JCDecaux Creative Solutions

Campaigns of the Year

About JCDecaux Creative Solutions

JCDecaux Creative Solutions pushes the boundaries and challenges the conventions of Out-of-Home advertising, transforming innovative concepts into on-street reality.

From special builds to harnessing the latest technologies such as virtual reality and dynamic content, Creative Solutions optimises campaigns across all Out-of-Home environments, including Roadside, Transport, Airport, and Retail.

With dedicated teams around the world, Creative Solutions creates unique opportunities for brands to grab attention, build a dialogue with their audiences and add excitement to the daily life of city dwellers.

JAN — Coca-Cola

FEB — greater FORT LAUDERDALE HELLO SUNNY #HelloSunny

MAR — CycloCity Vilnius

APR — adidas

MAY — CERES

JUN — UNIVERSAL

JUL — McDonald's

AUG — sodastream

SEP — RODILLA

OCT — Melanoma Institute Australia

NOV — airBaltic

DEC — PRETTY SHADY

Advertiser: Coca-Cola

Location
Sydney, Melbourne, Brisbane – Australia

Dates
9th -26th January 2015

Activity
Roadside

Solution
Special build refrigerated dispenser, digital interactive touchscreen

Solve a puzzle and win a free can of Coke #ColourYourSummer

Concept

Eleven free-standing touchscreen digital panels were customised with refrigeration units and a colourful puzzle game. A dispenser released a 250ml can of Coke for all who solved the puzzle on the screen. Social media shares were tagged with the hashtag #ColourYourSummer.

Outcome

The dynamic and colourful display caught people's attention. People could not resist the challenge of winning a free chilled can of Coke on a hot day; 300 cans were dispensed each day. Passers-by shared photos on social media with the dedicated hashtag #ColourYourSummer, further increasing awareness.

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greater FORT LAUDERDALE
HELLO SUNNY

Advertiser: Greater Fort Lauderdale Hello Sunny

Location
Chicago, Boston – USA

Dates
3rd February – 2nd March 2015

Activity
Roadside

Solution
Live video feed, vinyl wrap, heating, special build, social media

Sending sunshine from Fort Lauderdale #HelloSunny

Concept

A special build bus shelter featured a full vinyl wrap, special build roof and heating lamps. A digital screen showed a live video feed from a beach in Fort Lauderdale, and a camera inside the bus shelter allowed the public to interact with beach-goers.

Outcome

The bright colours drew attention in the midst of the grey winter days in Chicago and Boston. The heating encouraged passers-by to stay and interact via the digital screen. The timeliness, originality and interpersonal elements of the campaign ensured large crowds and high levels of interaction. Plenty of photos were shared on social media with the special hashtag #HelloSunny, increasing awareness further.

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Advertiser: Cyclocity Vilnius

Location
Vilnius – Lithuania

Dates
23rd March – 7th April 2015

Activity
Roadside

Solution
Special build, social media competition

#CityOnABike launches a new Cyclocity season

Concept

Eight free-standing panels were customised into novelty "face-in-the-hole" photo panels. Each panel was made to look like an international location where the bicycle scheme Cyclocity is present. A competition to win a free membership for best photo shares was set up on social media with the hashtag #MiestasAnDviracio (#CityOnABike).

Outcome

The classic concept of taking a novelty photo with a fun background was delightfully simple. Passers-by were drawn to the multi-coloured customised panels and many shared photos of themselves on social media. As a result, sales of long-term membership increased by 7% (the most successful season yet), and social media channels saw a 25% increase in page likes.

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adidas

supercolor

Advertiser: Adidas

Location
Berlin – Germany

Dates
31st March – 14th April 2015

Activity
Roadside

Solution
Mobile interaction, vinyl wrap, special lighting, WiFi

Pick your favourite colour for the Pharrell Williams' Adidas Superstar sneaker

Concept

Bus shelters across the city featured Pharell Williams' new trainer 'adidas Superstars'. The shelters were equipped with free WiFi and special interactive LED lights behind the creative. By connecting to the WiFi on one's smartphone and opening the special landing page, one could control the LED lights in the panel.

Outcome

The brightly-coloured, dynamic creative caught the eye of passers-by, and they were delighted to be able to control the lights of the panel. There was no need to download a special app, which made the campaign simple and enjoyable, maximising interactions.

CERES

Advertiser: Ceres

Location
Milan - Italy

Dates
7th – 20th May 2015

Activity
Transport

Solution
Special build, vinyl wrap, experiential

Hop on and join the #CeresTram party!

Concept

The Danish beer brand Ceres turned a tram in Milan into "party tram". The tram which was fully wrapped inside and outside, featured a customised branded interior and hosted a live DJ performance every evening. Travelling around the city between 7pm and midnight, the tram picked up passengers to join the party and enjoy a complimentary beer.

Outcome

The tram was unmissable with its unique, colourful graffiti artwork and the lively music being heard from inside. People were seen dancing and having fun in the tram and everyone wanted to join the party. Those already on board were sharing their photos on social media with the hashtag #cerestram.

Advertiser: Universal UK

Location
London – UK

Dates
9th – 26th June 2015

Activity
Transport

Solution
Domination, experiential, special build, Beakle, dynamic content

"Welcome to Jurassic World Waterloo"

Concept

London Waterloo station was transformed into "Jurassic World" with a full domination campaign incorporating digital, giant banners, vinyl stickers, life-sized 3D special build models of dinosaurs and a pop-up retail store selling tickets and merchandise. Sound integration incorporated roars from the dinosaurs in the main hall and sounds of Jurassic forests in the passageways. Beakle integration offered a mobile audio tour of a special build museum gallery, and also a synchronised narration of the video played on the giant Motion@Waterloo screen. Finally, the Motion@Waterloo included dynamic social media content with moderated tweets with the hashtag #JurassicWaterloo.

