

JCDecaux Singapore

# THE LION CITY HAS A NEW KING.

THE ALL-NEW BMW 7 SERIES. DRIVING LUXURY.

BMW ConnectedDrive  
So connected, you're free.



JCDecaux

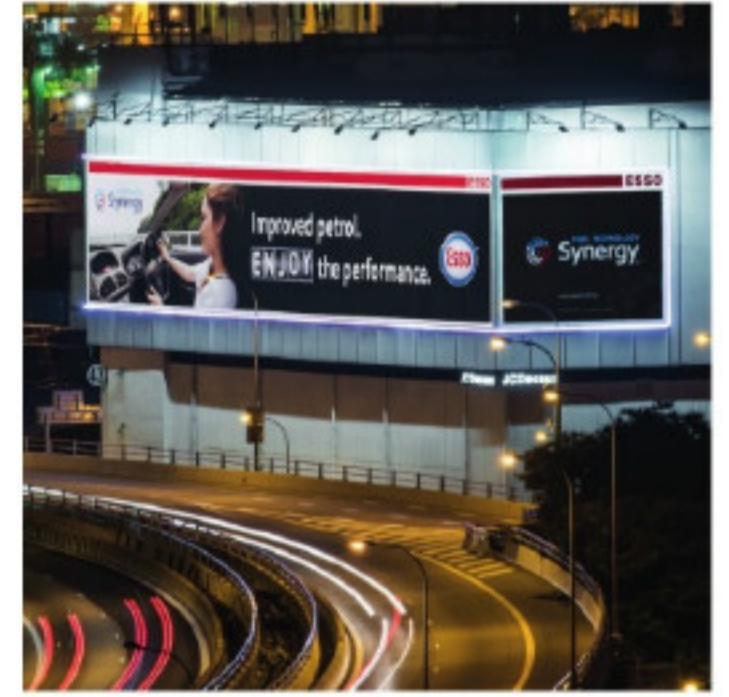
JCDecaux

## CAMPAIGN HIGHLIGHTS

May 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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# DIRECTIONAL

Advertise on JCDecaux's platforms to achieve high brand recall and drive traffic



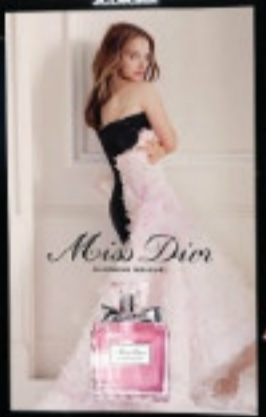


JCDecaux



ION

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- CONCOURSE 1
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traffic to stores



**LANEIGE**

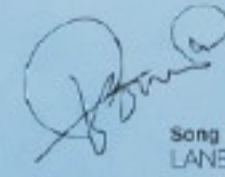
Flagship Boutique

**Now open**

at #53

Expect  
With younger

Perfect Renew



Song Hye Kyo  
LANEIGE Ambassador

## Laneige draws attention to new store opening

With Korean superstar Song Hye Kyo as brand ambassador, Laneige's eye-catching campaign brings attention to its new flagship boutique opening at ION Orchard, effectively reaching out to 100% of shoppers and train commuters at this high traffic site.



... more!  
... skin tomorrow

... Regener...



JCDecaux

**LANEIGE**

...ship Boutique

...ow Open

...B3-53

NEW

**Laneige**

**Advertising Site**

*ION Orchard  
Fashion Gateway*

**Campaign Period**

January 2016





## Swarovski lures shoppers towards brand new store

To raise awareness of the brand's new store opening, Swarovski had their campaign on the ION Link Digital Network, reaching out to high traffic of shoppers heading towards ION Orchard.





**Swarovski**

**Advertising Site**

*ION Orchard*  
ION Link Digital Network

**Campaign Period**

January 2016  
to February 2016





## **Miss Dior fragrance delivers greater impact with the added dimension of audio**

The captivating Miss Dior campaign visual encapsulated the interior and exterior of ION Orchard. In addition, the new audio enabled Digital 80" Fashion Network created an immersive environment to engage shoppers more effectively.





