MARKETING AND CONTRACTING PROCESSES OF ADVERTISING IN METRO SYSTEMS

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MARKETING AND CONTRACTING PROCESSES OF ADVERTISING IN METRO SYSTEMS

1. JCDecaux, the Worldwide Leader in Transport Advertising
2. Creating Value for Authorities through Advertising Concessions
3. Fundamentals for Marketing Success
4. Services to Enhance the Commuter’s Journey
5. Contracting Processes
Worldwide expertise in OOH advertising

More than 50 years of experience in OOH advertising*
Revenue: €3,208 million
Presence in 76 countries
4,435 cities
+1,100,000 advertising panels
12,850 employees

*Data from 2015

Every day, JCDecaux reaches more than 400 million people
Tram and Metro concessions

45 Concessions
14 Countries
39M Passengers daily
72% Contracts 10 years +

Strong expertise in Tram and Metro advertising
Creating Value for Authorities through Advertising Concessions
An Optimal and Sustainable Mix to Create Ad Value

- Solutions to reach a captive audience
- Beautification of the environment with premium advertising
- Catch the attention and create engagement

Monetization of traffic for the authorities and value creation for the advertisers
Advertising panel, Santiago de Chile Metro, Chile

Contributing to the beautification with a premium advertising
Escalator Branding, Madrid Metro, Spain

Bringing adapted solutions to effectively target a captive audience
Generating engagement with experiences that break commuters’ daily routine
Passengers’ response to metro advertising
Passengers survey from JCDecaux Metro Stories

- 77% searched on the Internet for an advertised brand or product or visited the website
- 74% talked to friends, family or colleagues about brands they had seen advertised
- 68% looked for an advertised brand or product in the shops

Highly responsive reaction to metro advertising
Our fundamentals to create a premium advertising environment
From 10 small lightboxes…

Waterloo Station, London - UK
Waterloo Station, London - UK

Less Is More

...to 1 prominent digital screen

Revenue x3
Innovation

Beijing Metro, Beijing - China

ENGAGING EXPERIENCE
Catch passengers’ imagination through an immersive experience they are willing to engage with
Creating a Friendly and Useful Environment for the Passengers

Station face lifting through art, Chongqing Metro

Improve the perception of the transport environments
Creating a Friendly and Useful Environment for the Passengers

Amazon QR Code Book Display, Shanghai Metro

Create interest in the metro environment
Reactive and easily adaptable

18% of Transport turnover

Can display live content to passengers

Digitalization

Southern Cross Station, Melbourne - Australia
Passengers’ perception of metro advertising
Passengers survey from JCDecaux Metro Stories

Perception of the Metro Environment

Without Advertising

- Monotonous: 63%
- Dull: 57%
- Bleak: 53%
- Cold: 59%
- Boring: 57%
- Interesting: 52%

With Advertising

- Eye Catching: 69%
- Vibrant: 63%
- Attractive: 57%
- Modern: 55%
- Cold: 59%
- Boring: 57%

Changing the way passengers experience their daily commute

JCDecaux Metro Stories Survey, 2014
Services to Enhance the Commuter’s Journey: Shanghai Metro TV Case study
Metro TV possesses elements of both TV and OOH advertising and it is an effective part of TV ad extension.
The quickest way to obtain information during 5 mins waiting time

Features

- Updated Operation Info, passengers will see screens certainly.
- Good voice broadcast attracts passengers to watch
- Cable access, there are almost no failure rate
About 70% passengers watch Metro TV while waiting for trains.

Over 67% passengers watch MetroTV while waiting for trains coming.

Passenger Behavior at Platform ( % )

- Watching MetroTV: 66.8%
- Watching Mobile Phone: 39.9%
- Chatting: 14.6%
- Watching Outside: 10.6%
- Reading Newspaper: 7.2%
- Nothing: 15.6%

Data Source: CTR2014 Shanghai Metro Media Survey
News Update
Compiles the most recent domestic & international news

Sports News
Compiles the most recent sports news from China and around the world with authoritative comments!

Life-style Service Info
This section features lots of useful tips to make your everyday life a better one

Entertainment
Compiles the latest and most eye-catching news clips from home and abroad to keep you entertained!

Weather Forecast
Most updated weather forecast of Shanghai and beyond
Contracting Processes
The Four Pillars for a Successful Partnership

LONG TERM CONTRACTS
- Investment in best quality
- Educate the market to properly position media
- Ensure viability of investments

EXCLUSIVITY
- Uncluttered environment
- Single entity for dealing with advertisers
- Single market signal to the passengers

VARIABLE FEES
- Align the goals of the landlords & the operator
- Benefit from upsides when the target is exceeded

OWNERSHIP OF THE ASSETS
- Optimal quality control
- Replacement with the latest technologies
- The operator implements and removes the assets

Worldwide best practices