

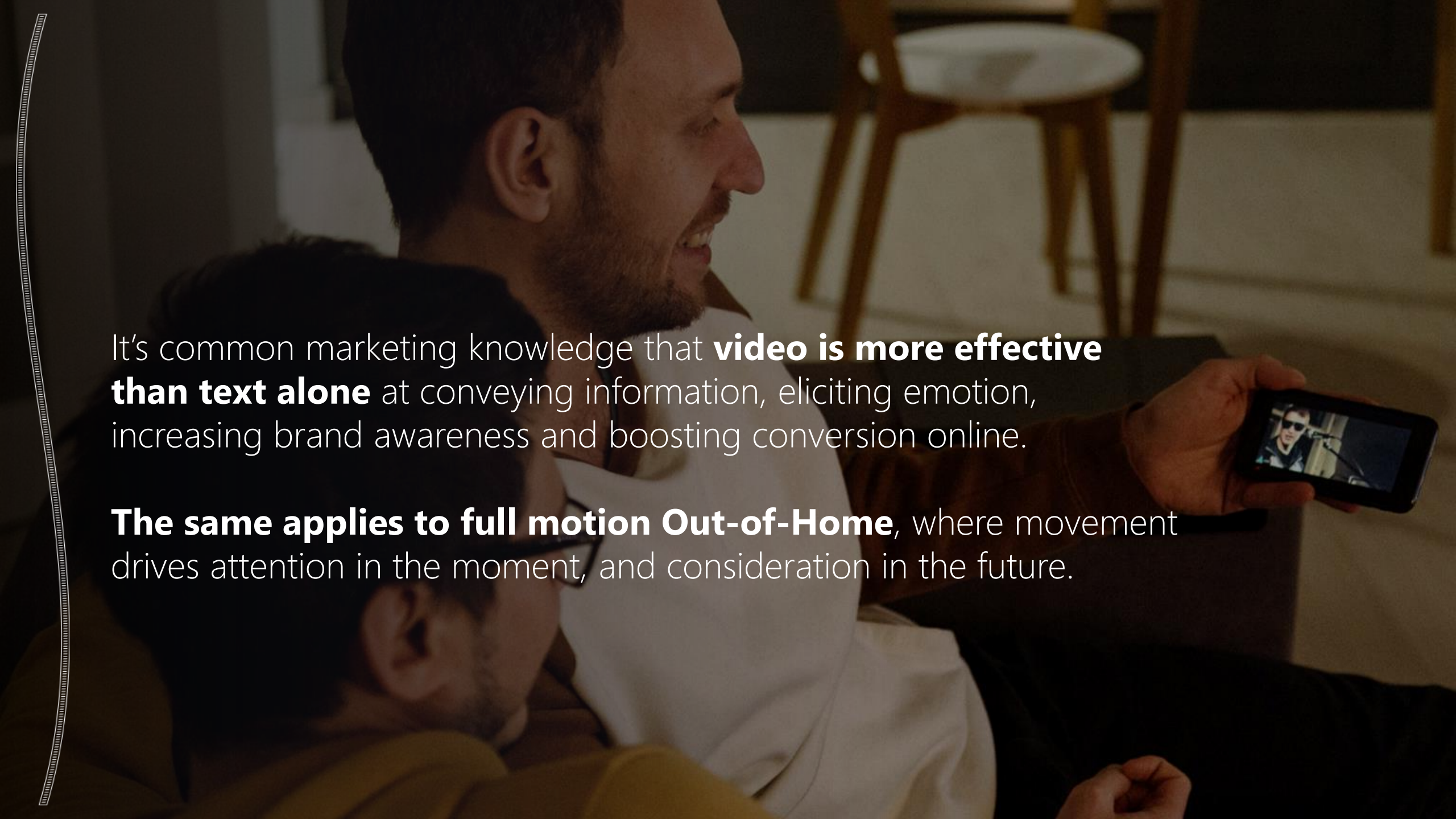
**Using full motion video in  
JCDecaux Airport,** for brand  
engagement and impact.



