

JCDecaux NURTURE Programme Eligibility Criteria

JCDecaux NURTURE is designed to support funded and rapidly scaling businesses that are looking to build their brand in market long term.

To be eligible for the NURTURE program the following conditions must be met:

- The business must be new and incremental to JCDecaux
- The Nurture program is only available to direct clients (businesses booking direct, not through a media agency).
- JCDecaux must believe the business has the potential to scale rapidly on a national/international level. Nurture is not designed to support 'local' SME's.
- Through the partnership of Tracksuit & JCDecaux, the client must share results of the campaign with JCDecaux. With the business' consent, JCDecaux will be able to share with third parties.
- Minimum of \$50,000 campaign media investment.
- The Nurture program is available to selected clients for a 2-year period. The 2-year period commences from the first campaign start date.
- Campaign must commence within 6 months of being presented the Nurture Opportunity.
- Tracksuit brand tracking must be in place prior to campaign commencement.

If you think your business meets this criteria we'd love to hear from you. Contact:

NurtureNZ@JCDecaux.co.nz