

# Street Furniture



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An average 2 m<sup>2</sup> national network of 2 350 panels reaches around ± 70% of all Belgians (TG 18–54). These networks assure a fast accumulation of coverage and high repetition and this in 7 days. The backlight illumination of the panels gives a qualitative presence in the center of all Belgian cities. Networks are national, regional or local and even Line-By-Line selections are possible. Thematic solutions are also proposed by creating

customized or proximity networks near to your target point of interest. Since 75 and 85 inch digital screens were introduced in the street scene, they are now also integrated in the street furniture networks. This gives the campaign extra impact and flexibility with the possibility to adapt the message or creatives linked to external elements like weather, presence of specific target groups....

## Clear Channel Adshel & Play



Aldi launched its Christmas campaign and added creative printing possibilities to it. Due to special printing techniques, the visual was different in the

evening than during the day. The evening-visuals had a more festive look, the day-visuals contained a call-to-action.

	<i>Adshel Live L</i>	<i>Adshel Live XL</i>	<i>Adshel Live XXL</i>	<i>Adshel Prime</i>
<i>Implantation</i>	National	National	National	National
<i>Format</i>	2 m <sup>2</sup> , Digital	2 m <sup>2</sup> , Digital	2 m <sup>2</sup> , Digital	2 m <sup>2</sup> , Digital
<i>Duration</i>	1 week	1 week	1 week	1 week
<i>Total Sides</i>	2 370	2 520	2 820	1 320
<i>Paper Sides</i>	2 150	2 300	2 600	1 100
<i>City Play Sides</i>	220	220	220	220
<i>Share Of Time</i>	10%	10%	10%	10%
<i>Gross Media Cost (€)</i>	328 567	351 225	388 531	209 310
<i>Taxes (€)</i>	12 342	13 161	14 799	6 582

National networks consist of paper and digital panels with the possibility to augment the SOT.

## Clear Channel Adshel Local and National Add-ons



Besides the 2 m<sup>2</sup> national networks, there are also regional and local solutions offered by Clear Channel. The North and South networks for the greater regional campaigns, but also

smaller city networks in Antwerp, Brussels and Ghent. If requested, it's possible to create even more local and more tailor-made campaigns thanks to the Line-By-Line possibilities.

	<i>Adshel North &amp; Brussels</i>	<i>Adshel North</i>	<i>Adshel South &amp; Brussels</i>	<i>Adshel South</i>	<i>Brussels Premium</i>	<i>Brussels Center</i>	<i>Brussels Full</i>
<i>Format</i>	2 m <sup>2</sup>	2 m <sup>2</sup>	2 m <sup>2</sup>	2 m <sup>2</sup>	2 m <sup>2</sup>	2 m <sup>2</sup>	2 m <sup>2</sup>
<i>Duration</i>	1 week	1 week	1 week	1 week	1 week	1 week	1 week
<i>Sides</i>	1 300	1 130	1 000	650	100	150	250
<i>Gross Media Cost (€)</i>	207 007	179 937	159 236	103 503	16 927	24 751	35 940
<i>Taxes (€)</i>	7 089	6 170	5 460	3 549	696	1 044	1 738

	<i>Antwerp Premium</i>	<i>Antwerp Center</i>	<i>Antwerp</i>	<i>Antwerp Full</i>	<i>Ghent</i>	<i>Golden Triangle</i>	<i>Adshel LBL</i>
<i>Format</i>	2 m <sup>2</sup>	2 m <sup>2</sup>	2 m <sup>2</sup>	2 m <sup>2</sup>	2 m <sup>2</sup>	2 m <sup>2</sup>	2 m <sup>2</sup>
<i>Duration</i>	1 week	1 week	1 week	1 week	1 week	1 week	1 week
<i>Sides</i>	150	225	270	350	250	350	1
<i>Gross Media Cost (€)</i>	25 389	35 212	38 812	45 849	35 536	45 849	287
<i>Taxes (€)</i>	808	1 213	1 453	1 885	1 344	1 885	5,46