*"The world of marketing is witnessing a **dramatic shift towards short-form video content**. This trend is driven by the changing consumption habits of the digital generation. Social media platforms like TikTok and Instagram have popularized bite-sized videos that deliver messages quickly and effectively. **We can expect this trend to intensify. Brands will increasingly leverage video content to engage with audiences.**"*

Marketing Magazine, Dec 2023



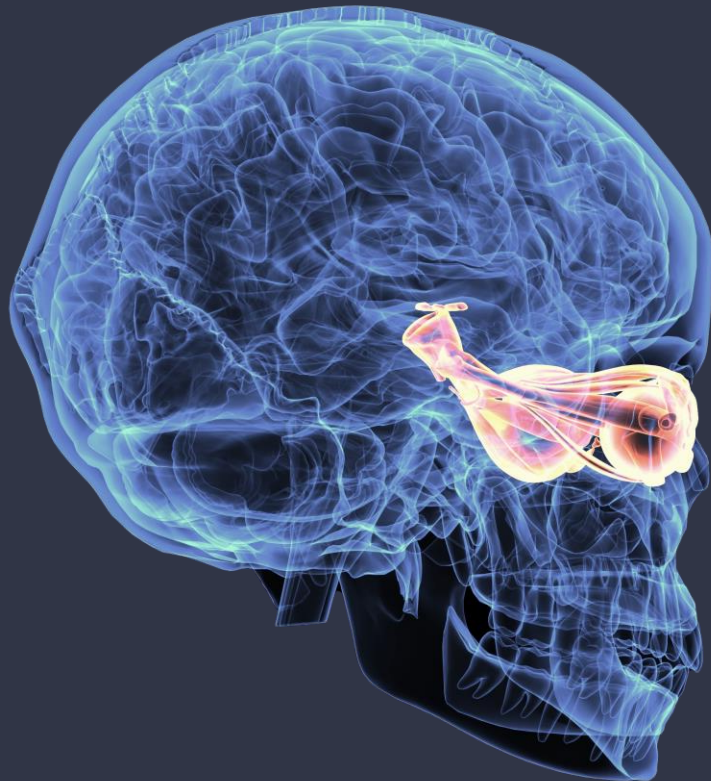
A man and a woman are sitting together, looking at a smartphone held by the man. The man is smiling and looking at the screen, which shows a video of a person wearing sunglasses. The woman is also looking at the screen. The background is a blurred indoor setting with a wooden stool.

It's common marketing knowledge that **video is more effective than text alone** at conveying information, eliciting emotion, increasing brand awareness and boosting conversion online.

**The same applies to full motion Out-of-Home**, where movement drives attention in the moment, and consideration in the future.



International studies conclude full motion digital  
Out-of-Home creates **more impact in the moment**



