

JCDecaux INFORM

A useful directory of the most current Out-of-Home effectiveness research for industry decision makers.

Q2 2023

The 'new normal' is quite like the old normal.

An April update to our mobility and Work From Home research shows that 90% of Kiwis have returned to workplaces. Close to 6 in 10 are doing all their work at their workplace with 3 in 10 operating a hybrid model.

[See infographic](#)



The real-world opportunity to reach Gen Z.

Our latest thought leadership study focuses on Gen Z and the 'In Real Life' opportunity. In partnership with The Future Laboratory, JCDecaux Australia has completed a deep dive study that identifies five themes and ten trends to engage this audience. We share local insights from a survey of urban Kiwi Gen Zs about the duality of their real world and digital lives.

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JCDecaux UK: The Power of Towers.

Similar to JCDecaux NZ's SMARTFRAME format, JCDecaux UK's Towers are larger, portrait digital frames. Research into the effectiveness of Towers, for a predominantly driving audience, can be applied to SMARTFRAME. In the last month we have added x4 more SMARTFRAME panels to the national network - x2 in Riccarton, Christchurch and x2 in Auckland, in Avondale and Royal Oak.

[Read Research](#)



US airport study proves airport effectiveness for frequent flyers.

Similar themes to JCDecaux Airport effectiveness studies, this research from Clear Channel focuses on frequent flyers. 21% of Kiwis travel domestically 2 or more times a year, and business travel has now returned to pre-Pandemic levels.

[View Summary](#)



Why digital Out-of-Home is the vital ingredient to social campaigns.

Ocean Outdoor has embraced neuroscience research; this being the 5th study in 10 years. Similar to our digital priming neuroscience work, this study looks at social amplification of Out-of-Home campaigns, and the role of digital Out-of-Home in strengthening outcomes.

[Read Study](#)



America's post-Pandemic Out-of-Home trends.

We always keep an eye out for OAAA research. This trends report looks at a range of predictions for 2023, including some recessionary best practice learnings.

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Proven ROI for programmatic Out-of-Home

During tough economic times, advertisers seek ROI metrics from investment. This study from Talon identifies how programmatic Out-of-Home can boost mid funnel metrics such as preference, purchase intent and brand relevance, more effectively than social.

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