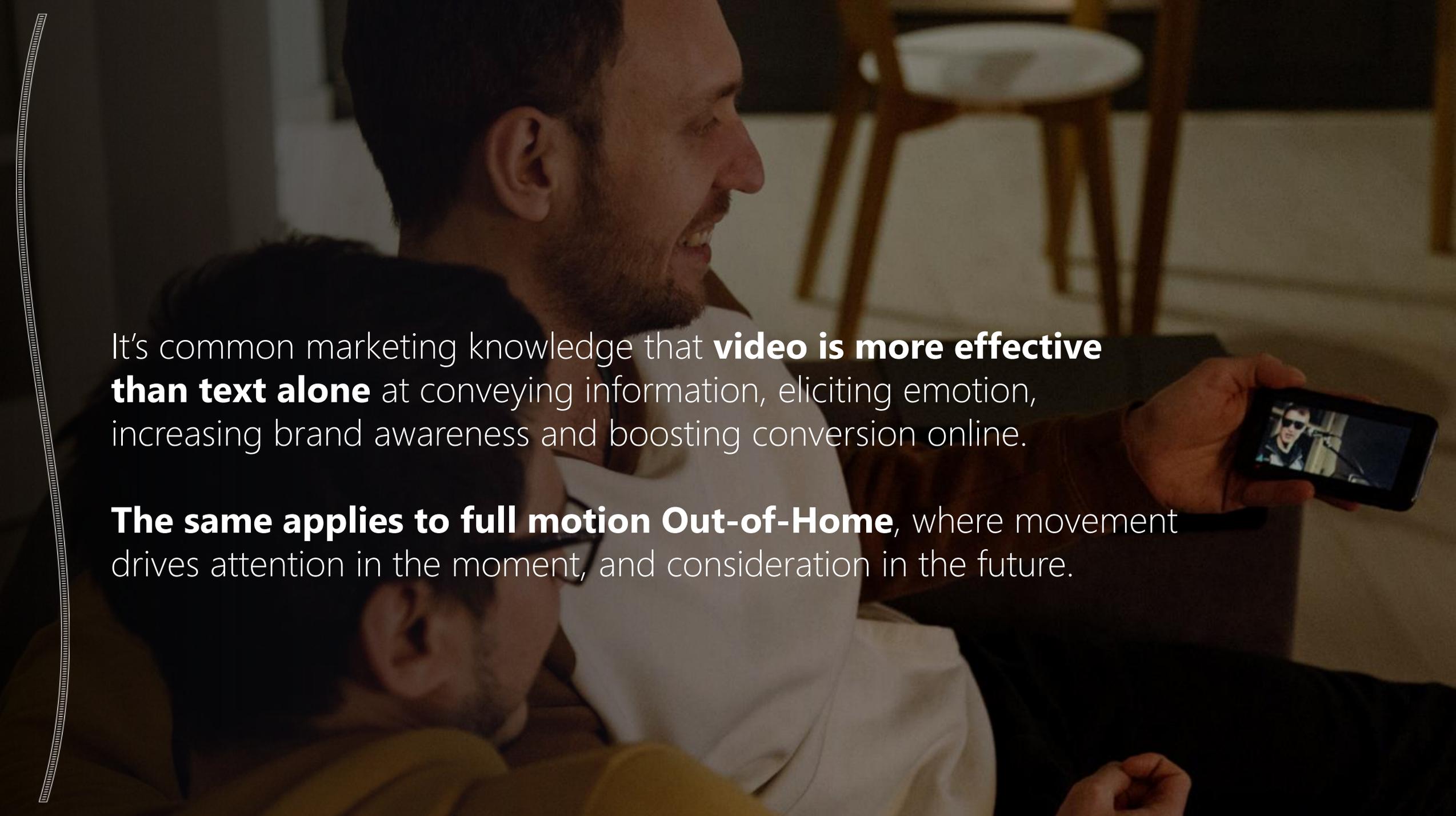


**Using full motion video in
JCDecaux Airport,** for brand
engagement and impact.



"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

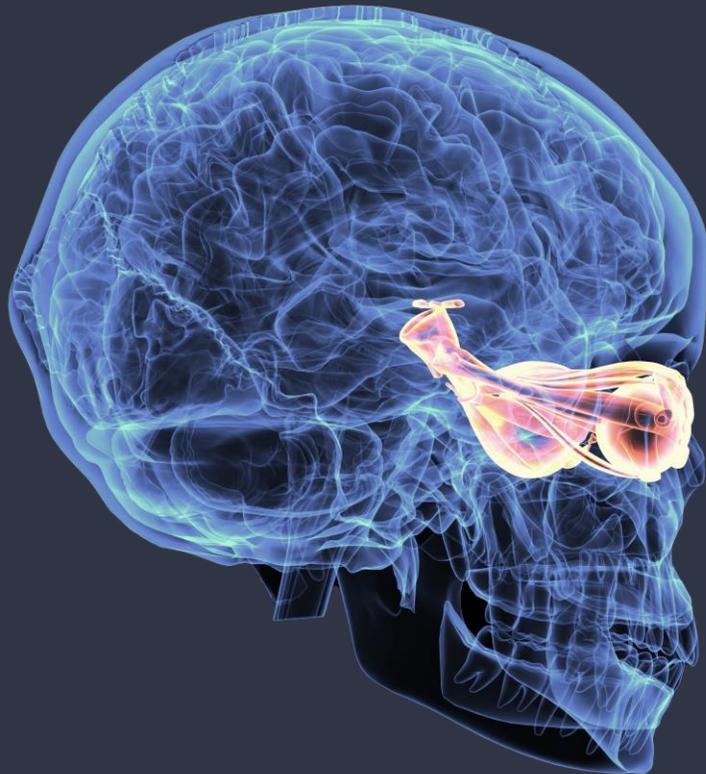


It's common marketing knowledge that **video is more