X3

more impactful

Full motion  
Out-of-Home  
vs static

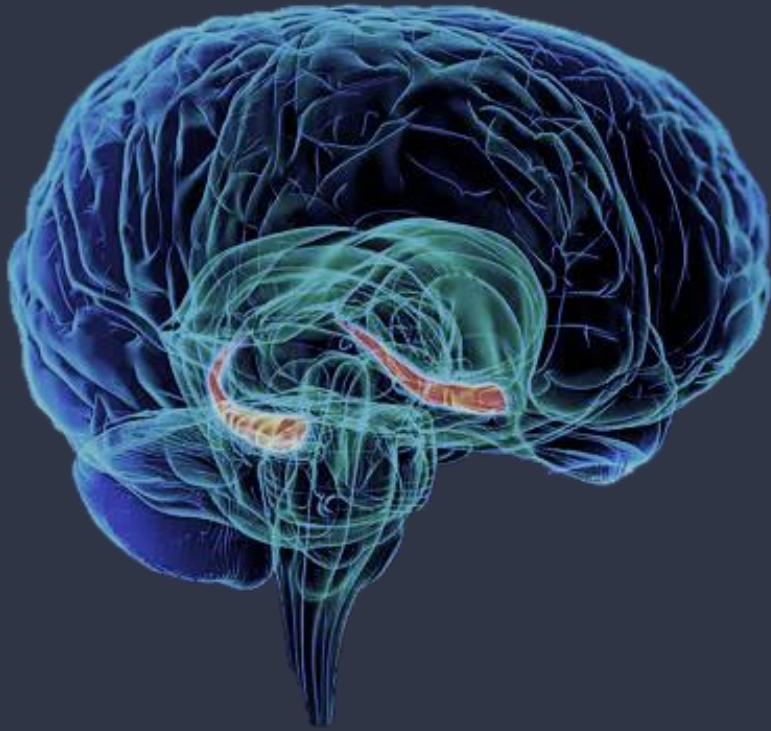
X8

more impactful

AR & 3D  
Out-of-Home  
vs static

A series of thin, light blue geometric lines and shapes, including rectangles and triangles, arranged in a somewhat chaotic pattern in the top left corner.

And is **more memorable**, after the fact



X2.5

more memory encoding and emotional intensity

Full motion Out-of-Home vs static



A woman with dark curly hair, wearing a white short-sleeved top and white trousers with black vertical stripes, is seen from behind. She is holding a silver rolling suitcase and looking at a large digital advertisement on a train platform. The advertisement features a close-up of a man's face with the text "HOWEVER YOU FEEL REALLY FEEL" overlaid. The JCDecaux logo is visible on the bottom right of the screen. The background is slightly blurred, showing the platform and other people.

In New Zealand, JCDecaux Airport is one of the  
**few Out-of-Home advertising environments**  
**where full motion creative can be executed**



## JCDecaux Airport – an ideal environment to **extend video campaigns**

Combined with high dwell and close interaction on foot, JCDecaux Airport enables mass reach for video assets.



Baggage Claim screens and LCD panels are fully digitized and similar dimensions to YouTube and social media, for ease of creative transfer.



