

Savest™

/set 'vest/
The act of saving and investing at the same time with AIA Wealth Pro Advantage.

INVEST?

#Savest #TheBestofBoth



THE REAL LIFE
COMPANY

CAMPAIGN
HIGHLIGHTS

September 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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ENGAGE

PLUS POINTS FOR BEING A MEMBER

Engage your audience with JCDecaux's campaign activations and achieve



high brand recall



Kenzo's Iconic Fragrance Blossoms to Life at Shaw Theatres Lido

With the objective to bring their iconic fragrance, Flower by Kenzo, running on-screen in JCDecaux Orchard Cineplexes to life, the brand distributed fragrance samples at Shaw Theatres Lido.

On-ground activation with our cinema network created the opportunity to reach consumers throughout their entire movie going experience.

Kenzo brand ambassadors gave away vouchers with a special offer for any purchase of 50ml Flower by Kenzo fragrance range at Takashimaya corner.



Kenzo

Advertising Site

Onscreen at JCDecaux
Orchard Cineplexes
with sampling at
Shaw Theatres Lido

Campaign Period

May 2016
to June 2016





JCDecaux Singapore Launched its First Beacon Campaign with ION Orchard

We partnered ION Orchard for their “HoliDeals” F&B promotion, combining beacon technology with their campaign, which ran from May to July. The campaign was seen on our digital media platforms at specific locations in the mall, where our beacons have been installed.



ION HoliDeals

Advertising Site

ION Orchard
 Digital Carousel (above)
 Interact@ION (right)

Campaign Period

April 2016
 to July 2016





The “HoliDeal” promoted exclusive F&B offers at the mall. The campaign invited shoppers, who have downloaded the ION Orchard App, to find out more information by turning on the Bluetooth on their mobile devices to receive a notification message.

Communication with shoppers is now going beyond advertising panels with online to offline solutions.



ION HoliDeals

Advertising Site

ION Orchard
Lift Lobby Networks

Campaign Period

April 2016
to July 2016





DOMINATE

Dominate JCDecaux's platforms with your stunning brand visual and capt



ure 100% of your audience's attention



AIA Makes an Entrance with Impactful Lenticular Display

To promote the market's first innovative 2-in-1 Savest Plan, AIA captured high attention with a large-scale lenticular display at Suntec City Mall. Located at the highest footfall area of the mall, the multi-view display aimed to create awareness towards the benefits of its Savest Plan “SAVE” and “INVEST”



AIA

Advertising Site

*Suntec City
Retail Wall*

Campaign Period

*April 2016
to May 2016*



... saving and investing at the same time with AIA Wealth Pro Advantage.

EST?



THE REAL LIFE
COMPANY

AIA

Advertising Site

*Suntec City
Retail Wall*

Campaign Period

*April 2016
to May 2016*

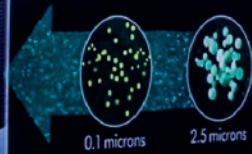
dyson pure cool link

Forget haze.

Control the indoor air quality of your home.



Forget haze.
Automatically
ultrafine partic



Dyson Blows Away the Competition

Dyson's campaign of its new air purifier fan was showcased along the digital walkway at citylink mall to reach out to PMEBs and families. The large-scale site gave room for the brand to display details of the product in an impactful way to potential customers.



Dyson

Advertising Site

*Citylink Mall
Digital Walkway*

Campaign Period

*June 2016
to July 2016*



Star Trek Beyond Dominates Citylink Mall

United International Pictures promoted the movie, Star Trek Beyond, with digital and static domination campaign at Citylink Mall. The sticker bleed stretching 45m with movie trailers featured on 7 digital screens fully immersed shoppers and commuters in the movie experience. With the addition of the movie poster on King-Size Lightbox, the movie campaign captivated 100% of shoppers and commuters within the mall.



Star Trek Beyond

Advertising Site

*Citylink Mall
Digital Walkway*

Campaign Period

July 2016

STAR TREK BEYOND

PARAMOUNT PICTURES and SKYDANCE present a BAD BOY/20TH CENTURY FOX/PERFECT STORM ENTERTAINMENT production a JUSTIN LIN film STAR TREK BEYOND
JOHN CHO SIMON PEGG CHRIS PINE ZACHARY QUINN ZOE SALDANA KATRINA BIRNBAUM ANTON YELCHIN and BRIE LEEBA with MICHAEL GAZDAR and SARA HAYS
EDITED BY KELLY MATSUMOTO DRYAN HIGGINS WITH GREG D'AMICO STEVEN SPRING AND PRODUCED BY THOMAS SANDERS EXECUTIVE PRODUCERS STEPHEN E. WINDON AND JEFF
PRODUCED BY JEFFREY CROENBY DAVID TELSON DANA GOLDBERG TOMMY HOPPER PRODUCED BY J.J. ABRAMS EXECUTIVE PRODUCERS ROBERTO ORSI LINSEY WEAVER AND JUSTIN LIN WRITTEN BY GENE RODDENRY
SKYDANCE 20th Century Fox Home Entertainment Star Trek Media.com

