

TASTE THE EXTRAORDINARY
非凡·跃传奇

MARTELL
CORDON BLEU EXTRA
Cognac

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COGNAC
FONDÉE EN 1715

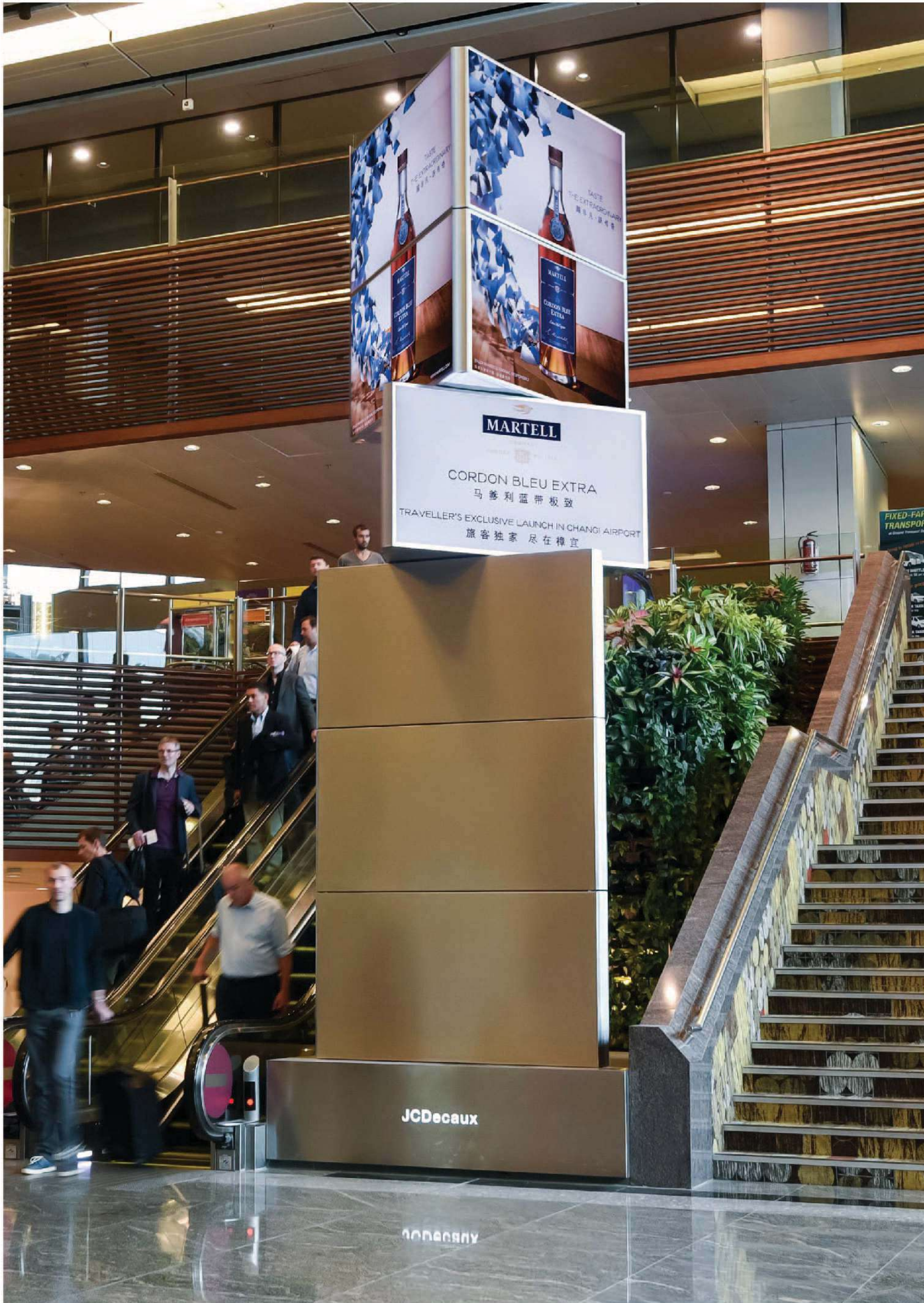
WWW.MARTELL.COM

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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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NEW

Presenting our newest developments to enhance your brand's advertising c





Beacon - Synergizing the Best of Both Worlds

Beacon solution, one of the newest offline to online features installed into our digital sites, is available through brand specific apps or WeChat Shake. The added aspect of audience interaction gives brands the edge in increasing their relevance and presence. Martell and Gucci Fragrance utilised the new solution to promote the launch of their new products to duty free shoppers.



