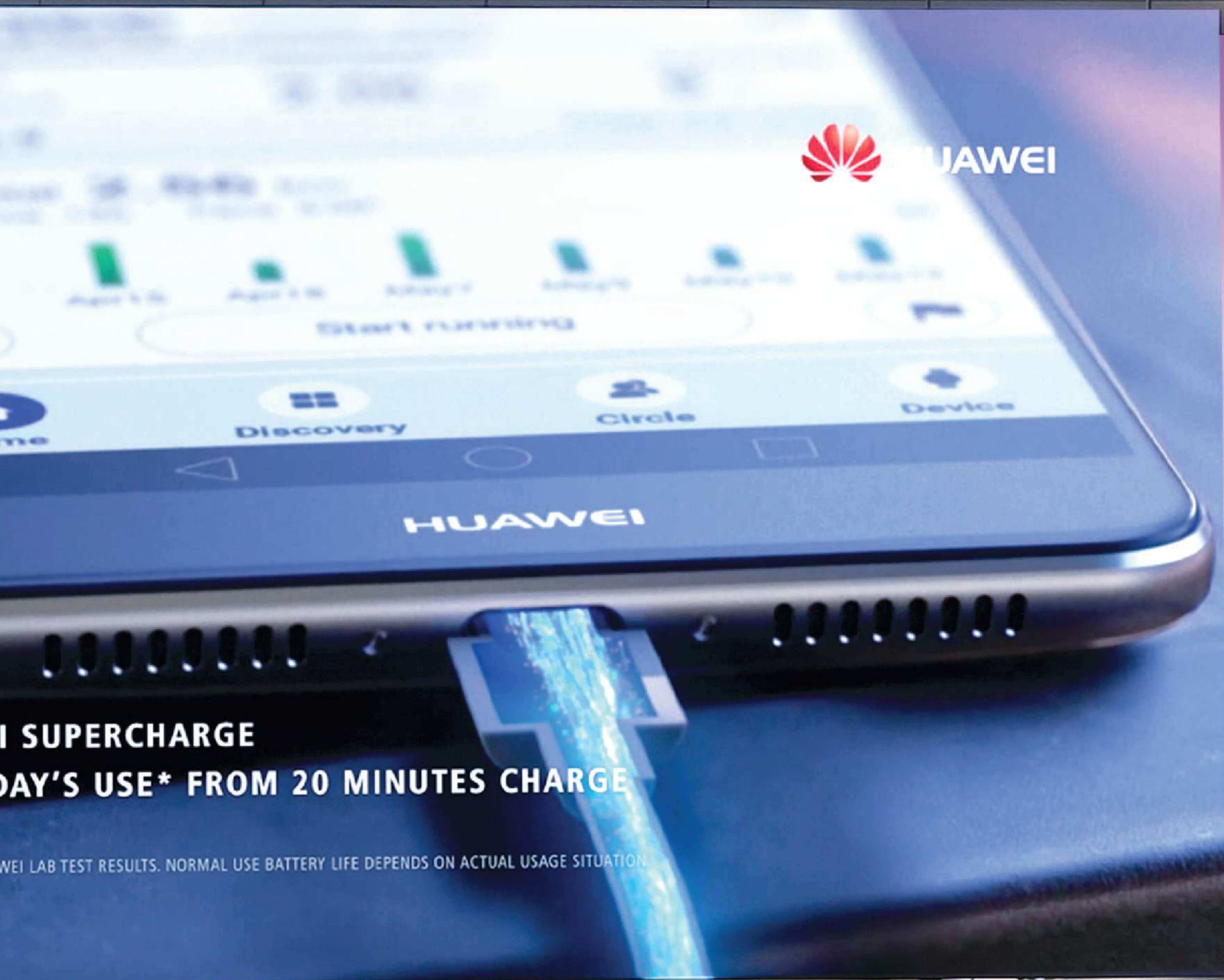
HUAWEI  
GET A D

\*BASED ON HUAWEI



