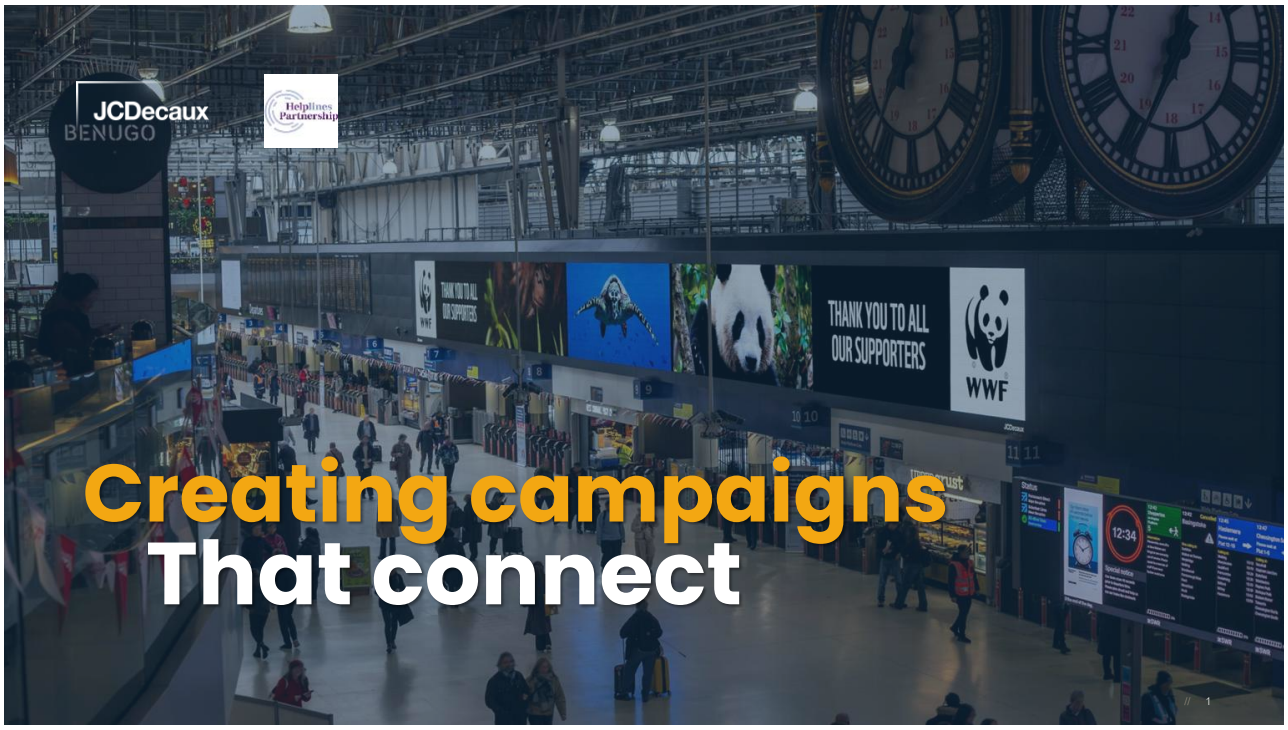

JCDecaux
BENUGO
Helplines Partnership
THANK YOU TO ALL OUR SUPPORTERS
WWF
Creating campaigns
That connect

1

We developed 9 guidelines
to help brands
drive attention, land brand,
and emotionally engage.

Source: JCDecaux & System1



2

Consistent multi-channel marketing not only means more attention, but faster & stronger memory formation.

+20% 2s brand recognition





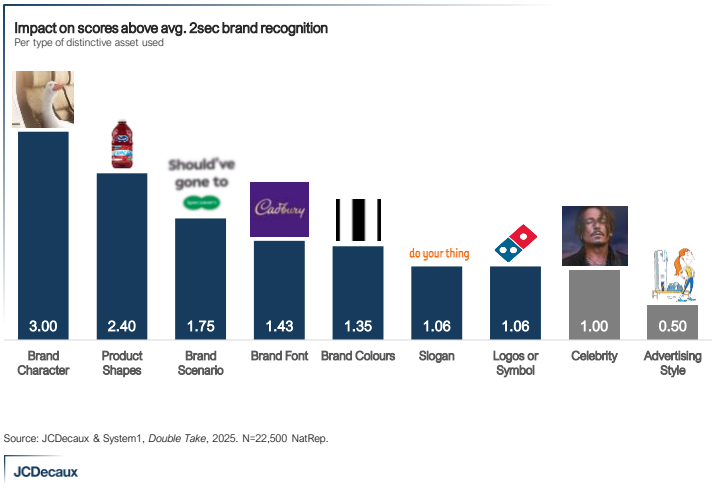
+35% OOH recall

Source: JCDecaux & System1, *Double Take*, 2025. 80 OOH brand lift studies. N=12,000 NatRep.

