



JCDecaux UNVEILED WIDE RANGE OF ADVERTISING ASSETS AT CHANGI AIRPORT TERMINAL 4

Singapore, 31st October 2017 – JCDecaux SA, the number one outdoor advertising company worldwide and Singapore’s No. 1 OOH Media Company unveils a wide range of spectacular advertising media assets at the opening of Changi Airport Terminal 4 today, 31st of October 2017. Passengers traveling through this new terminal will be engaged by more than 60 digital and static advertising sites at crucial touchpoints.

For a start, the 15sqm Hanging LED screens in the Departure Check-In Gallery, as well as the 5m tall Tower Lightboxes in the heart of the Duty-Free zone, are amongst the brand new formats designed especially by JCDecaux for Terminal 4.

The terminal’s ‘Fast And Seamless Travel at Changi’ (FAST@Changi) initiative, assures departing passengers of a fuss-free journey from Check-In to Boarding with new automated self-check-in kiosks and centralized security screening, ensuring a more relaxed shopping experience in Transit. For brands looking to reach their audience in the Departure and Transit area, JCDecaux has planned advertising formats to fit every campaign objectives: from brand awareness and premiumisation with impactful lightboxes, to repeated exposure and drive to store through a network of double-sided digital 85” mupis.

At immigration, arriving passengers will be greeted by big and bold lightboxes spanning 15m to 20m in length. In the Baggage Hall, digital screens on the belts are enabled with JCDecaux’s proprietary Dynamic Solution which offers advertisers the ability to communicate to their target audience in a personalized way, for example, in their native language or provide service-related messages using real-time flight arrival, weather, time and location information. This echoes Changi Airport’s mission to enrich the experience of their passengers and visitors to the airport.

Terminal 4 will open with an exclusive advertiser, Mundipharma, a leading healthcare solutions provider, which will make its inaugural presence at the world’s best airport with a high-profile showcase of its BETADINE® range of consumer healthcare products.

Mundipharma CEO, Raman Singh, said “We are delighted to continue demonstrating our commitment to Singapore. We believe we share similar values as an organization – innovation and ambition – so we are proud to showcase our flagship consumer healthcare range, BETADINE®, in one of Singapore’s crown jewels, Changi Airport. As a matter of fact, in an early milestone for BETADINE®, the product was used to disinfect NASA’s Apollo 11 spacecraft after the first moon landing. This unique partnership with the world’s number one airport is another aeronautical chapter in the rich history of our brand.”

“JCDecaux is thrilled to expand our advertising media footprint to Changi’s latest and most innovative Terminal 4, replicating our proven strategy of “Big, Bold and Impactful” in the 3 existing terminals. With media assets that are aesthetically integrated with Terminal 4’s environment, we offer advertisers the best exposure at strategic touch points in the departure and arrival precincts capturing maximum passenger eyeballs. Our high-quality media formats with proprietary content software solutions will serve our clients’ objectives of showcasing their brands in high visibility locations and enhancing their messages with deeper audience engagement in a premium airport environment.” said Ms Evelyn Yang, Managing Director of JCDecaux Singapore.

“Changi Airport Group (CAG) is pleased to extend our exclusive partnership with JCDecaux to Terminal 4. Both companies started collaborating on T4’s advertising media planning and design very early with the aim of placing them at visible locations while ensuring their seamless integration with the terminal environment. With JCDecaux’s quality standards and smart software solutions incorporated, we believe the media assets will bring a new audience experience to our passengers at T4,” said Ms Lim Peck Hoon, CAG’s Executive Vice President, Commercial.

With 9 major operating airlines including Korean Air, Cebu Pacific, Vietnam Airlines, Cathay Pacific, Spring Airlines and the Air Asia Group, Terminal 4 is set to be a new regional gateway, estimated to accommodate up to 16 million passengers a year.

About JCDecaux Singapore

JCDecaux Singapore is a subsidiary of JCDecaux Group, the number one outdoor advertising company worldwide. Established in Singapore since 1999, we are committed to bringing excellence to the Out-Of-Home medium through product innovation, high quality design, maintenance and the best locations.

Voted by clients and agencies as the number one out-of-home media company 9th times since 2006, our advertising portfolio includes Singapore Changi Airport, Premium Shopping Malls and Linkways on Orchard road and the business district, Large Format billboards and Cinema Advertising.

We offer more than 500 advertising faces that reach out to more than 5 million residents and 58 million passengers at Changi airport.

About JCDecaux Group

JCDecaux SA is the number one outdoor advertising company worldwide, the market leader in Europe, number 1 in Asia Pacific, in Latin America, in Africa and in Middle East.

Employing a total of 12,850 people, the Group is present in more than 75 different countries and 4,435 cities of more than 10,000 inhabitants and generated revenues of €3,393m in 2016