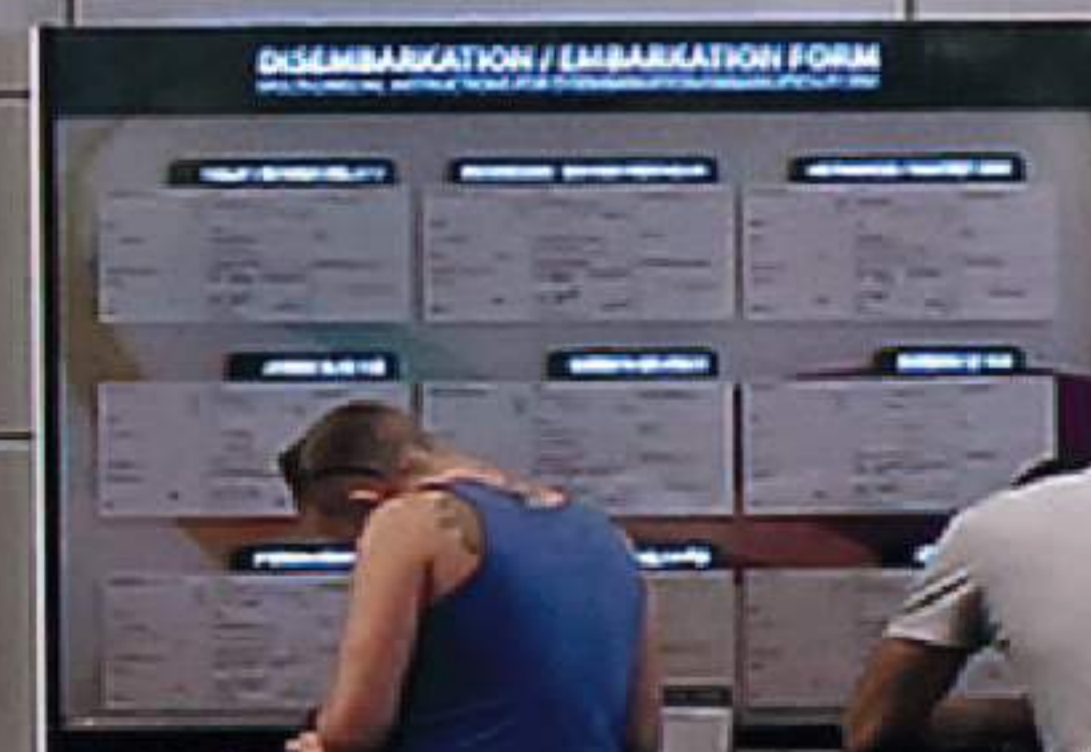
# DOMINATE

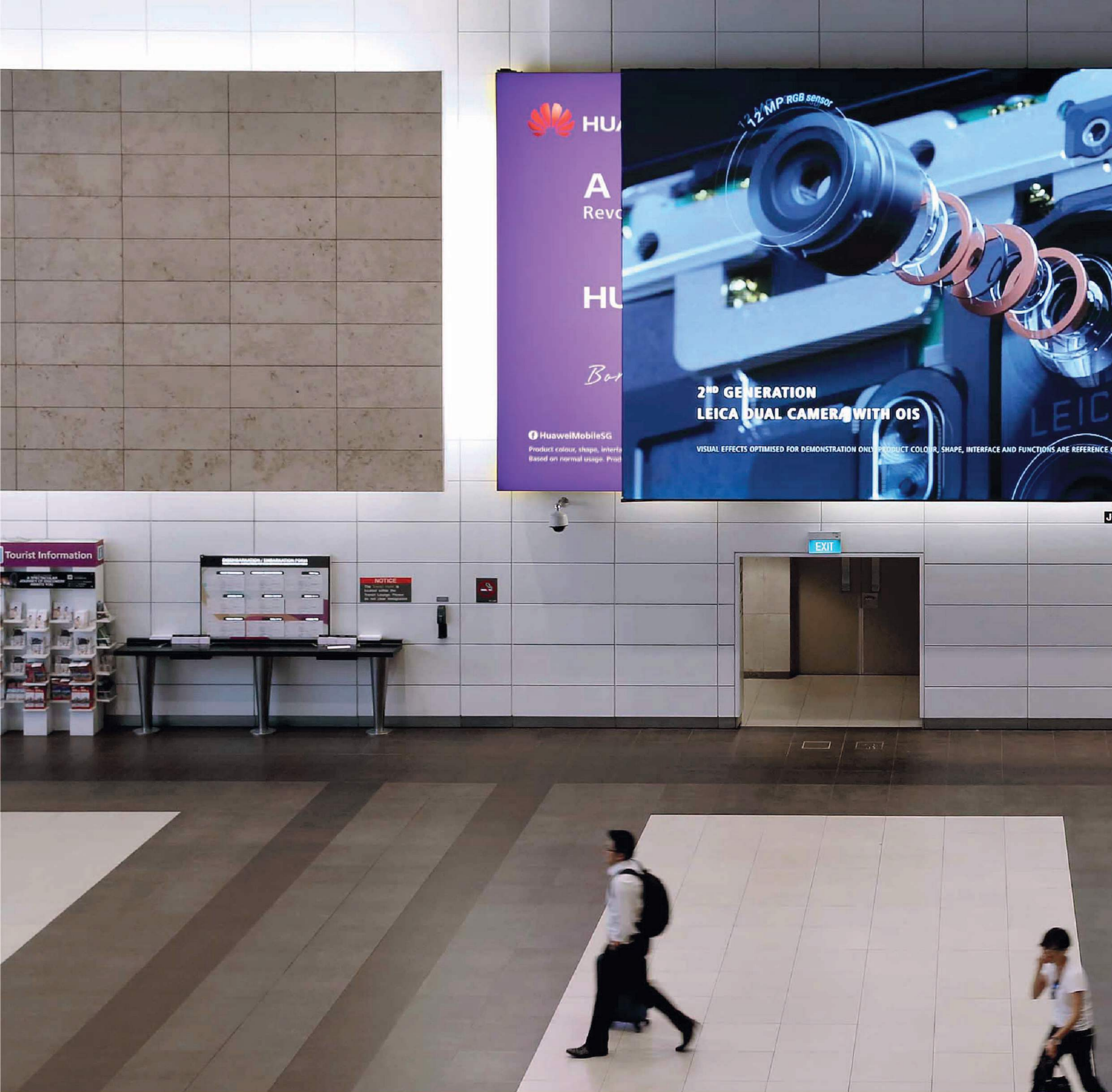
Command your audience's attention on our media sites with your stunning