**Dior**

**Advertising Site**

*ION Orchard*  
Fashion Digital Network  
Fashion Gateway

**Campaign Period**

February 2016



*Miss Dior*  
BLOOMING BOUQUET

Dior Boutique  
B2 - 44/46  
**ION**  
ORCHARD

*Miss Dior*  
BLOOMING BOUQUET

Dior Boutique  
B2 - 44/46  
**ION**  
ORCHARD

*Miss Dior*  
BLOOMING BOUQUET

Dior Boutique  
B2 - 44/46  
**ION**  
ORCHARD

BY-LAW







**Dior**

**Advertising Site**

*ION Orchard*  
Outdoor Banners

**Campaign Period**

February 2016



Download now on

Available on the  
App Store

Get it on  
Google play

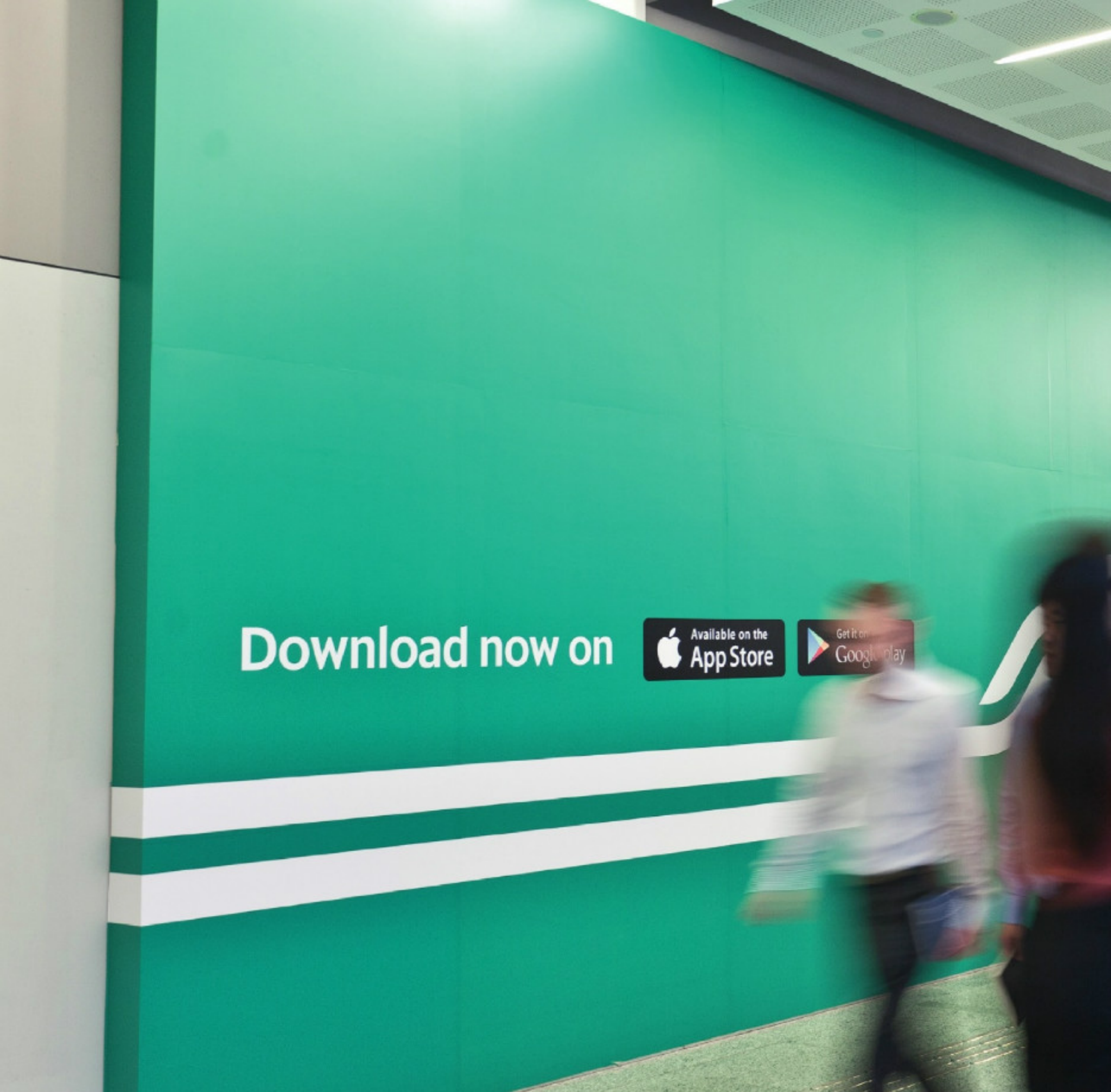
TARGET

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

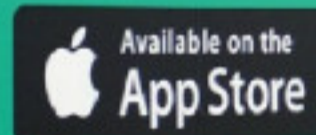








Download now on



## Grab's rebranding campaign infiltrates The Sail

Grab selected The Sail for its rebranding campaign as the most ideal location to reach out to PMEBs. Previously known as 'Grab Taxi', Grab's new campaign visual was plastered at the must-pass underground linkway within the Marina Bay Financial District, reaching out to PMEBs working in this area.





**Grab**

**Advertising Site**

*The Sail*  
Wall Wrap Pack A

**Campaign Period**

February 2016  
to March 2016





## **BMW's latest 7 series oozes charm to drivers along Keppel Road**

BMW revealed their newest 7 series on the large format billboard at Keppel Road, appealing to car drivers on the most used expressway in Singapore.





**BMW**

**Advertising Site**

*515 Keppel Road*  
Large Format Billboard

**Campaign Period**

January 2016  
to February 2016





**DIGITAL**

Be on JCDecaux's digital platform for strong brand exposure and maxim





um impact.





## Samsung Galaxy S7 edge plays on the big screen

Samsung Galaxy S7 edge brand new TVC was displayed on the big outdoor LED screen of ION Orchard, successfully reaching out to shoppers and drivers alike.





**Samsung**

**Advertising Site**

*ION Orchard*  
Outdoor LED Screen

**Campaign Period**

March 2016  
