

JCDecaux

The sense of  
**SUMMER**

SUMMER

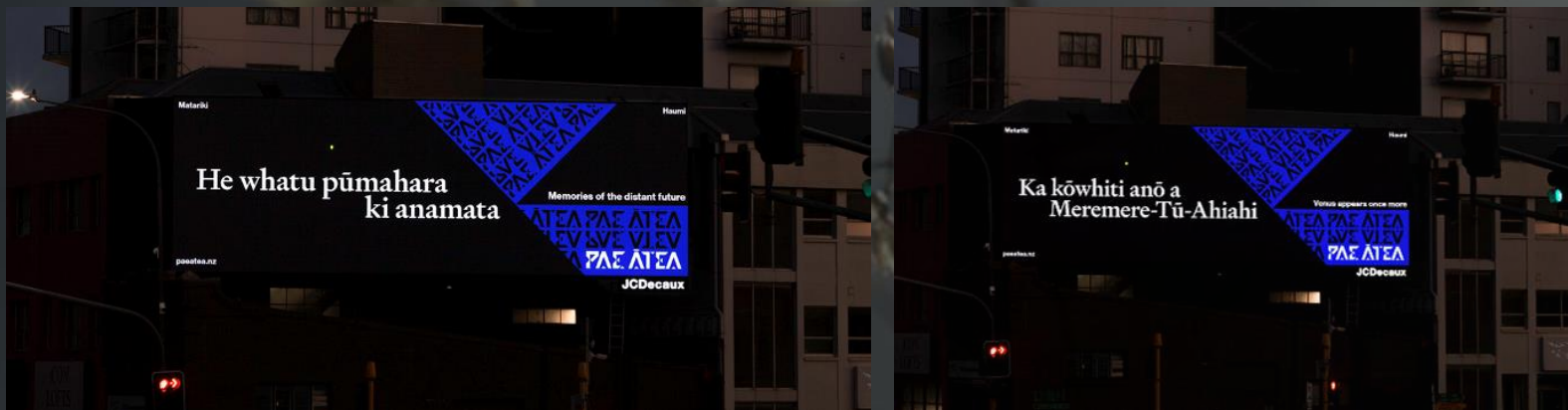
THE SENSE OF

SUMMER 2022



# PAE ĀTEA

A JCDECAUX COLLABORATION, AN EVOLVING STORY



# SUMMER

SENSES.MEMORIES.RELEVANCE.POTENTIAL.

1

## NATURE (TE AO)

has continual cycles that we attune to, consciously or not

2

## SENSES ARE THE ARCHITECTURE

to our memories; a powerful mechanism that evoke emotions and linkages

3

## SUMMER IS MUCH-ANTICIPATED

When we sense summer, we look forward to what lies ahead, based on past experiences

4

## PAST EXPERIENCES

shape perceptions and these memories aid emotional decision making

5

## BRANDS THAT ALIGN WITH SENSES

can establish enduring affinity or associations, now and into the future

6

## EACH DAY OF SUMMER

offers potential. For people, brands and connections

# SUMMER

## LARGE FORMAT'S ROLE IN SUMMER SENSES STORYTELLING

1

### LARGE FORMAT ACTS AS A THRESHOLD

visually commanding attention

2

### SEAMLESSLY A PART OF SUMMER

location and context can add meaning to summer experiences

3

### ACHIEVING MASS REACH

efficiently to ensure summer messages connect

4

### EACH DAY OF SUMMER

reach grows organically as frequency increases and story telling unfolds

5

### CREATING EMOTIVE IMPACT

that is encoded to memory and linked to brands

6

### JCDECAUX LARGE FORMAT

is an ideal platform for brands to bring evocative summer campaigns to life

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# THE SENSES OF SUMMER ON JCDECAUX LARGE FORMAT

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S U M M E R 2 0 2 2

# SUMMER

## A SENSORY OVERLOAD

Stunning sunrises, horizon views, ice creams, seagulls, crashing waves, summer tunes, cracking a beer, fish n chips, sharp Sav, sea lips, gritty sand, cold drinks, soft sheets, cooling water, hot skin, sunscreen, sizzling BBQs, crackling bonfires, fireworks, heat off pavement, late evening, open air markets, loud concerts, bustling dining precincts, feel of new clothes.



**SIGHT**



**FEEL**



**TASTE**



**SOUND**



**SMELL**

# THE TASTES OF SUMMER

ON JCDECAUX LARGE FORMAT







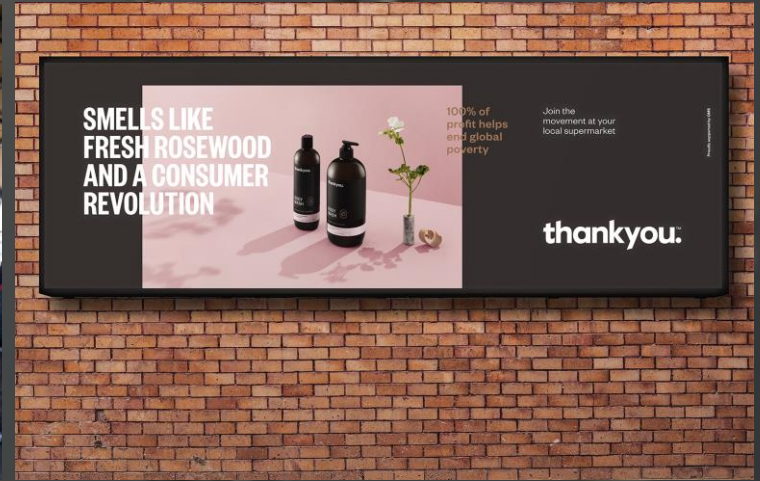
# THE SOUNDS OF SUMMER

ON JCDECAUX LARGE FORMAT



# THE SCENTS OF SUMMER

ON JCDECAUX LARGE FORMAT



# THE FEEL OF SUMMER

ON JCDECAUX LARGE FORMAT



# THE LOOK OF SUMMER

ON JCDECAUX LARGE FORMAT



## SENSORY OVERLOAD

### The most effective campaigns will appeal to multiple summer sensory levers

Streets Campaign  
London July 2022  
Appeared on the hottest  
day during the recent  
heat wave. Visually  
beautiful; surprising  
Contextually relevant to  
the weather and the news  
cycle. Strong taste cues.