JCDecaux

EXIT



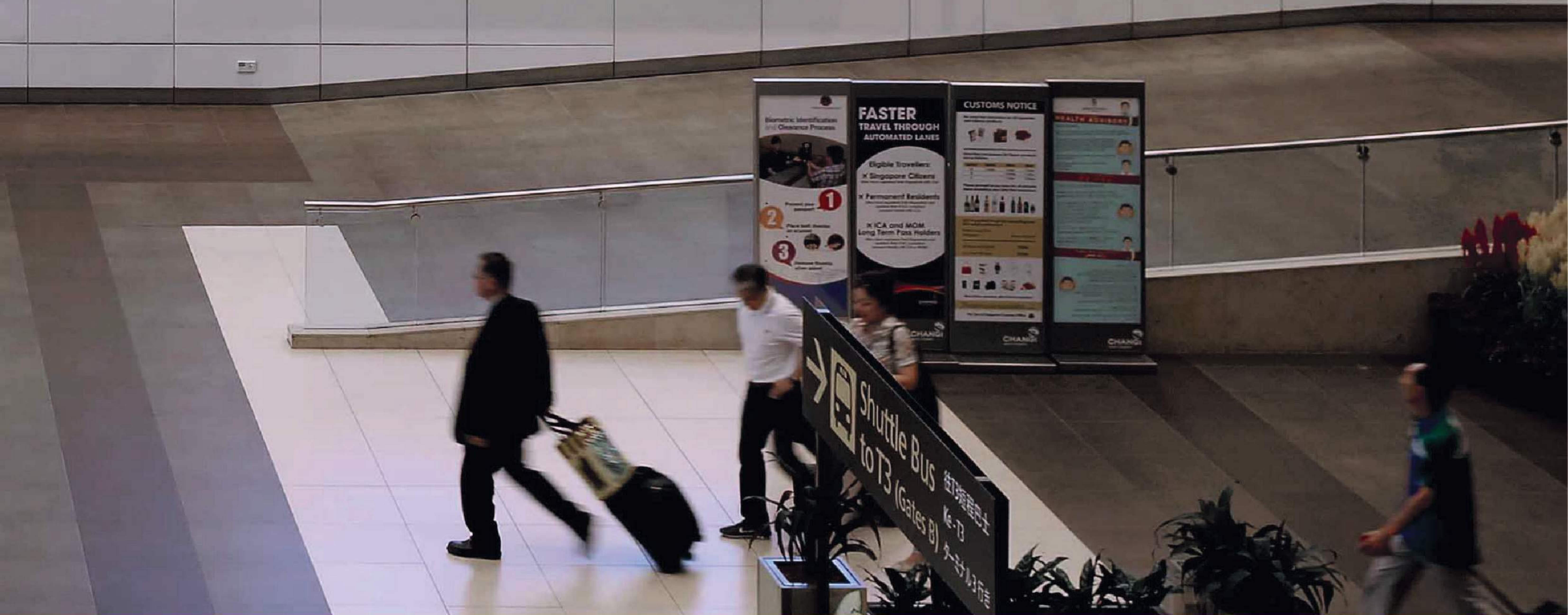


# Hua Wei Exhibits Their Revolutionary Product

Hua Wei took a step ahead to feature their new phone model, Huawei Mate 9, on the newfangled Digital Mural, the media landmark of Terminal 2. The Digital Mural provided the brand a wholesome and effective platform to advertise, through the combination of static and digital imagery.



CDcaux



The phone's sleek exterior was displayed on the lightbox while the robust engineering design was aptly presented on the digital LED screen, which moved laterally across the lightbox. Mate 9 boasted several features, notably the production collaboration with Leica, a renowned camera brand.

**Hua Wei**

**Advertising Site**

*Changi Airport, Terminal 2  
Digital Mural*

**Campaign Period**

*January 2017  
to Present*



# Shiseido Influences the Definition of Beauty

Shiseido established an extensive reach to passengers in Terminal 1 and 3, launching the first of their 3-part campaign series as a continuation to their global campaign in 2016.

The brands visuals were displayed on the digital duty free network in the departure and transit area. In addition, their visuals were also featured on

# The Beauty of Self-Defense.

美肌防御 感受肌肤完美重生  
BRING YOUR SKIN TO LIFE

SHISEIDO  
GINZA TOKYO



**Shiseido**

**Advertising Site**

Changi Airport, Terminal 1  
Check-In Gallery Lightbox  
(Above)

Changi Airport, All Terminals  
Digital Duty-Free Network  
(Right)

**Campaign Period**

January 2017  
to Present (Above)

January 2017  
to February 2017 (Right)





the large lightboxes in the Terminal 3 duty free area. Being present at key locations of the airport allowed for large and extensive visibility.