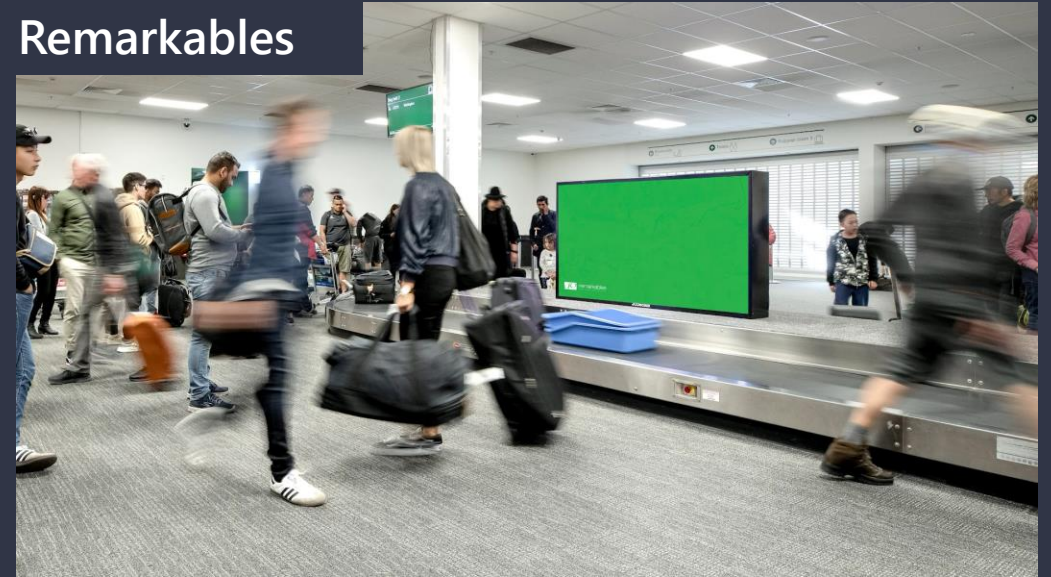


# Examples of brands using video in JCDecaux Airport

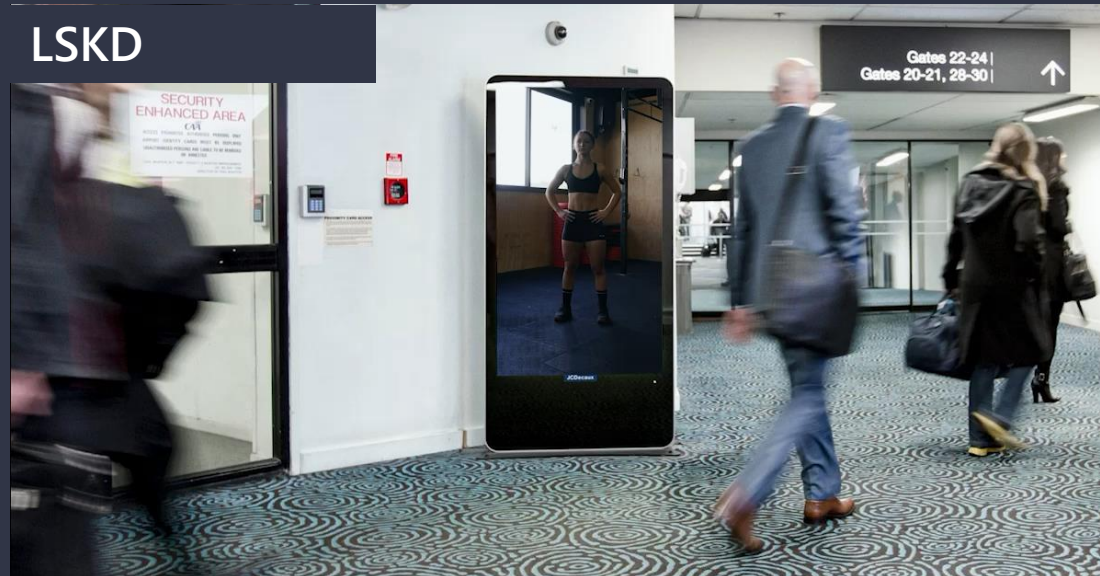
## NZ Ballet



## Remarkables



## LSKD



## Coronet Peak





## JCDecaux INTELLIGENCE

**We wanted to gain local insights  
into video's capability and compare  
with international learnings.**



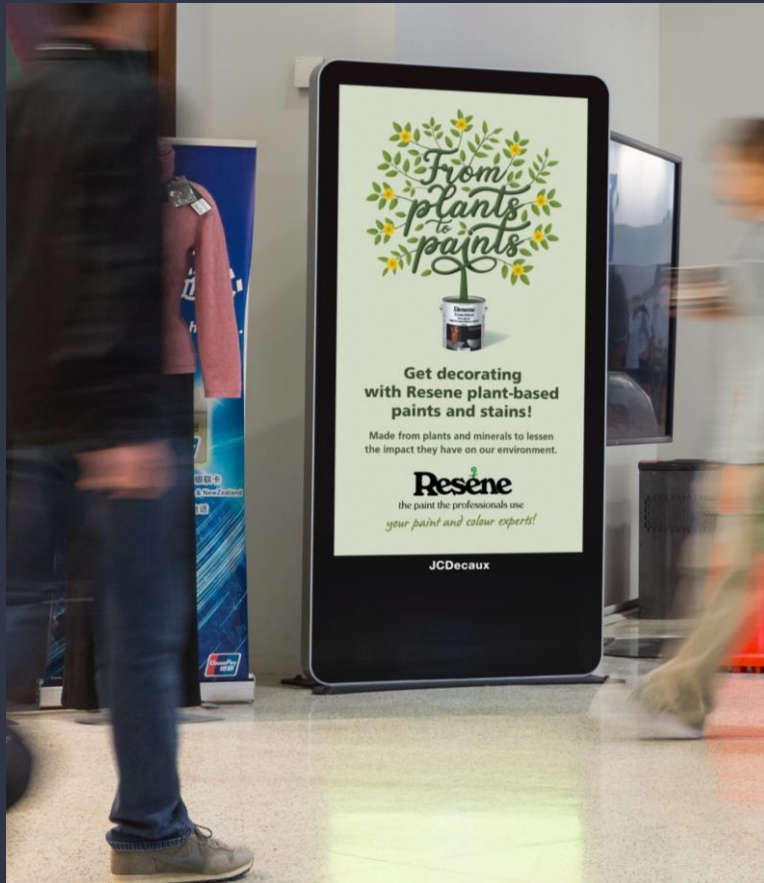


## **Local study** to validate international learnings

### **Methodology:**

- N=100 respondents in each wave
- LCD network in Auckland. International and Domestic departure and arrival environments. 30 screens in total
- Three creative executions for Resene Paints – one static, one basic movement/animation and one full-motion, social style video (15 sec)
- Live study with real Kiwi travellers, recruited after travel and asked to recall the campaigns, as well as creative response. All people aged 18 – 75
- Two weeks of each creative
- July/ August 2024