Martell created an immersive brand experience by featuring its campaign on the digital network and Digital Towers at Terminal 1. This was to celebrate the exclusive launch of Martell Cordon Bleu Extra at their pop-up store, and drive exclusive sample redemption.

Gucci Fragrance aimed to promote their Gucci Guilty Platinum launch with additional digital engagement touchpoints. The brand displayed their campaign throughout the digital network within Terminal 3's

Martell

Advertising Site

*Changi Airport, Terminal 1
Digital Towers*

Campaign Period

September 2016
to October 2016



duty-free precinct to encourage urban and young Chinese travellers to patronise their store located at the duty-free duplex.

Both campaigns yielded successful results. This was made possible through the extensive reach of the network as well as the exclusive and attractive offers attainable through the beacon solution. Additionally, the high number of user shakes and product redemption proved the exceptional user awareness of the beacon solution.



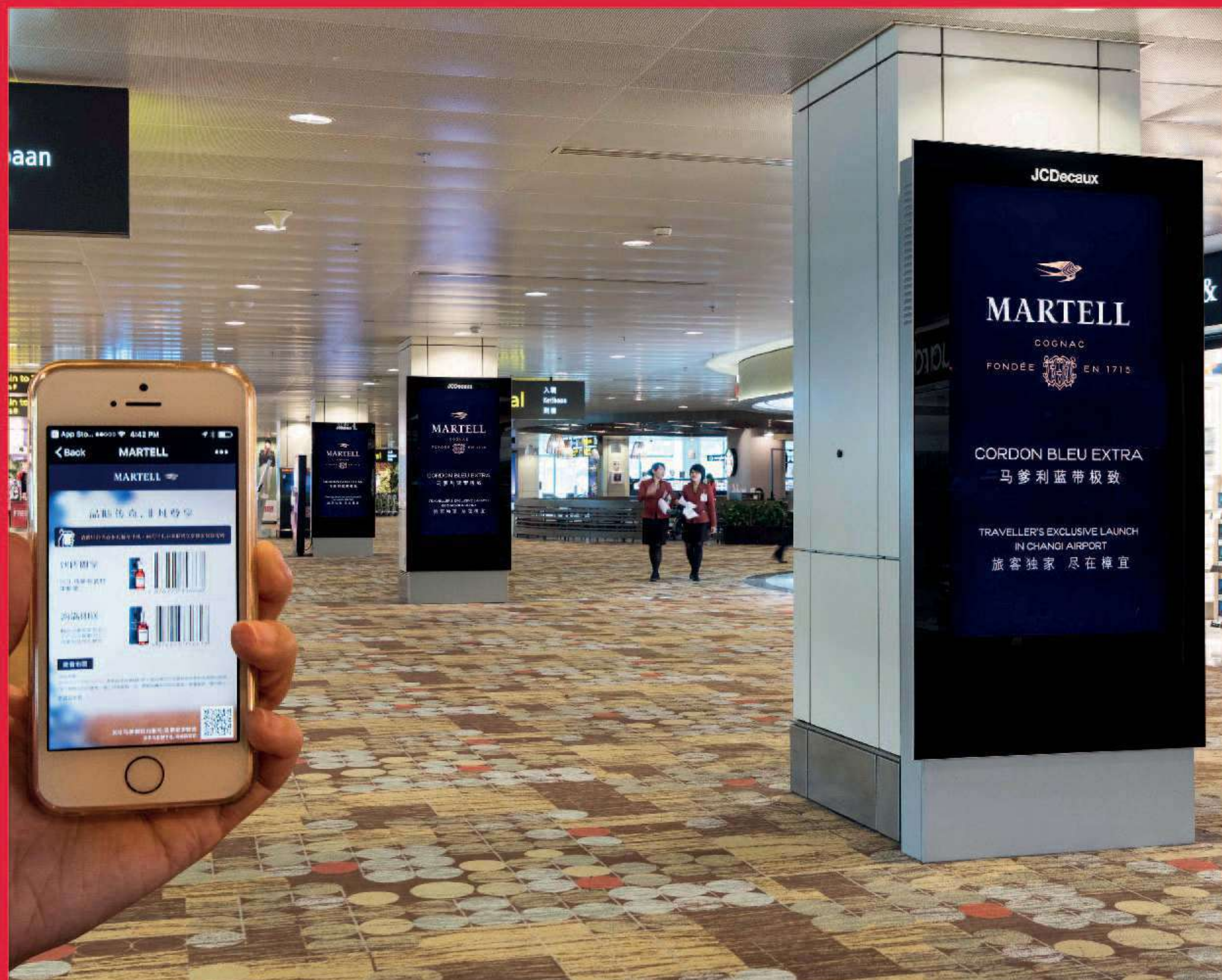
Martell

Advertising Site

Changi Airport, Terminal 1
Digital Duty Free Network I

Campaign Period

September 2016
to October 2016







Gucci

Advertising Site

*Changi Airport, All Terminals
Digital Duty Free Network*

Campaign Period

*September 2016
to October 2016*



Richard Mille debuts with First Class Check-In Wall Wrap

In the pursuit of connecting brands with first class passengers, this extensive wall wrap was installed along the walkway leading to the first class departure entrance at Terminal 3. Spanning an impressive length of 21 meters along the walkway, brands will be able to awe passengers with stunning advertising visuals.



Richard Mille targeted high net worth individuals travelling by first class. Being the first brand to feature on the new impactful site, they were nothing short of impressive.

Richard Mille

Advertising Site

*Changi Airport, Terminal 3
First Class Check-in