in IMAX 3D & 3D CINEMAS JULY 21

JC000114

EXIT





Star Trek Beyond

Advertising Site

Citylink Mall
Kingsize Lightbox

Campaign Period

July 2016



Ultra Music Festival Electrifies Shoppers

To create awareness and encourage ticket purchases, AR Entertainment showcased upcoming Ultra Music Festival at ION Orchard Mall's Digital Dragon's Tail. The full sticker coverage, music and video on repeated digital screens lined along both sides of escalators fully immersed shoppers in the Music Festival experience by dominating their 45 seconds long escalator ride.



Ultra Music Festival

Advertising Site

*ION Orchard
Digital Dragon's Tail*

Campaign Period

May 2016





More Value

Trade stocks, options, and futures on the U.S. markets with straight-forward pricing, low commissions, and no hidden fees.

More Control

Trade across all your devices with our powerful thinkorswim platform available on both desktop and mobile.



TARGET

Reach out to your specific target audience with JCDcaux's premium ad



More Support

We provide free assistance from former professional traders, along with local licensed support, whenever you need it.



TRADE ON THE
U.S. MARKETS
ANYTIME ANYWHERE.

Ameritrade



Lenovo Gains a New Edge

Lenovo boasted its new laptop on the iconic 43 Keppel Road Billboard. The unmissable large scale billboard is the only platform reaching drivers from both traffic directions along the high traffic expressway, boosting high brand recall.




Lenovo

Advertising Site

43 Keppel Road
Large Format Billboard

Campaign Period

June 2016
to July 2016



*READY FOR THE MOST THRILLING
DRIVE OF YOUR LIFE?*

This is Audi Sport.



Audi Taking the Driver's Seat

Audi launched its new sport range, under the spotlight, at Keppel Road. The brand strategically selected 513 Keppel Road Billboard to drive visitors to its showroom located at Alexandra road.



JCDecaux

Audi

Advertising Site

513 Keppel Road
Large Format Billboard

Campaign Period

May 2016
to June 2016



DBS Strategically Targets the Chinese Community

DBS advertised their message about feeless transactions to China on our large format billboard in Chinatown. Strategically located at a high traffic junction, DBS utilized the site to target the large pool of Chinese in the area.

带动亚洲思维



使用星展银行汇款服务至

中国 只需 S\$ 0 手续费



网上汇款, 当日到账

go.dbs.com/cn-remit

亚洲最安全, 亚洲最佳
亚洲银行集团于2009-2015《福布斯》
亚太区最佳银行集团12/13《亚洲银行家》
亚太区最佳银行2014《亚洲银行家》

JCDecaux

Eu Tong Sen St

余东旋街

Maybank

DBS

Advertising Site

People's Park Centre
Billboard Facing Eu Tong
Sen Street

Campaign Period

April 2016
to May 2016



TD Ameritrade Takes on the Market at the Sail

Taking full advantage of the high traffic of financial opinion leaders at the Sail, TD Ameritrade bought out the entire link way to promote their online trading solution.

Designed to introduce the competitive advantage of their solution, the multi-touchpoint campaign delivered undivided attention and superior exposure to their target audience.

TRADE ON THE U.S. MARKETS
ANYTIME, ANYWHERE.

tdameritradeasia.com

TD Ameritrade Asia

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TD Ameritrade

Advertising Site

*The Sail
Wall Wrap A*

Campaign Period

June 2016
to July 2016



THE SAIL @ MARINA BAY
▲ RAFFLES PLACE
MRT
▲ SHOPS





TD Ameritrade

Advertising Site

The Sail
Escalator Wall Wrap

Campaign Period

June 2016
to July 2016



More Value

Trade stocks, options, and futures on the U.S. markets with straight-forward pricing, low commissions, and no hidden fees.

More Control

Trade across all your devices with our powerful thinkorswim platform available on both desktop and mobile.





TD Ameritrade

Advertising Site

*The Sail
Wall Wrap B*

Campaign Period

*June 2016
to July 2016*



N°1 WORLDWIDE IN OUTDOOR ADVERTISING

T: +65 6333 6639 | F: +65 6333 6177
M: sales@jcdecaux.com.sg | www.jcdecaux.com.sg