Outcome

Travellers were completely immersed in "Jurassic World" from the beginning to the end of their journey, experiencing new, engaging and interactive Out-of-Home elements. The experience appealed to people of all ages and left an unforgettable impression. The campaign proved to be one of JCDecaux's most successful and impressive so far, resulting in extensive press coverage and the hashtag #JurassicWaterloo trending on Twitter.

Advertiser: McDonald's

Location
Amsterdam – Netherlands

Dates
4th July
2015

Activity
Roadside

Solution
Sampling, showcase,
temperature sensor

Grab a free McFlurry as the temperature hits a record high

Concept

A panel showcased 100 empty McFlurry cups. A temperature-sensitive mechanism within the panel triggered the panel to open when the temperature outside reached 38.7 degrees Celsius. Once the panel opened, the public could grab an empty McFlurry cup of their favourite flavour (KitKat, M&Ms or Waffle) and use it to redeem the free ice-cream at the nearest McDonald's restaurant.

Outcome

Passers-by were intrigued by the colourful collection of cups in the panel and the unusual temperature sensitive call-to-action. The news spread by word of mouth and social media. As the temperature slowly rose, a crowd began to gather, waiting in anticipation and excitement at the prospect of getting a free ice-cream.

sodastream

Advertiser: SodaStream

Location
Tel Aviv – Israel

Dates
30th August – 8th September 2015

Activity
Roadside

Solution
Special build bubble machine, vinyl wrap

Get mesmerised by a giant bubble machine!

Concept

Several bus shelters across Tel Aviv incorporated full vinyl wraps and special build showcases. Each bus shelter featured a special build bubble machine that made it look like a giant SodaStream appliance.

Outcome

The brightly coloured bus shelter wraps were eye-catching and encouraged people to stop and have a look at the showcase within. Many people gathered around, delighted by the simple yet mesmerising display.

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RODILLA

Advertiser: Rodilla

Location
Madrid – Spain

Dates
19th – 25th September 2015

Activity
Roadside

Solution
Digital interactive screen, mobile interaction

Make an order in under a minute to win a free meal

Concept

A digital interactive touchscreen panel featured a Rodilla mobile app and a touchscreen game. To win the game, a participant had to complete an order from the menu in under 1 minute. If the player was successful, a special code for a free meal was displayed. They could take a photo of it and redeem it at the nearest restaurant for a free meal.

Outcome

The chance of winning a free meal encouraged participation and word of mouth. Competing against the clock was exciting and allowed more people to take part. Browsing the interactive app additionally increased positive brand perception.

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Melanoma
Institute Australia

Advertiser: Melanoma Institute Australia (MIA)

Location
Sydney – Australia

Dates
6th – 13th October 2015

Activity
Roadside

Solution
Digital, interactive, contactless payment

Donate to watch the melanoma shrink before your eyes

Concept

A digital panel displayed an eye-catching animation of a growing melanoma with the headline 'Stop the spread of melanoma'. The contactless payment technology Tap-and-Go PayPass allowed passers-by to tap their credit card on the panel and instantly donate to the Melanoma Institute Australia. As each donation was made, the melanoma animation responded and visibly reduced in size. It restarted to grow until another donation was made. If multiple people tapped to make a donation, the melanoma continued to die away until it was barely visible.

Outcome

The combination of an eye-catching and effective visual together with an innovative and reliable technology helped raise funds and awareness for the Melanoma Institute.

Seeing the animation respond after each donation, encouraged people to rush towards it to stop it growing even more. The simple and creative concept was very successful and saw an impressive number of interactions, direct donations and press coverage.

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Advertiser: airBaltic

Location
Riga – Latvia

Dates
18th – 21st November 2015

Activity
Roadside

Solution
Interaction, speech recognition, competition

"I love Staro Riga!"

Concept

To promote the Staro Rīga light festival, a competition was created inviting passers-by to win a free trip to one of the cities. Seven bus shelters were made to represent seven major European cities. Each shelter featured a full vinyl wrap, special lighting, and voice recognition technology. To win, participants could activate the voice recognition using their mobile phone and correctly say into a microphone on the shelter "I love Staro Riga" in the language of the respective shelter. If pronounced correctly twice in a row, they were automatically entered into a competition to win two return flights to that city.

Outcome

The colourful wrapping and special lighting drew people in, especially in the evenings. Passers-by were delighted at the challenge to show off their foreign language skills. The originality of the campaign made it very popular and led to an impressive 13,495 entries in just a few days.

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Advertiser: Pretty Shady

Location
Sydney – Australia

Dates
1st –7th, 19th – 26th December 2015

Activity
Roadside

Solution
Showcase, special build game

Win free sunscreen with this Claw Machine game!

Concept

A special build bus shelter at the famous Bondi Beach in Sydney showcased a claw machine game containing tubes of sunscreen. Passers-by could play the game to win a free tube of SPF 50+ sunscreen for their trip to the beach nearby. Additional vinyl wraps on the roof displayed themed pictures of umbrellas, hats and sunglasses.

Outcome

The brightness and originality of the campaign were very eye-catching. Word of mouth spread and The Cancer Institute NSW's 'Pretty Shady' bus shelter saw people queuing up to play the game. The game was fun, engaging and effectively communicated a more serious message; reminding people to protect their skin from the harmful rays of the sun.

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