Wall Wrap*

Campaign Period

*September 2016
to Present*



ADVISORY

RECOMENDACIONES DE SALUD
RESECCION DE VIRUS ZIKA

BIENVENIDO A SINGAPUR

CONSELHO DE SAÚDE
INFECÇÃO DE VÍRUS ZIKA

BEM-VINDO A SINGAPURA

CHANGI

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CHANGI

INSPIRING
Changi Wel

A joint-initiative of:

CHANGI
airport group

BUSINESS TO BUSINESS

Influence South East Asia's Leading Business Hub through our strategic s

New possibilities, here I come



You've surveyed the business market and staked your new territory. With a solid foundation in more than 40 countries, ING can help you break new ground. ING is your guide to connect around the world.

www.ingwb.com/asia

Wholesale Banking

ING 

Decaux



ites at its Airport



Connecting the Dots

Due to Singapore's position as a business hub, companies are able to reach out to the large number of business passengers travelling in and out of the country. Companies specialising in key technological aspects of business connected with their audience through strategic advertising sites.

Alicloud and Quann – leading companies in cloud and security service respectively – advertised on large sites, inspiring brand affinity amongst arriving passengers.



Dimension Data, another leading company in the IT infrastructure development, advertised at the concourse transit area to further establish awareness amongst business passengers transiting within South East Asia.

Dassault Systemes utilised the large scale site at Terminal 2 to advertise the sophistication in their 3D and virtual reality finesse for product development. The site effectively gained the attention of arriving passengers.

AliCloud

Advertising Site

*Changi Airport, Terminal 1
Arrival Walkway*

Campaign Period

*September 2016
to Present*

MORE THAN JUST CLOUD |  Alibaba Cloud

ALIBABA CLOUD MADE READY FOR SINGAPORE

With our data centres now based in Singapore, we're here to give your business an advantage into the China market.