effective than text alone** at conveying information, eliciting emotion, increasing brand awareness and boosting conversion online.

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



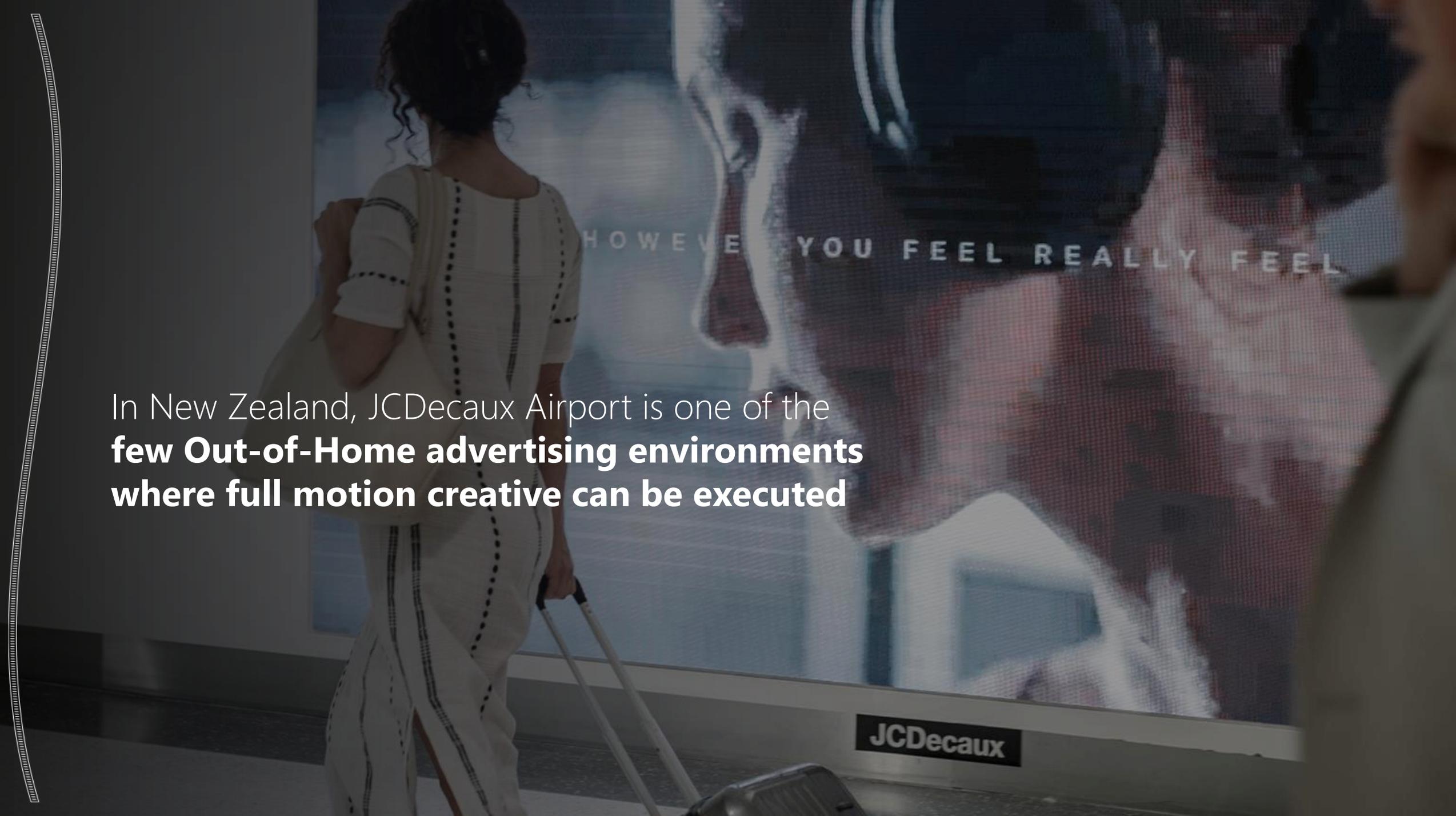
And is **more memorable**, after the fact