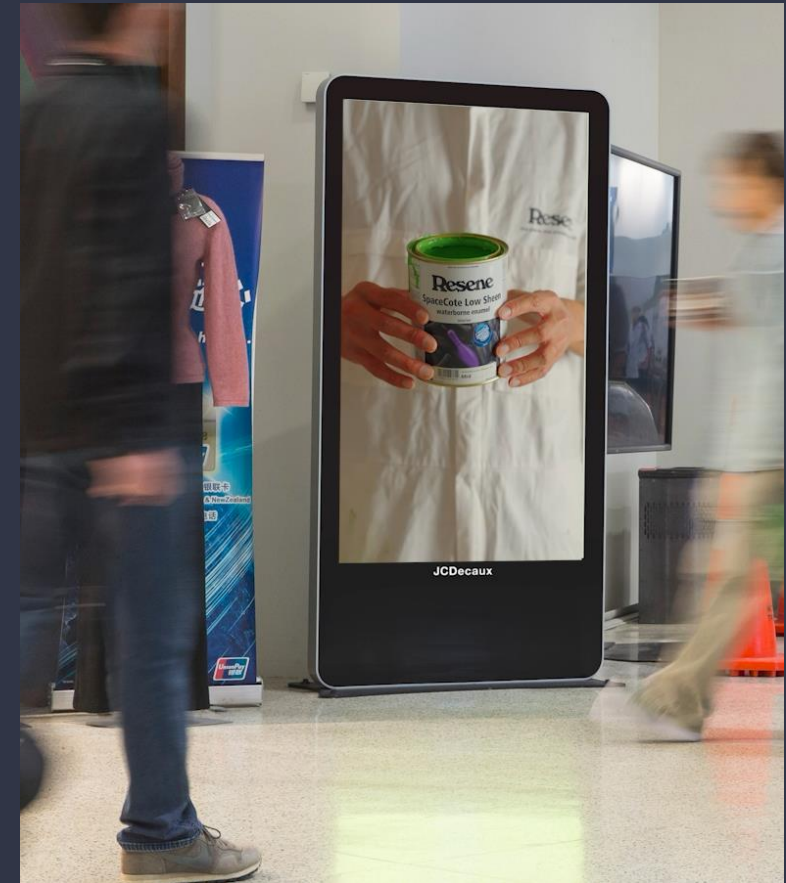





STATIC CREATIVE



SUBTLE MOVEMENT CREATIVE

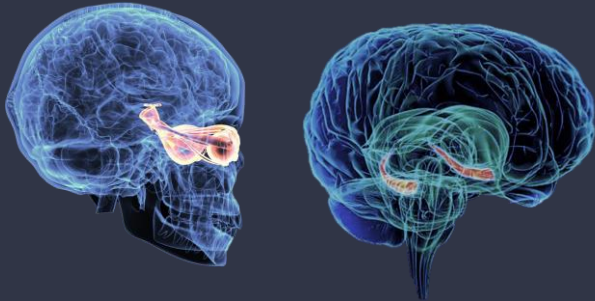


FULL-MOTION VIDEO CREATIVE



Findings replicate what was seen in UK where **video creative over performs across key metrics**

The full motion creative, when compared with static creative commanded higher attention, was recalled significantly more, and was deemed to be extremely relevant.