Alibaba Cloud Features

Trusted Performance
Intel Xeon Processors

aliyun.com
JCDecaux





AliCloud

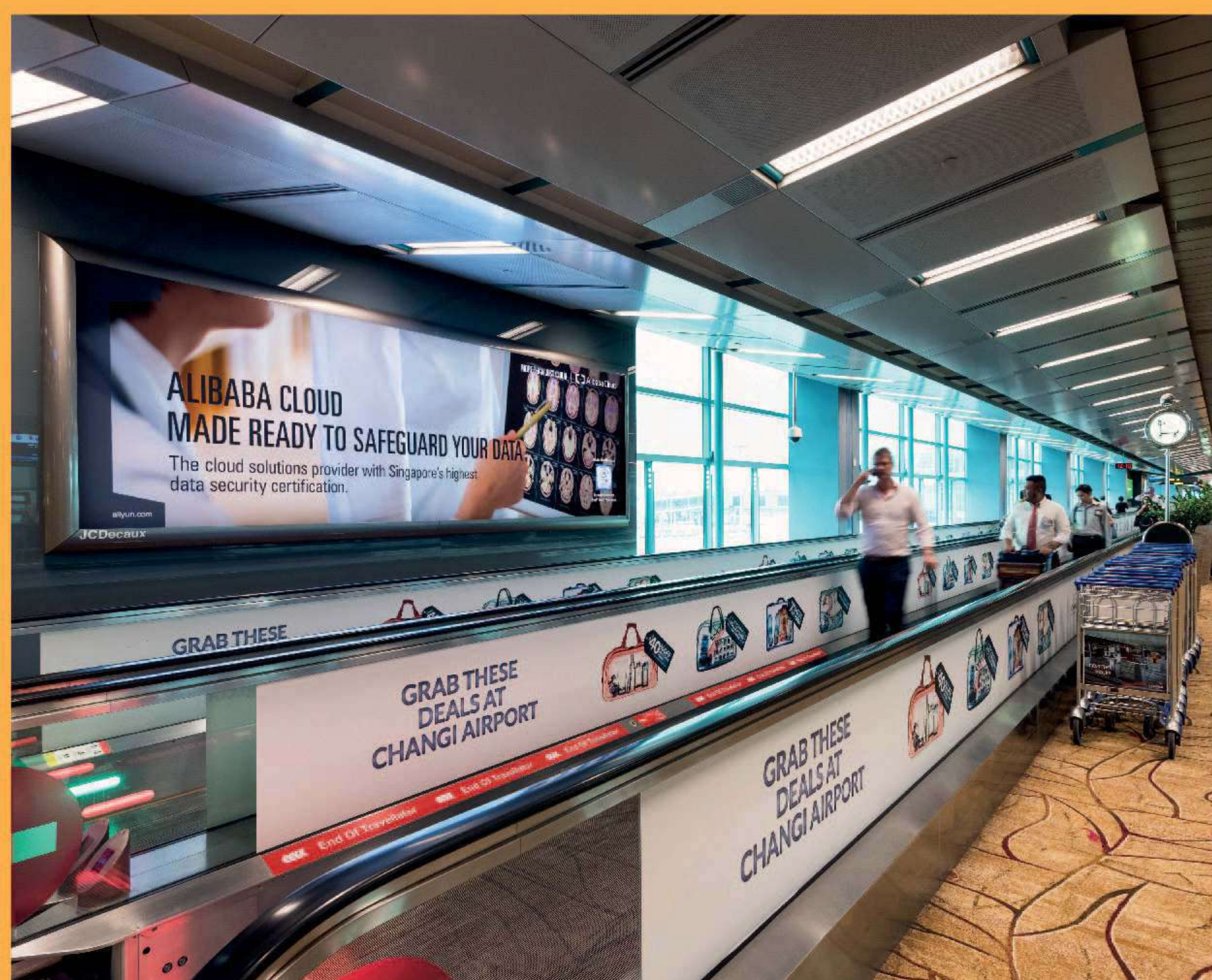
Advertising Site

*Changi Airport, Terminal 3
Concourse Lightbox
Network III (Above)*

*Changi Airport, Terminal 2
Concourse Lightbox
Network II (Right)*

Campaign Period

September 2016
to Present



THE GREATS ARE FOCUSED. SO ARE WE.
QUANN, Asia's leading Cyber Security Services Provider.



Singapore Citizens
Permanent Residents
Long Term Pass Holders

I M M I G R

Help us
One at a time.
Please wait for your turn
behind the waiting line.

Help you
If you are travelling with a
child below 12 years old,
please approach our
counter officer.

CHANGI





Quann

Advertising Site

Changi Airport, Terminal 3
Immigration Wall Wrap

Campaign Period

June 2016
to August 2016



Revolutionise the viewing experience of the Tour de France.

**If you believe you can do anything,
we're here to help you do it.**

Start your journey to greatness

dimensiondata.com/tourdefrance
@dimensiondata | @didatasport

Official Technology Partner

JCDecaux

← Arrival

← Skytrain to T1 & Gates C, D, A

TERMINAL





Dimension Data

Advertising Site

Changi Airport, Terminal 2
Concourse Lightbox
Network II

Campaign Period

July 2016
to August 2016



DASSAULT
SYSTEMES

The **3DEXPERIENCE** Company

3DS.COM

An advertisement for the World Cities Summit. It features a dark red background with a desert landscape. The text reads: "IF WE want power can we generate it? Airborne, wireless wireless. A dream our software can make real." Below the text, it says "Visit us at World Cities Summit | 10-14 July 2016 | Singapore". The logo "JCDecaux" is visible in the bottom left corner of the ad.