**Shiseido**

**Advertising Site**

Changi Airport, Terminal 3  
Panoramic Lightbox

**Campaign Period**

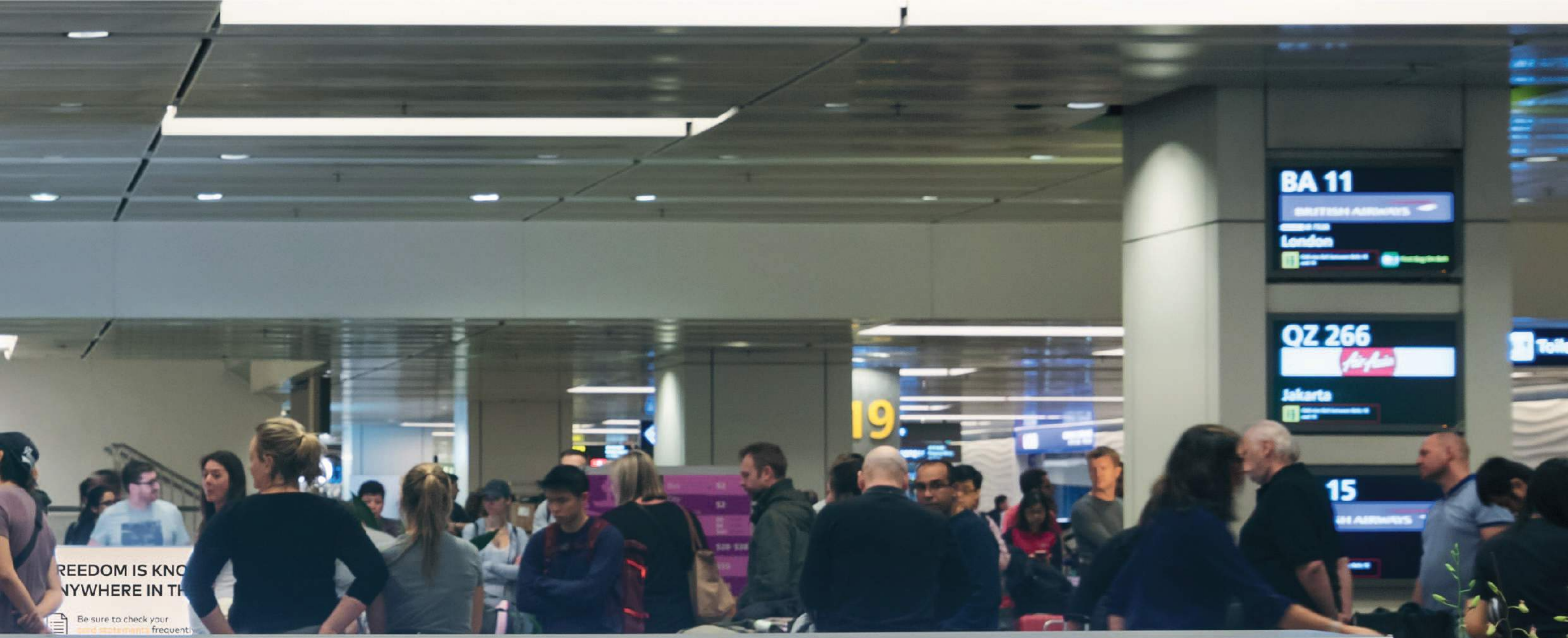
January 2017  
to Present



# Mastercard Secures Free and Easy Travelling


Mastercard saw the airport as the best platform to inform their customers of their zero liability policy.

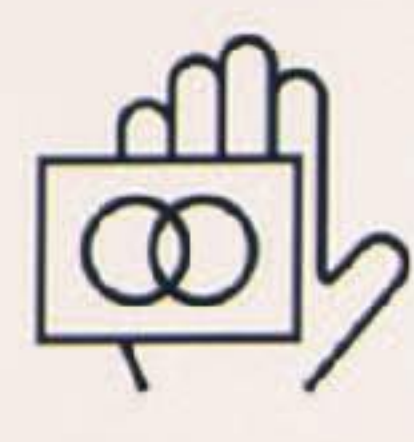
As travellers are most likely to make overseas payments by credit card, the policy assures users that they are granted additional protection from unauthorized transactions, therefore ensuring travelers the freedom to



FREEDOM IS KNOWN ANYWHERE IN THE WORLD  
 Be sure to check your card contents frequently

# FREEDOM IS KNOWING YOU ARE SAFE ANYWHERE IN THE WORLD

 Keep your **card issuer's hotline** number with you for emergencies.

 If your card is lost or stolen, you can call to request for an **emergency card replacement** and receive it within 48 hours.