X2.5

attention

X2

recall

X4

brand for me

Full motion  
Out-of-Home  
Vs static





In addition, **lower funnel metrics from video were significantly higher**

Full motion Out-of-Home  
compared to static

+65%

Intent to find out more

+7%

Consideration

+41%

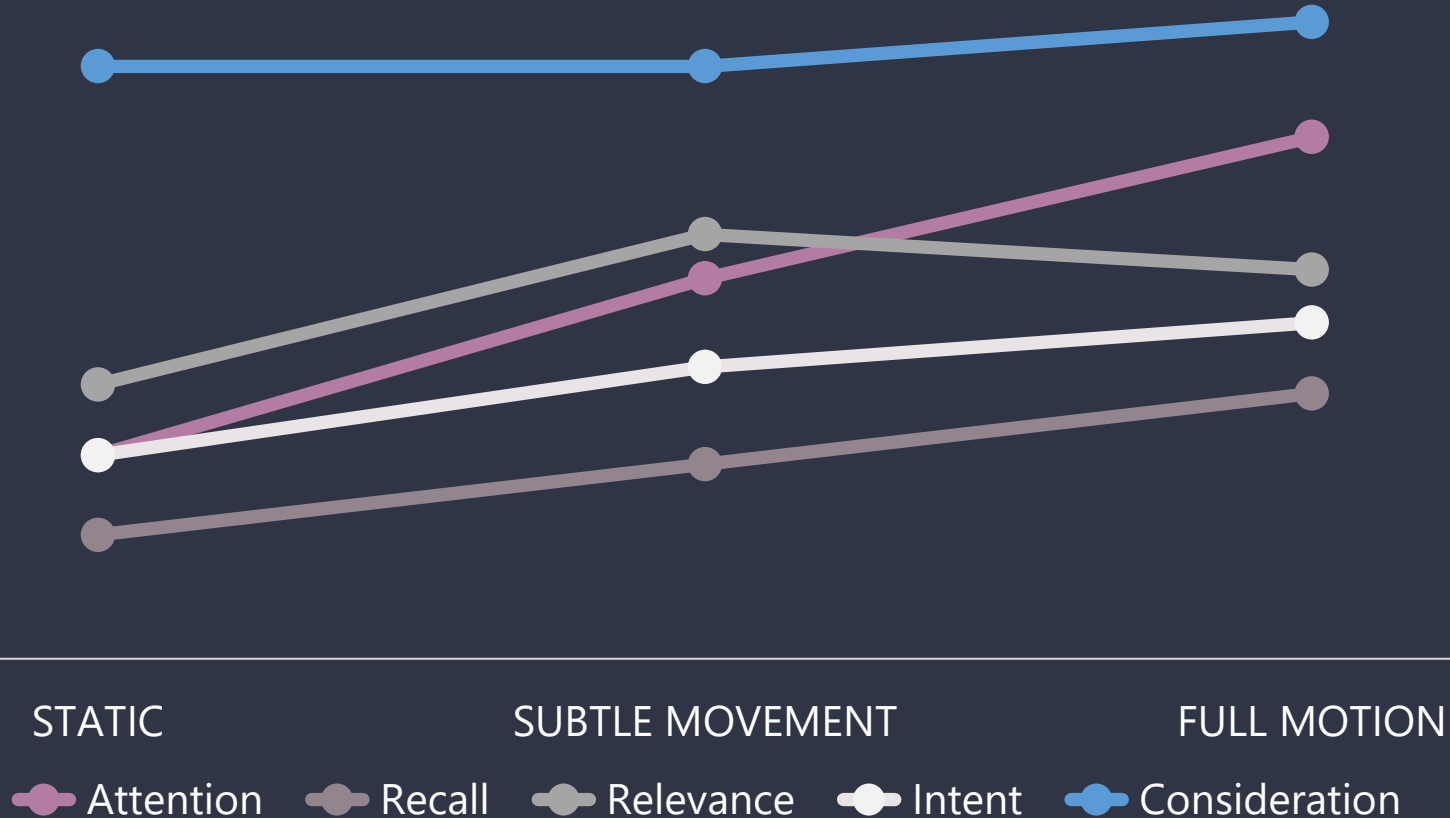
Relevance (campaign)

+20%

Relevance (format)

Across funnel metrics, **growth was seen between static, subtle movement and full-motion video**