IF WE want power
can we generate it?
Airborne, wireless wireless.
A dream our software can make real.

Visit us at World Cities Summit | 10-14 July 2016 | Singapore

JCDecaux



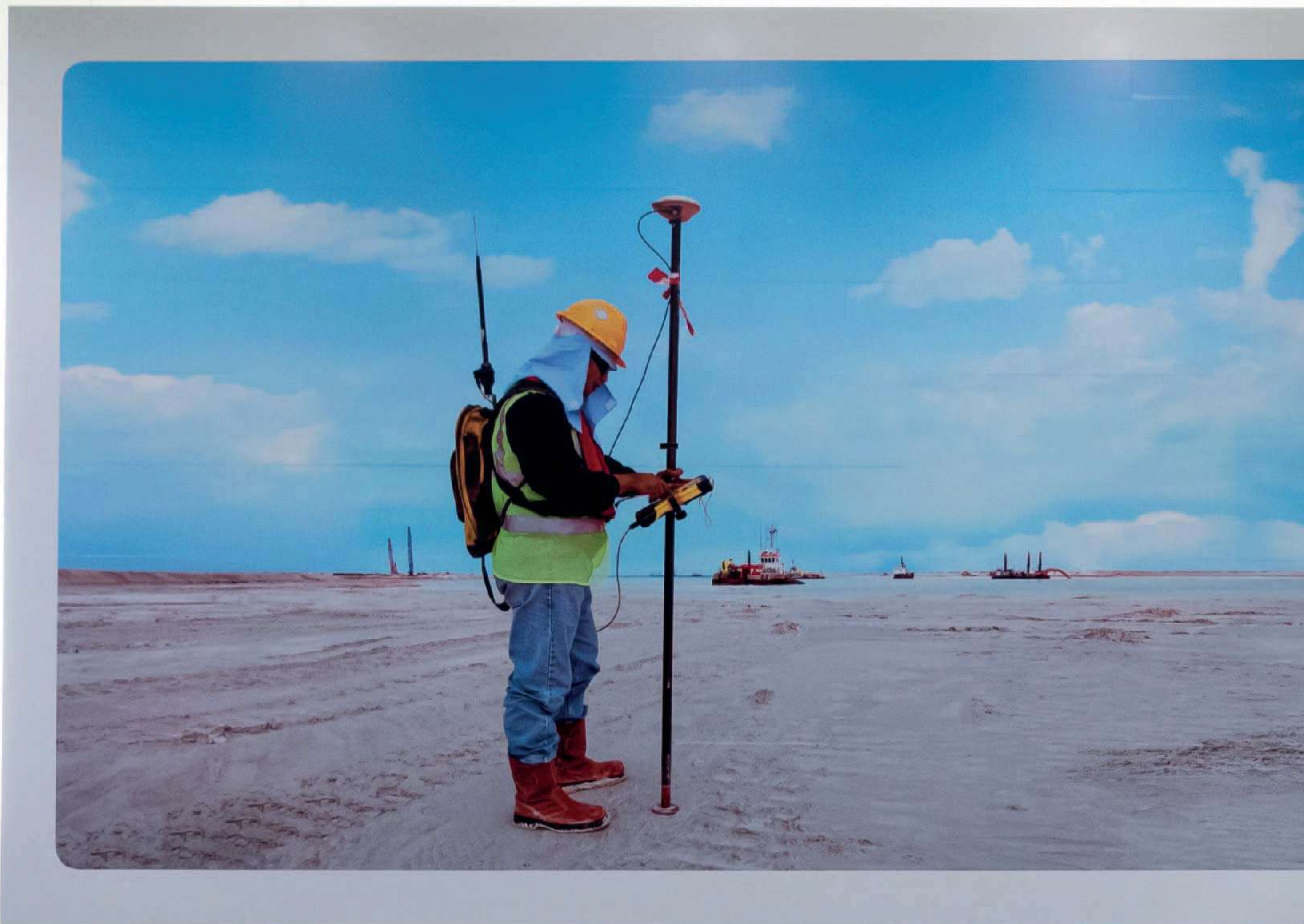
Dassault Systemes

Advertising Site

*Changi Airport, Terminal 2
Baggage Claim Impact Wall*

Campaign Period

*July 2016
to August 2016*



ING Experiments New Possibilities

In order to promote Wholesale Banking for Businesses to Southeast Asian business travellers, ING has selected Changi Airport to showcase its campaign. ING debuted at Terminal 2's Arrival Wall Mural, aiming to attract the large pool of Southeast Asian business travellers arriving in Singapore, the key business hub in Asia.

