JCDecaux Transport

METRO / TRAIN STORIES

Time and space for a daily dialogue with urban lives

2023

METRO / TRAIN STORIES
TIME AND SPACE FOR A DAILY DIALOGUE WITH URBAN LIVES

#1 Metro / Rail: the cornerstone of urban living

#2 Beyond commuters: reaching desirable urban audiences

#3 A powerful platform for brand growth

#4 Advertising that delivers: demonstrating the impact of Metro / Rail advertising campaigns

#5 Metro / Rail advertising: the responsible choice

#1

THE CORNERSTONE
OF URBAN LIVING

AN ESSENTIAL MEANS OF TRANSPORT

CONNECTING PEOPLE TO ALL THE ESSENTIAL AREAS OF THE CITY

IN A FAST AND EFFICIENT WAY

THE CORNERSTONE TO
URBAN LIVING

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#2

BEYOND COMMUTERS: REACHING DESIRABLE URBAN AUDIENCES

A MASS MEDIUM
FOR A DAILY DIALOGUE

1 out of 2
are **frequent travellers**

40%	**14%**
4-5 times a week	every day

Frequency is back to normal

whatever the purpose more than

70%

travel at the same or at an increased frequency

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2H30 OF WEEKLY DIALOGUE

IN A FAVOURABLE MOOD TO TAKE IN ADVERTISING

MAKE YOUR BRAND
SEEN & REMEMBERED
LIKE IN NO OTHER MEDIA

A TARGET AVAILABLE & OPEN TO INFLUENCE

48%
Listening to music

39%
Observing surroundings

26%
Planning the things I have
to do during the week

MANY SPENDING DECISIONS WILL BE MADE WHILE TRAVELLING

How often do you think of the following while travelling on the metro / train?
TOP5 answers (Almost always + Frequently)

My job and work related stuff — **62%**

What I need to buy for home
(food / household) — **59%**

Subjects related to my finances
My leisure plans (music, cinema/TV, etc) — **52%**

What I want to buy for fashion
(clothes, shoes, accessories...) — **46%**

My next holidays, travels — **45%**

#3

A **POWERFUL PLATFORM** FOR BRAND GROWTH

GUARANTEED
BRAND SAFETY & VISIBILITY

A CONTROLLED ENVIRONMENT

A guaranteed brand safety protecting your brand's image

UNAVOIDABLE MEDIA

No adblock unmissable advertising

PROXIMITY COMMUNICATION

Close exposition of your brand reaching **"real people" in the "real world"**

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A POSITIVE PERCEPTION OF ADVERTISING
VS OTHER MEDIA

Attracts more attention

77%

Is easier to remember

62%

Is more pleasant

60%

Is less intrusive

59%

Source: « Metro / Train Stories 2 » survey by JCDecaux Transport on Attest, June 2023 – 14 countries / 5,214 respondents

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ADVERTISING IS NOTICED & BRINGS A WELCOME ESCAPE

90%
Notice advertising

63%
Notice it frequently

73%
It gives me something to look at during my journey

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A CONNECTED AUDIENCE

45% surfing the internet I 36% searched a brand/product advertised I 21% downloaded information or a coupon after scanning the QR code of the ad

2+2=5: DOOH + MOBILE A DEMONSTRATED GREATER EFFECTIVENESS

On-line attention & consideration +50% I Positive brand perception +27% I Purchase intent +20%

THE IDEAL MEDIA
FOR OMNICHANNEL CAMPAIGNS

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THE POWER OF
CONTEXT

DYNAMIC CONTENT
personalized in real-time according to

Area / Day of week/ Time of day

External data triggers
Weather / Events
News / Environmental conditions
Promotions / Inventory availability

Advertising recall
+17%

Impact on sales
+16%

Only 3 seats left at £41 on tomorrow's 05:30 train to Liverpool Lime Street.

trainline

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METRO / TRAIN ADVERTISING
ENRICHES THE DAILY COMMUTE
BY INSIPIRING HIGHLY ENGAGED AUDIENCES WHO
ARE AVAILABLE AND OPEN TO INFLUENCE

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#4

ADVERTISING THAT DELIVERS:

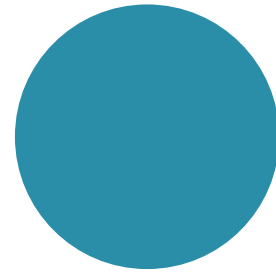DEMONSTRATING THE IMPACT OF METRO / RAIL ADVERTISING CAMPAIGNS

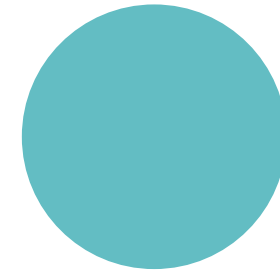# AN END-TO-END ECOSYSTEM OF DATA SOLUTIONS