X2.5

more memory encoding and emotional intensity

Full motion Out-of-Home vs static



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

JCDecaux



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.**

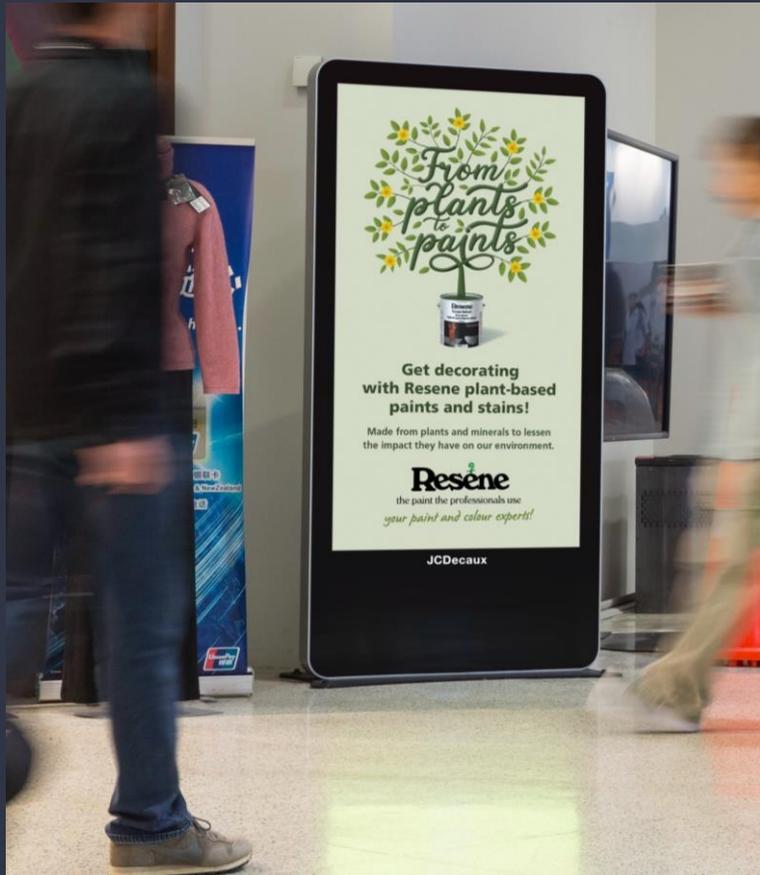




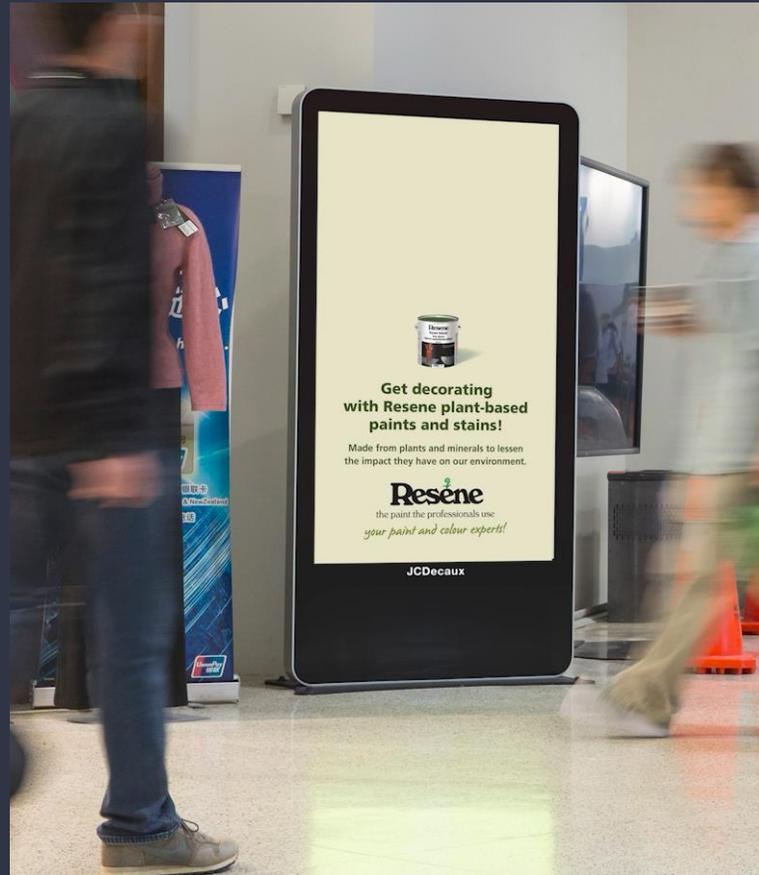
Local study to validate international learnings

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%

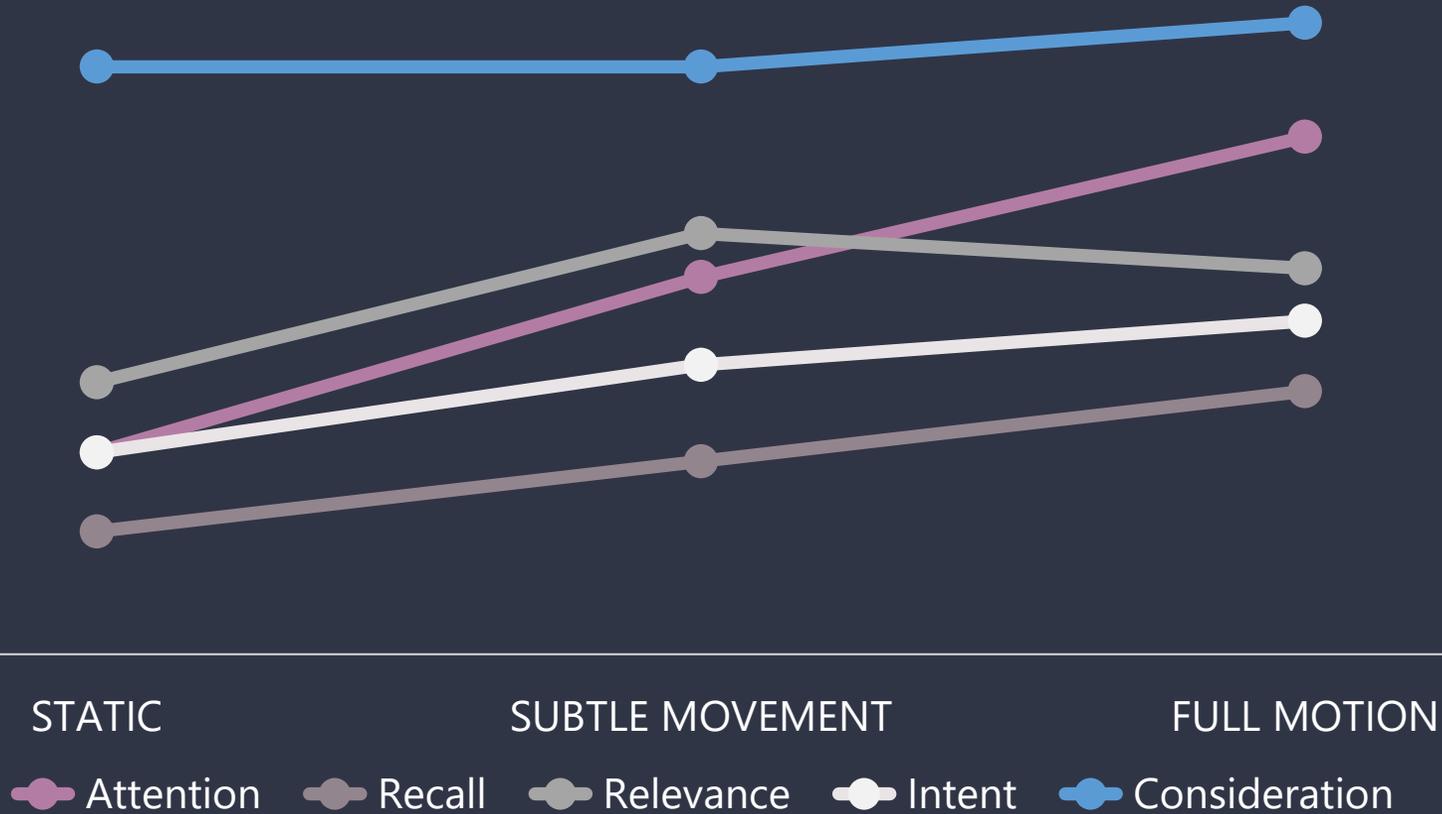
Relevance (campaign)