JCDecaux

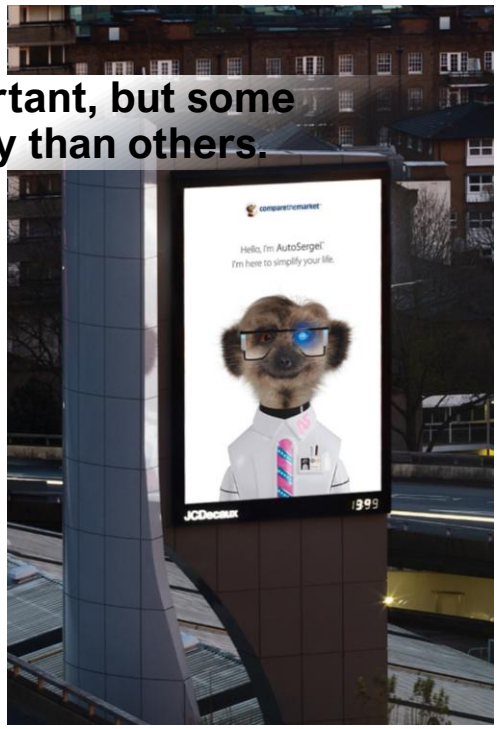
3

We know driving familiarity is important, but some elements do this far more effectively than others.



Source: JCDecaux & System1, *Double Take*, 2025. N=22,500 NatRep.

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PERFECT FOR THAT SOMEONE
WHO HAS EVERYTHING
GIVE A GIFT THAT LASTS
ADOPT A GIANT PANDA THIS CHRISTMAS
SEARCH : WWF ADOPT
WWF
EVERYMAN
Cinema
EVERYMAN
HOW TO TRAIN YOUR DRAGON
THE HIDDEN WORLD PG
COMPTOIR
LIBANAIS

5

Chosen palette also makes a difference … a big one.

using bold, vibrant colour blocks

+20%

emotional impact

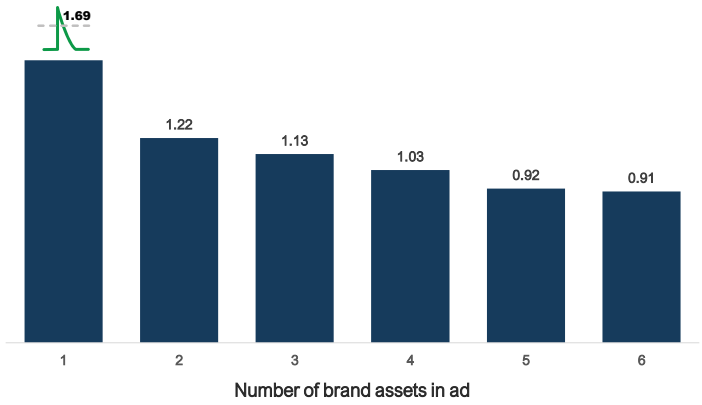


Source: JCDecaux & System1, *Double Take*, 2025. N=22,500 NatRep.

JCDecaux

6

The impact of simplicity is measurable. Fewer elements. Greater impact.



Source: JCDecaux & System1, *Double Take*, 2025. N=22,500 NatRep.

JCDecaux



Shorten copy

Ads must land in just a couple of seconds or not at all.

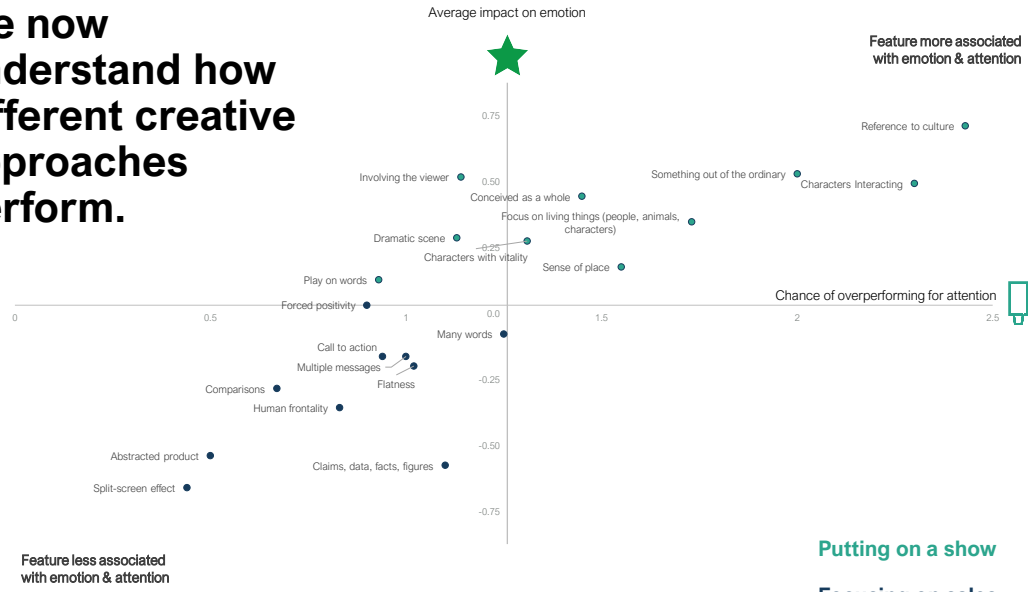


8

We talk about attention, emotion, and landing brand, but what does this translate to?