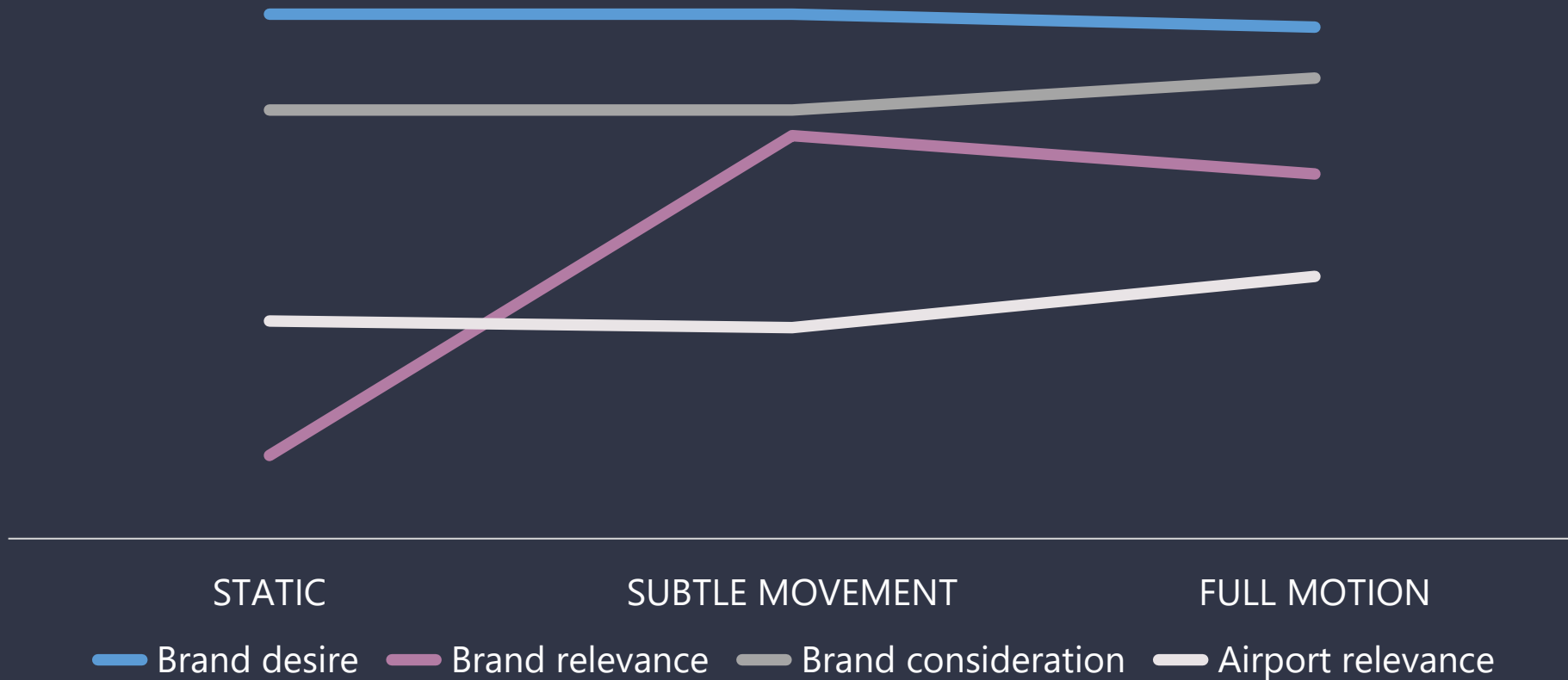
Note: axis removed for brand confidentiality.





Brand metrics show less fluctuation; **any form of movement seems to influence brand relevance**

Note: axis removed for brand confidentiality.



## Conclusions

Research confirms what we see in live Airport environments – **more engagement with video formats** as people move through the airport.

In addition to attention, recall is particularly important, indicating that **full-motion video will have more sales effect**, into the future when people act on campaign memorability.

JCDecaux digital LCD network offers high reach and ease of creative transfer for video content. Airport screens can be used to extend a video screens or social strategy.







**JCDecaux** AIRPORT

**Thank You**