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DATA SOLUT:ONS
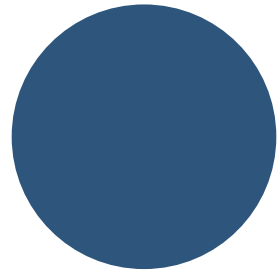
OPTIMISE
Enhance your planning
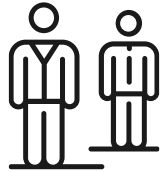with data-driven insights

ENGAGE
Create interactive experiences
throughout the customer lifecycle

EVALUATE
Assess the impact
of your strategy

STRONG DATA CAPABILITIES FOR CAMPAIGN PLANNING AND MEASUREMENT

Planning Insights

Quantitative data
(station footfall, day/hour footfall distribution, reach, frequency, impressions)

Qualitative data
(demographics, affinities, behavioral mobile data)

Attention measurement

Brand Outcomes

Campaign effectiveness
(online surveys, geo-located branding surveys)

Business Outcomes
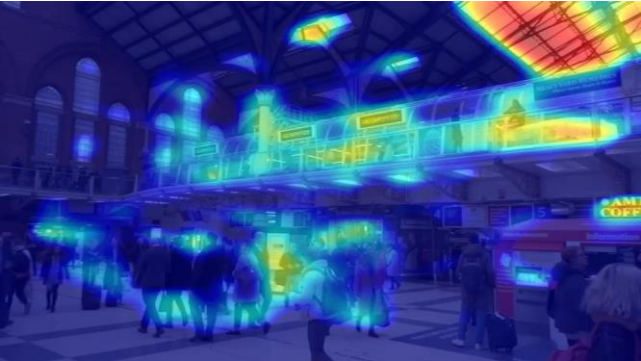
Traffic uplift
(drive-to-store/web/app)

Sales uplift

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STRONG DATA CAPABILITIES FOR CAMPAIGN PLANNING AND MEASUREMENT
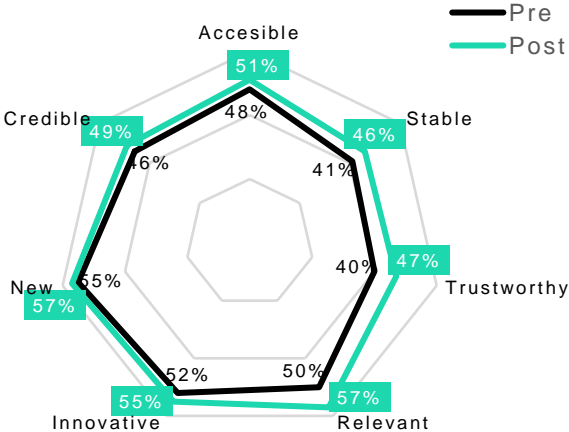
Example in UK Rail stations

PRE-CAMPAIGN | POST-CAMPAIGN

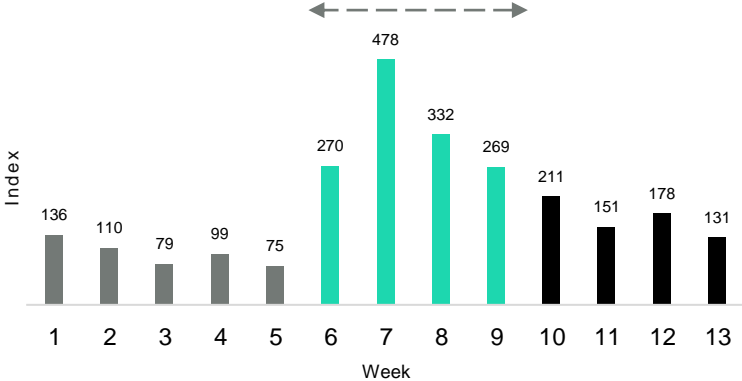**Optimizing for attention through eye-tracking technology**

Measuring campaign's effect on brand KPIs

Understanding the business impact of a campaign

+240% uplift in the number of new visitors to the website, also peaking in the second week

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#5

METRO / RAIL ADVERTISING:

THE RESPONSIBLE CHOICE

BY DISCOURAGING PRIVATE CAR USE, GOVERNMENTS ARE ENCOURAGING CITIZENS TO USE PUBLIC TRANSPORT AND PROMOTE ESG OUTCOMES

THE NEED TO DEVELOP THE TRANSPORT NETWORK HAS BEEN IDENTIFIED BY AUTHORITIES AND OPERATORS AS ONE OF THE TOP 5 STRATEGIC OBJECTIVES

AT THE CORE OF
SMART CITIES

Source: « Future of Public Transport » by KPMG, November 2022

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METRO & RAIL
ARE PIVOTAL TO A GREENER CITY

Take a Walk: The Cities Around Europe That Are Banning Cars

Source: Europe of Cities.com

35% drop in vehicles since city banned 'overaged' automobiles: Delhi Economic Survey