to April 2016





## Gatsby announces new brand ambassador and jingle

Gatsby showcased its latest brand ambassador, Benjamin Kheng, vocalist of the local pop band The Sam Willows, and enthralled shoppers on the 45-sec long escalator ride with its new ad jingle created and performed by Benjamin Kheng on this site equipped with both static display and audio features.





Gatsby

**Advertising Site**

*ION Orchard*  
Digital Dragon's Tail

**Campaign Period**

January 2016





## Juicy Couture Viva La Juicy Rosé campaign comes to life

Juicy Couture showcased their latest fragrance Viva La Juicy Rosé with digital, static and specially customised 3D flower displays, captivating their target audience throughout the dwelling period on the escalators.





**Juicy Couture**

**Advertising Site**

*ION Orchard*  
Digital Dragon's Tail

**Campaign Period**

April 2016





# SAMPLING

Encourage trial of your latest product with JCDecaux cinema sampling op



Merry Christmas

# SHAW THEATRES

## LIDO

[www.shaw.sg](http://www.shaw.sg)

**OCBC Bank**



**\$51 OFF**  
**\$526 MOVE PACKAGE**

Includes: OCBC Bank logo, product images, and various icons.



**NEXT COUNT**





## Johnson & Johnson selects JCDecaux Singapore cinema network

Johnson & Johnson enjoyed an islandwide coverage with JCDecaux Cinema network for two of their latest product launches – Neutrogena and Acuvue. To encourage trial of its latest products, the newly launched Neutrogena facewash samples and Acuvue vouchers were given out over different periods to movie patrons at Shaw.





## Neutrogena

### Advertising Site

Onscreen Islandwide  
with sampling at  
Shaw Theatres

### Campaign Period

February 2016  
to March 2016











**Acuvue**

**Advertising Site**

Onscreen Islandwide  
with sampling at  
Shaw Theatres

**Campaign Period**

March 2016  
to April 2016







**N°1 WORLDWIDE IN OUTDOOR ADVERTISING**

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