**TAKE CONTROL. LIVE FREELY.**  
 Contact your **card issuer** for assistance while travelling.



Decaux

## Mastercard

### Advertising Site

Changi Airport, Terminal 1  
 Baggage Carousel Network I  
 (Above)

Changi Airport, All Terminals  
 Transit Lightbox (Right)

### Campaign Period

December 2016  
 to January 2017 (Above)

November 2016  
 to December 2016 (Right)



ants 



spend. The brand executed a pan-airport strategy to reach all passengers and airport visitors.

**KNOWING YOU ARE SAFE  
ANYWHERE IN THE WORLD**

Wave. Lose yourself in your adventures.  
Even if your card is lost or stolen,  
help is just a call away.

**TAKE CONTROL. LIVE FREELY.**

Contact your card issuer for  
assistance while travelling.



Docalux



## Mastercard

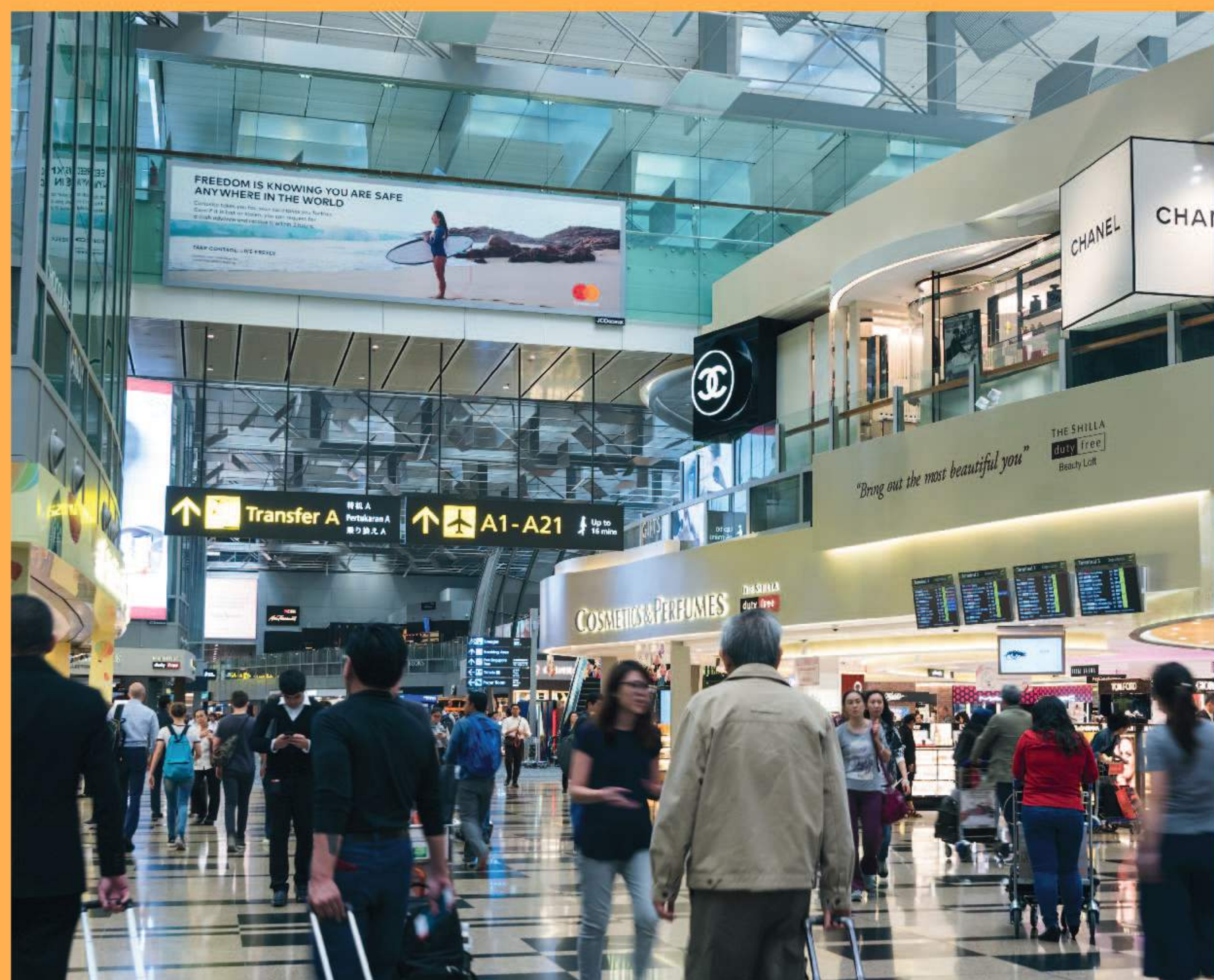
### Advertising Site

Changi Airport, Terminal 2  
Check-In Gallery Lightbox  
(Above)

Changi Airport, Terminal 3  
Retail Bridge Wrap (Right)

### Campaign Period

December 2016  
to January 2017







**Mastercard**

**Advertising Site**

*Changi Airport, All Terminals  
Trolleys*

**Campaign Period**

*November 2016  
to Present*

The Economist TIME MONOCLE FORTUNE Bloomberg Businessweek



JCDecaux

IMMIGR



TARGET: DECISION MAK

Amplify your Business Messages at Singapore Changi Airport - the Strate



anywhere

Smart Work Gateway



FUJI XEROX



INATION

Singaporeans / PRs /  
APEC / Aircrew

SPECIAL  
ASSISTANCE  
LANE



Passengers who require  
special assistance  
Parents with  
young children

300  
MEGAWATTS  
smile

ERS

gic Hub for Business Travellers



# Bank of China Advertises as Your RMB Bank

Bank of China ran a campaign on Terminal 1's media landmark, Digital Towers, during the peak travel period from December 2016 to January 2017 to maximise reach.