Source: The Print.in

Norway: Railways essential to achieve climate goals

Source: Worldwide Railway Organisation (uic.org)

How better transport will help Latin America get ahead of the climate crisis

Source: World Bank.org

The importance of rail in meeting the UK's net zero ambitions

Source: Local Government Association (local.gov.uk)

The European year of rail: Why rail can transport us to a greener future

Source: Brink News.com

Decarbonizing transport: Shifting people and goods onto railways

Source: World Bank.org

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VS OTHER MEDIA,
OOH HAS THE LOWEST CARBON FOOTPRINT

OOH total energy consumption of the Information and Communication Technologies sector in France

0.4%

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A MEDIA OF INLUENCE
FOR ENVIRONMENTAL AND SOCIAL CAUSES

"Advertising that promotes environmental or social causes inspires and motives me to make positive changes in my own life."

73%

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APPENDIX I:
ABOUT THE SURVEY
METRO/TRAIN STORIES 2
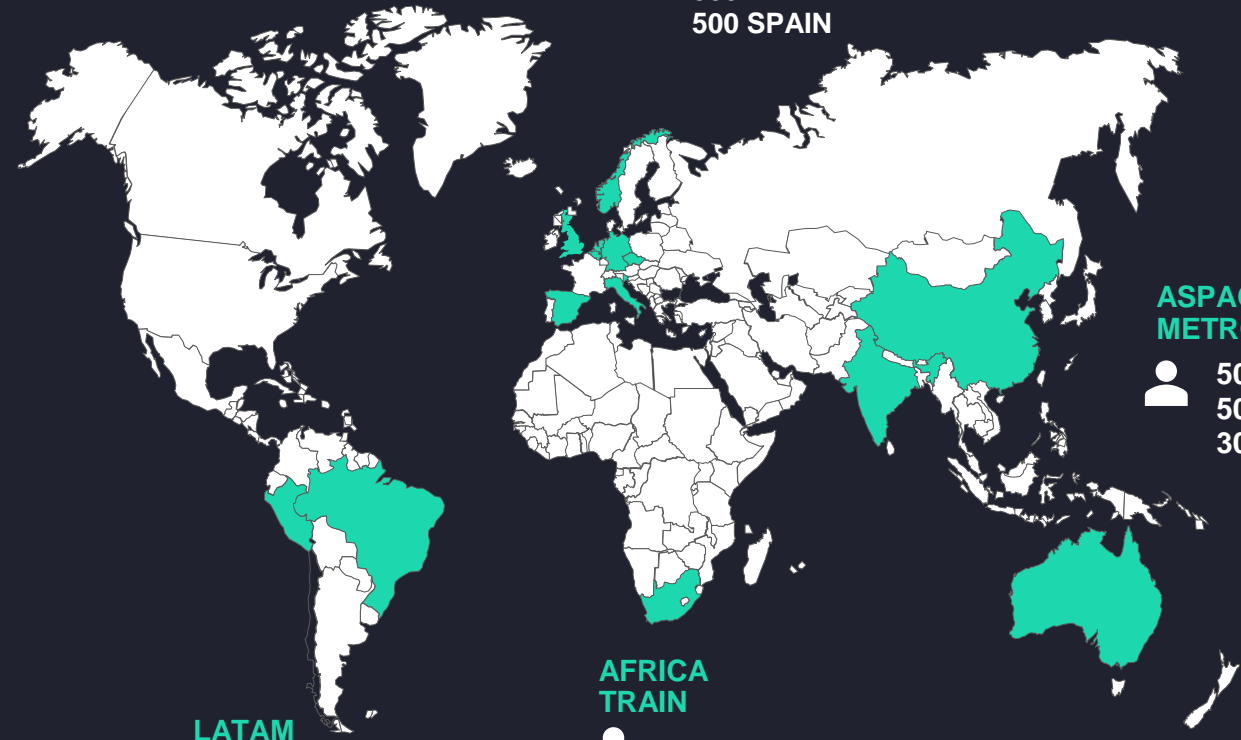
ONLINE QUESTIONNAIRE (ATTEST)

TIME PERIOD: 7 TO 12 JUNE 2023

QUALIFICATION CRITERIA

Aged 18 to 60 years old

Have travelled on metro (for metro countries) / travelled by train (for train countries) in the last 4 weeks

Have used the metro (for metro countries) / travelled by train (for train countries) at least once a week in the last year

METHODOLOGY
& TARGETING

APPENDIX II:
USEFUL LINKS

STUDY « 2 + 2 = 5 » BY LUMEN FOR JCDECAUX UK

JCDECAUX DATA SOLUTIONS

COMPARATIVE ANALYSIS OF THE ENERGY, ECONOMIC AND SOCIETAL
PERFORMANCE OF OUTDOOR ADVERTISING IN FRANCE, KPMG

JCDECAUX VISION 2030

USEFUL
LINKS

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