New possibilities, here I come



You've surveyed the business market and staked your new territory. With a solid foundation in more than 40 countries, ING can help you break new ground. ING is your guide to connect around the world.

www.ingwb.com/asia

Wholesale Banking



JCDecaux



Prudential

Advertising Site

*Changi Airport, Terminal 2
Arrival Wall Mural*

Campaign Period

September 2016



Norton Rose Fullbright LLP Fuels Their Positioning

Norton Rose Fullbright LLP reinforced their position as one of the top global business law firms in Singapore – the leading hub for Southeast Asia business. In conjunction with the annual Formula One Grand Prix, the brand advertised on the Business Lounge Digital Network to reach out to business class travellers.



Located just at the entrance to the Silverkris Lounge, they were able to raise travellers' awareness of their business law portfolio. The brand boasted their unique partnership with McLaren Honda to promote their relevance.

**Norton Rose
Fullbright LLP**

Advertising Site

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

Campaign Period

September 2016

JCDecaux

AIRFRANCE / 
FRANCE IS IN THE AIR



**PUTTING YOU AT THE CENTER
OF OUR WORLD**

AIRFRANCE KLM

AIRFRANCE 360





Air France

Advertising Site

*Changi Airport, Terminal 2
Digital Duty Free Network*

Campaign Period

*September 2016
to October 2016*

traveloka *first,*
then **THE WORLD**



6,000,000+ people
book flights & hotels with **Traveloka App.**



Dependable. Simple. On the go.

traveloka *first,*
then **THE WORLD**



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Traveloka

Advertising Site

*Changi Airport, Terminal 1
Concourse Pillar Banner
Network*

Campaign Period

*June 2016
to August 2016*





Crowne Plaza

Advertising Site

*Changi Airport, All Terminals
Digital Business Network*

Campaign Period

*August 2016
to September 2016*



Casio Goes Global

Casio's advertisement in the airport reflected the relevance of their latest products, showcasing their major technological innovations. Casio's GPS hybrid radio-controlled system and smartphone link enables their watches to access accurate time information globally. Displaying their advertisement on the lightboxes in the baggage claim area aided in showcasing their products to arriving passengers.



OCW-G1100-1A



Global time sync

31



Casio

Advertising Site

Changi Airport, Terminal 2
Baggage Claim Lightbox
Network II

Campaign Period

July 2016
to August 2016



Piaget Plays a Different Game

Piaget exhibited the renewed design of one of their classic luxury watch, Polo, on the impressive wall wrap located at Terminal 3 arrival immigration. The large site aided in gaining the attention of high net worth tourists entering into Singapore.



Piaget

Advertising Site

*Changi Airport, Terminal 3
Immigration Wall Wrap*

Campaign Period

September 2016



**Singapore Citizens
Permanent Residents
Long Term Pass Holders**

I M M I G

Help us
One at a time
Please wait for your turn
behind the waiting line.

Help you
If you are travelling with a
child below 6 years old,
please approach our
counter officer

CHANGI

BUSINESS TO CONSUMER

Appeal to consumers at our premium sites in Changi Airport, which obser

PIAGET

PIAGET POLO S

JCDecaux

R A T I O N



...ves a growth in passenger traffic



Mobilised for Greater Presence

Singapore's increased demand in automobiles has made it a strong market for motor brands to advertise to. Brands such as Nissan and Falken seized the opportunity to raise brand awareness to potential customers.

Nissan has prolonged the sustaining and bolstering of its brand equity amongst arriving passengers at Terminal 1. The site has been instrumental in successfully capturing the attention of passengers to encapsulate the spirit of Nissan's powerful and energy efficient cars.



Falken recently launched a rebranding campaign to further establish itself as a high-performance tire brand in Singapore. The site granted Falken the opportunity of capturing the attention of passengers waiting to retrieve their luggage.