9

We now understand how different creative approaches perform.



Putting on a show

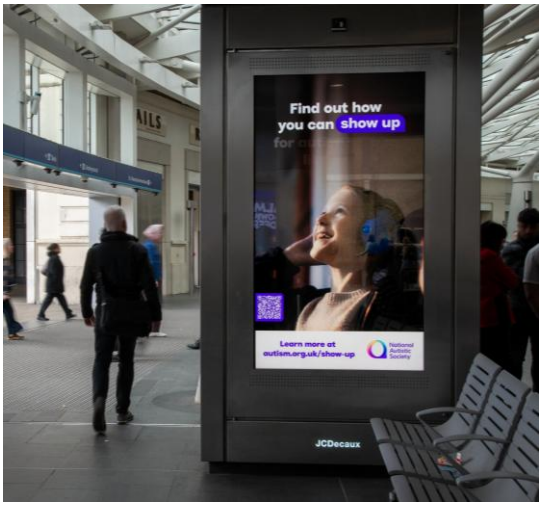
Focusing on sales

Source: JCDecaux & System1, *Double Take*, 2025. N=22,500 NatRep.

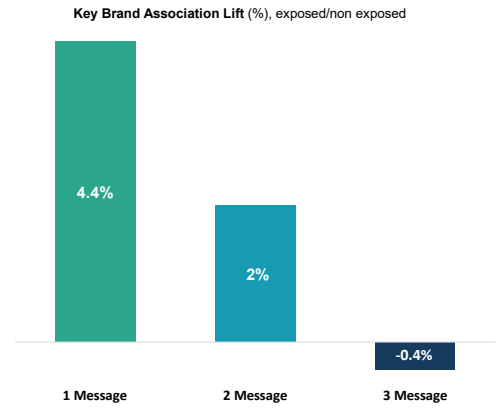
JCDecaux

Place and anti-frontality



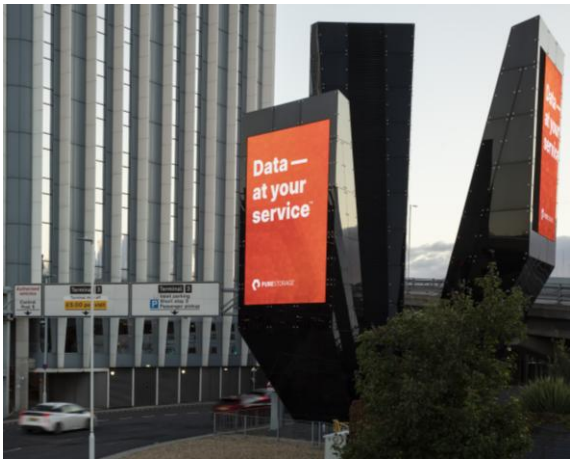


Choose a message and run with it.
More messages result in reduced impact.



Source: JCDecaux & System1, *Double Take*, 2025. 80 OOH brand lift studies. N=12,000 NatRep.

JCDecaux



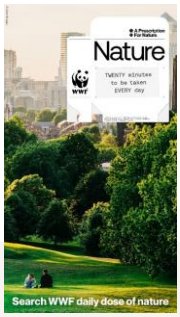
Standout campaigns bend the rules by finding fresh ways to surprise while staying clear.

Play with Distinctive Assets



94 Fluency Rating **Exceptional**

Play with Context and Culture



5.0 Star Rating **Exceptional**

Play with Copy



5.0 Star Rating **Exceptional**

Source: JCDecaux & System1

Make them smile.

Triggering a positive emotion like surprise or happiness, drives **2x the commercial impact.**



14



Source: JCDecaux & System1, *Double Take*, 2025. 80 OOH brand lift studies. N=12,000 NatRep.

Achieve recall and trigger positive emotion to <u>double</u> commercial outcomes.

Commercial effects
(footfall, website visits, conversions)

1 2 3 4 5

1 & 2-Star Ads

- +37% Commercial Effect
- +0.9% Key Message Recall
- +3% Sentiment Lift
- +1.8% Unaided Awareness Lift
- 30% Key Action Taken

+37% **x2** +74%

3+ Star Ads

- +74% Commercial Effect
- +3.4% Key Message Recall
- +11% Sentiment Lift
- +4.0% Unaided Awareness Lift
- 45% Key Action Taken

15


sh machines
Underground
WWF
WE'RE HERE FOR THE LONG RUN, TOO
GOOD LUCK MARATHON RUNNERS
JCDecaux

16

The key takeouts are clear.



Greater creative effectiveness means better brand recognition.



Greater brand recognition means a more memorable campaign.



Memorable campaigns that drive emotion get the best results.

Source: JCDecaux & System1, *Double Take*, 2025. N=22,500 NatRep.

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Thank you



18