The premium site located right before the immigration counters is prominent to all arriving, departing and transiting passengers, effectively driving Bank



of China's advertising message as a RMB bank to a good mix of international and regional business travellers.

**Bank of China**

**Advertising Site**

*Changi Airport, Terminal 1  
Digital Towers*

**Campaign Period**

*December 2016  
to January 2017*



## Fuji Xerox Rolls Out New Concept

To promote its new concept, Smart Work Gateway, Fuji Xerox ran a campaign on the pair of immigration lightboxes at the Arrival Immigration area in Terminal 2. The brand chose to advertise at the airport to synergise with the theme of the “work anywhere passport”.

As a platform to major Southeast Asia Countries, Terminal 2 was selected to reach out to South East Asian business travellers. The big and bold lightboxes offered Fuji Xerox the opportunity to amplify the brand’s goal to

anywhere

Smart Work Gateway

FUJI XEROX



RATION

Singaporeans / PRs /  
APEC / Aircrew

SPECIAL  
ASSISTANCE  
LANE



300  
MEGAWATTS  
smile

provide advanced workflow and operations regardless of location or working style.

**Fuji Xerox**

**Advertising Site**

Changi Airport, Terminal 2  
Immigration Lightbox

**Campaign Period**

January 2017  
to Present



# DIT Welcomes You to Great Britain & Northern Ireland

To encourage partnership with Great Britain and Northern Ireland, UK's Department for International Trade ran campaigns on digital Business Networks and King-Size Lightboxes.

This strategy effectively covers all terminals, maximising the campaign message to specifically target business and first class passengers at