Nissan

Advertising Site

*Changi Airport, Terminal 1
Immigration Wall Wrap*

Campaign Period

*March 2016
to Present*





Falken

Advertising Site

*Changi Airport, Terminal 2
Baggage Claim Lightbox II*

Campaign Period

*September 2016
to Present*



Revving Up for the Occasion

The Singapore Grand Prix – the highly anticipated annual Formula 1 race – was able to promote their event ticket sales to arriving passengers, on our digital network for the 9th year. The consecutive display of the advertisement through the digital welcome network helped in increasing the awareness of event.



Singapore Grand Prix

Advertising Site

*Changi Airport, All Terminals
Digital Welcome Network*

Campaign Period

August 2016



En Route Inspiration

With the increased desire for travel, brands seek the opportunity to promote their travel services to globetrotters. Our sites have been strategically installed to appeal to their desired audience.

Dubai Tourism was displayed on light boxes to reach out to departing and transiting passengers in the Terminal 3 duty free area. The impactful lightboxes effectively captivated passengers in the high traffic precinct.



Air France, having grown into a large network of destinations, advertised in Terminal 1 and 2 to boost brand awareness.

Traveloka connected with departing and arriving passengers at the Terminal 1 concourse precinct. The repeated exposure to the advertisement on the pillars ensured increased awareness of the brand's travel services.

Dubai Tourism

Advertising Site

Changi Airport, Terminal 3
Retail Kingsize Lightbox

Campaign Period

June 2016
to Present



Crowne Plaza – named 2016 World’s Best Airport Hotel – took a targeted approach, promoting the launch of its new wing catered for business travellers. They advertised on the airport-wide digital business network, strategically located near business lounges, to their target audience.



Air France

Advertising Site

Changi Airport, Terminal 1
Check-in Gallery Lightbox

Campaign Period

September 2016
to November 2016

JCDecaux

AIRFRANCE / 
FRANCE IS IN THE AIR



**PUTTING YOU AT THE CENTER
OF OUR WORLD**

AIRFRANCE KLM

AIRFRANCE 36





Air France

Advertising Site

*Changi Airport, Terminal 2
Digital Duty Free Network*

Campaign Period

*September 2016
to October 2016*

traveloka *first,*
then **THE WORLD**

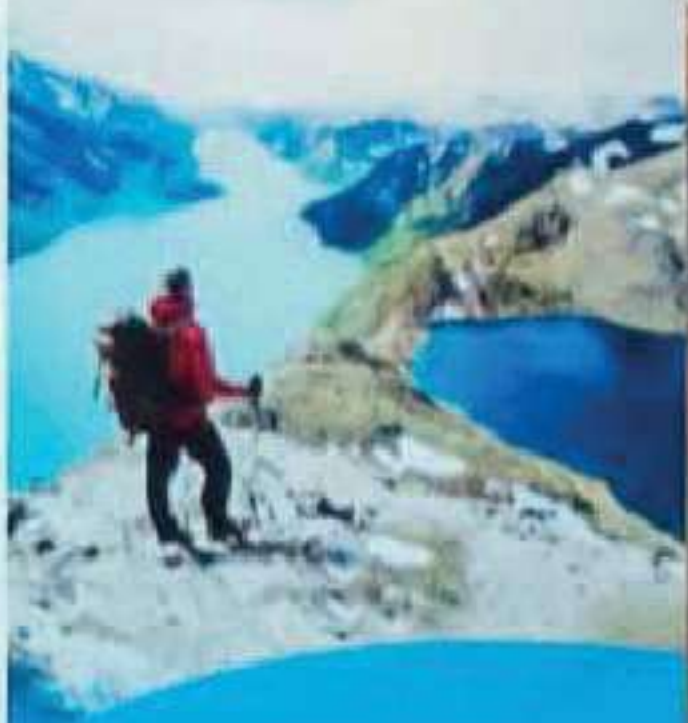


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Traveloka

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*Changi Airport, Terminal 1
Concourse Pillar Banner
Network*

Campaign Period

*June 2016
to August 2016*





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OCW-G1100-1A



Global time sync

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Casio

Advertising Site

Changi Airport, Terminal 2
Baggage Claim Lightbox II

Campaign Period

July 2016
to August 2016



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Piaget

Advertising Site

*Changi Airport, Terminal 3
Immigration Wall Wrap*

Campaign Period

September 2016



N°1 WORLDWIDE IN OUTDOOR ADVERTISING

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M: sales@jcdecaux.com.sg | www.jcdecaux.com.sg