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Partnering with JCDecaux  
during summer **makes sense**

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S U M M E R 2 0 2 2

Summer is a time when kiwis are spending in retail, for holiday celebrations and on entertainment

Consumer retail spend





**Summer is a time** when television audiences decline, affecting value and mass reach capability of this channel

**43%**

Of kiwis consciously watch less TV and use fewer devices during summer

nielsen  
.....



Summer is a time when airport travel peaks

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



Source: JCDecaux Airport: Monthly Average Passengers 2017-2019

### Busiest days in JCDecaux Airport

1. December 20<sup>th</sup>
2. December 21<sup>st</sup>
3. January 3<sup>rd</sup>
4. January 4<sup>th</sup>
5. January 5<sup>th</sup>
6. December 19<sup>th</sup>
7. December 26<sup>th</sup>
8. January 2<sup>nd</sup>
9. January 6<sup>th</sup>
10. December 22<sup>nd</sup>



Large Format is an **emotive** and **memorable format** ensuring effectiveness of Out-of-Home spend



**Dr Shaun Seixas, Neuroscientist,**  
NeuroInsight Head of Research

JCDecaux Large Format's commanding nature and scale, transferred in an outdoor context, delivers emotional horsepower or intensity to the right hemisphere of the brain. **Emotion is important for driving deeper connection** and triggering memory that will influence future consideration





The **scale, quality and location** of JCDecaux touchpoints will deliver better outcomes for summer campaigns

Premium sites deliver greater length of visibility, size and scale  
= **audiences have longer to engage with creative.**



Premium or spectacular sites energise the impact of the creative  
= **the same creative performs better.**



Iconic sites have a powerful priming effect on other sites and digital; they have impact beyond the initial viewing  
= **highly effective as a lead/ launch media.**



**Spectacular sites generate stronger emotions**, especially for hard-to-reach TV audiences.



Ensuring visibility on **summer journeys**  
by road or air

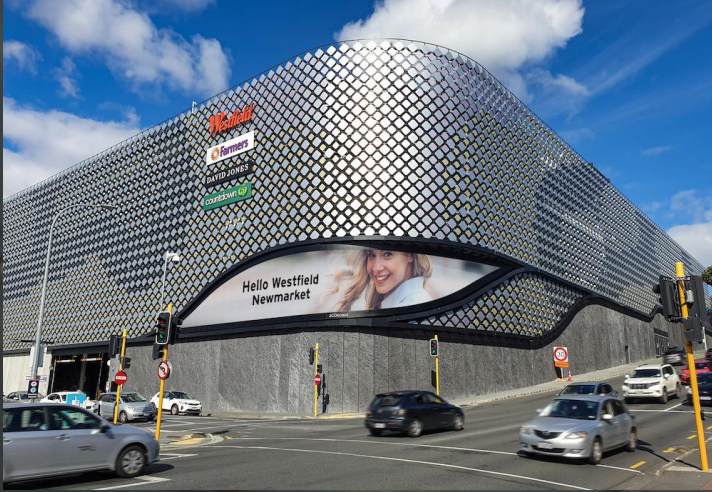
OVER 600 TOUCHPOINTS THROUGHOUT NZ

	Digital	Static	Airport
AUCKLAND	●	●	●
BAY OF PLENTY	●	●	
CANTERBURY	●	●	●
MANAWATU-WANGANUI		●	
NORTHLAND		●	
OTAGO	●	●	●
SOUTHLAND		●	
WAIKATO	●	●	
WELLINGTON	●	●	
GISBORNE		●	
HAWKE'S BAY		●	
TARANAKAI		●	



JCDecaux's touchpoints **influence people close to inner city** entertainment, dining or relaxation locations during summer

JCDecaux



JCDecaux's Large Format network and Westfield partnership allows brands to influence Kiwis when they are **planning purchases or are within shopping precincts**



JCDecaux's touchpoints reach travellers as they **leave main cities or arrive in holiday towns**

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JCDecaux's market leading airport portfolio offers exclusive presence in **three of New Zealand's busiest airports**

JCDecaux



Numerous seasonal and sensual data points are available with JCDecaux Digital or Programmatic to **trigger engaging, contextual or location-based campaigns**



**Location**



**Travel hot spots**



**Airport schedules**



**Sun rise / set**



**Radio Playlists**



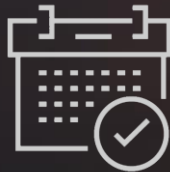
**Busy traffic**



**Seasonal Habits**



**Weather**



**Days of the week**



**Tides**



**News / Social**



**Countdown**

# SUMMER SENSES

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J C D E C A U X S U M M E R

## **Nature continues its rhythms**

the world continues to turn and the transition to  
summer approaches

## **The speaker's bench is poised**

and observers will be present

## **Brands must define their place and potential**

it is time to shape a new reality and future

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