+20%

Relevance (format)

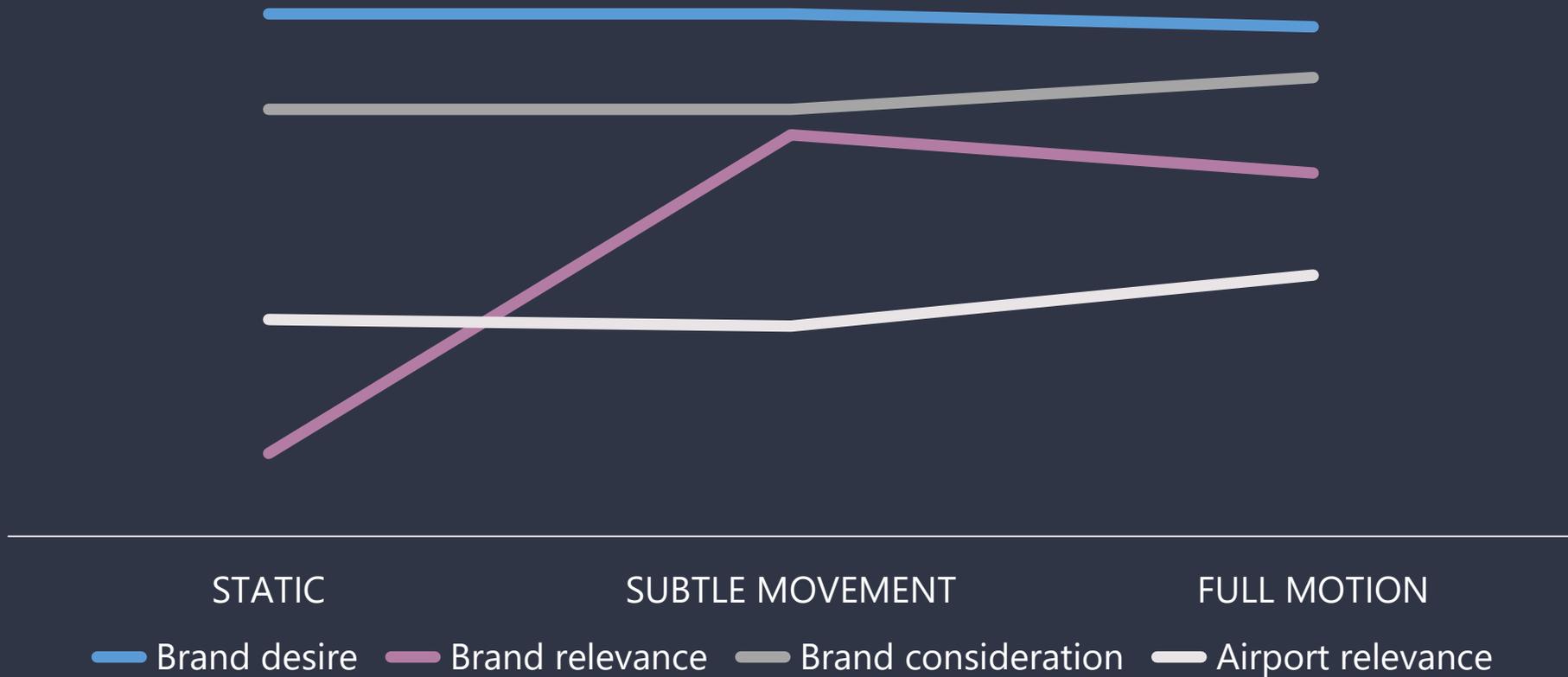
Across funnel metrics, **growth was seen between static, subtle movement and full-motion video**

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