**Department for  
International Trade**

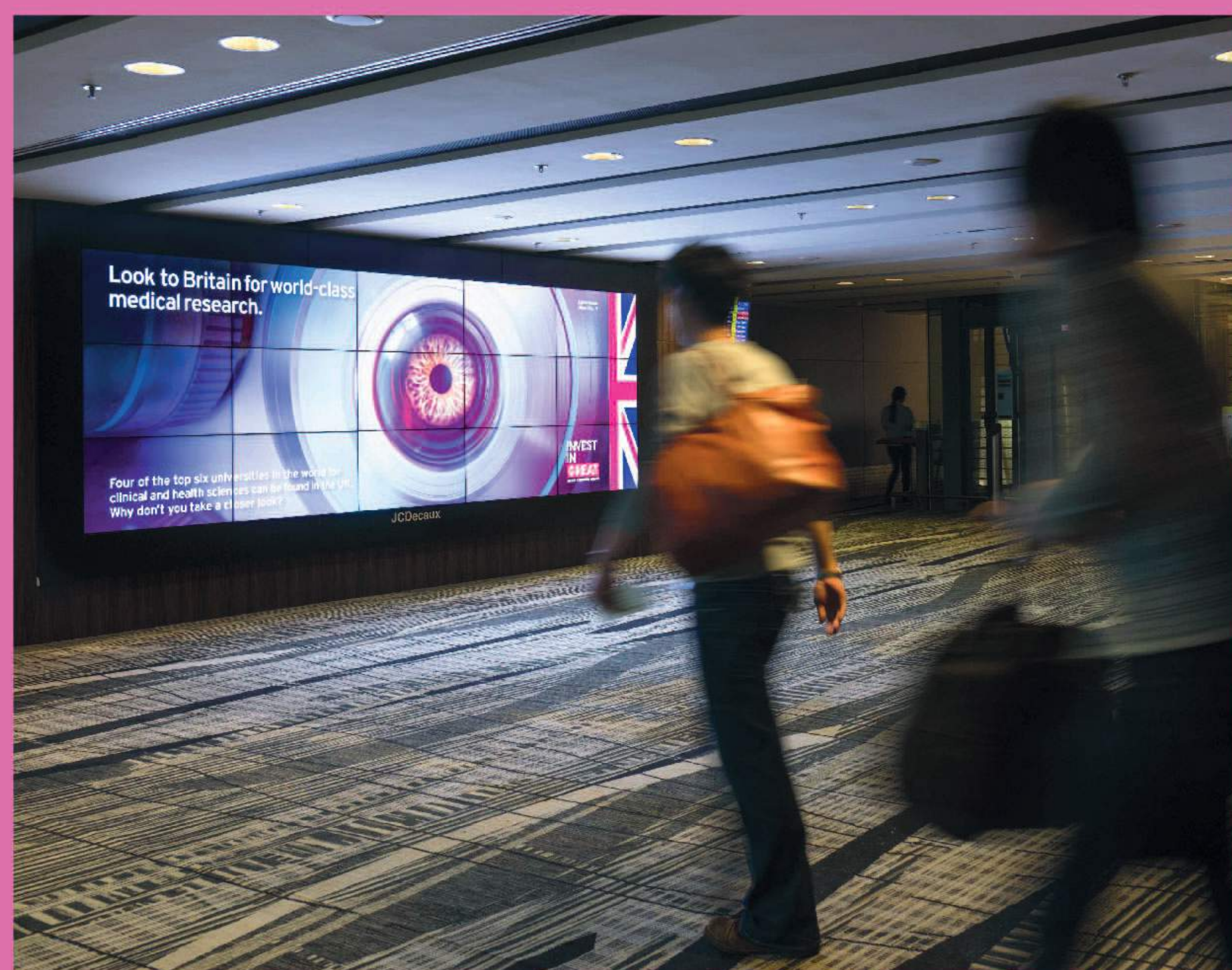
**Advertising Site**

*Changi Airport, Terminal 2  
Business Lounge Digital  
Billboard II (Above)*

*Changi Airport, Terminal 3  
Business Lounge Digital  
Billboard III (Right)*

**Campaign Period**

January 2017  
to February 2017





KrisFlyer Lounges, as well as multiple touch points where they will pass through.





**Department for  
International Trade**

**Advertising Site**

*Changi Airport, Terminal 3  
Kingsize Lightbox (Above)*

*Changi Airport, All Terminals  
Digital Business Network  
(Right)*

**Campaign Period**

January 2017  
to Present (Above)

January 2017  
to February 2017 (Right)





**N°1 WORLDWIDE IN OUTDOOR ADVERTISING**

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M: [sales@jcdecaux.com.sg](mailto:sales@jcdecaux.com.sg) | [www.jcdecaux.com.sg](http://www.jcdecaux.com.sg)