

JCDecaux INFORM

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



JCDecaux NZ Influential Airport Neuroscience Study.

Using a JCDecaux Auckland Airport touchpoint traveller journey, this study validates the 'Airport Mindset' - a unique airport experience, where the brain fluctuates between left and right brain modes, creating a particularly receptive neuro state.

[Contact Matt Kum for full report](#)

Location Matters.

Building on The Moments of Truth study that showed contextual advertising is more effective. New research from JCDecaux UK discusses how location can super charge creative and how this can be measured. Chat to Vic about the JCDecaux beta of drive to location tracking.

[Watch webinar](#)



the **point** of
Search

The Point of Search.

JCDecaux UK was part of this collaborative study that identified how mobile searches conducted in Out-of-Home locations are 38% more likely to lead to purchase, among other insights.

[View Summary](#)

OAAA Major Media Recall Comparison.

Using recall as an effectiveness benchmark, Out-of-Home is compared with other media types.

[Read study](#)



General Audience Insights.

Whilst not specific to Out-of-Home, some interesting consumer studies we've been reading:

[Hard times, strong brands from VCCP London](#)

[2023 update on shared Kiwi Cultural Codes](#)

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