**Antwerp Premium:** Antwerp City (within Leien)

**Antwerp Center:** Antwerp Premium + Districts: Antwerp, Borgerhout, Berchem, Deurne

**Antwerp:** Antwerp Center + Districts: Ekeren, Hoboken, Merksem, Wilrijk

**Antwerp Full:** Antwerp + Districts: Aartselaar, Kapellen, Mortsel, Schoten, Wommelgem

**Brussels Premium:** 1000 Brussels, Avenue Louise

**Brussels Center:** Brussels Premium, Haren, Laeken, Neder-Over-Heembeek

**Brussels Full:** Brussels Center, 19 municipalities

**Ghent:** Ghent, Merelbeke, Sint-Martens-Latem

**Golden Triangle:** 100 sides Premium Ghent, 150 sides Premium Antwerp, 100 sides Brussels Premium

## Clear Channel People & Places Be Proximity Be Affinity



Be Proximity Campaign of Eucerin nearby pharmacies.

The panels of Proximity networks are located nearby specific locations, specific POS, schools, pharmacies.... They consist of Adshel Paper panels and Digital City Play screens.

The Affinity networks are selective on target groups with a specific socio-demographic or interest profile. Affinity networks are also a mix of Adshel Paper panels and Digital City Play screens.



	<i>Be Proximity 500</i>	<i>Be Affinity 500</i>	<i>Go Affinity 500</i>
<i>Implantation</i>	National	National	National
<i>Format</i>	2 m <sup>2</sup> , Digital	2 m <sup>2</sup> , Digital	2 m <sup>2</sup> , Digital
<i>Duration</i>	1 week	1 week	1 week
<i>Sides + Screens</i>	500	500	500
<i>Share Of Time</i>	10%	10%	10%
<i>Gross Media Cost (€)</i>	72 000	72 000	72 000
<i>Taxes (€)</i>	2 730	2 730	2 730



Campaigns start on Tuesday and last one week. Brands also have the possibility to turn 20%, 30% or 40% of the national networks into a People & Places network, to create a national campaign nearby the POS or people profiles they want to reach.

# Clear Channel City Play



City Play is the group name for Clear Channel's digital screens. Most screens have a dimension of 75" but in 2020 Clear Channel installed 3 screens of 7.2 m<sup>2</sup> in Mechelen. The digital screens

guarantee an extra creative value and higher flexibility by broadcasting on specific days, during specific hours, variable SOT....

	<i>City Play National</i>	<i>City Play Brussels</i>	<i>City Play North</i>	<i>City Play South</i>	<i>City Play Belgian Coast</i>
<i>Implantation</i>	National	Brussels	Flanders	Wallonia	Koksijde, Knokke-Heist & Oostende
<i>Format</i>	70", 75"	70", 75"	70", 75"	70", 75"	70", 75"
<i>Duration</i>	1 week	1 week	1 week	1 week	1 week
<i>Screens</i>	220	118	93	9	29
<i>Share Of Time</i>	10%	10%	10%	10%	10%
<i>Gross Media Cost (€)</i>	65 215	34 979	27 568	3 474	10 660
<i>Taxes (€)</i>	603	324	255	25	80



Digital City Play screen of 7.2 m<sup>2</sup> in Mechelen.

## JCDecaux National Networks

2 m<sup>2</sup> national networks stand for high reach, more than 70 million contacts and high repetition. Besides the classic national networks which generally reach 70% of all Belgians (TG 18–54), it's perfectly possible to be present in a more specific area, like the North or South of Belgium. Standard



paper campaigns start on Tuesday and end on Monday. The digital screens (75" and 85") add dynamic and contextualised communication and great flexibility (weather targeting, geotargeting, presence during specific hours ...).



	VIP Paper	VIP 1 – 10%	VIP 1 – 15%	VIP 2 – 10%	VIP 2 – 15%
<i>Implantation</i>	National	National	National	National	National
<i>Format</i>	2 m <sup>2</sup>	2 m <sup>2</sup> , Digital	2 m <sup>2</sup> , Digital	2 m <sup>2</sup> , Digital	2 m <sup>2</sup> , Digital
<i>Duration</i>	1 week	1 week	1 week	1 week	1 week
<i>Total Sides</i>	2 600	2 340	2 340	2 490	2 490
<i>Paper Sides</i>	2 600	2 100	2 100	2 250	2 250
<i>Screens</i>	–	240	240	240	240
<i>Share Of Time</i>	–	10%	15%	10%	15%
<i>Net Media Cost (€)</i>	274 700	304 500	323 965	314 500	333 965
<i>Taxes (€)</i>	14 430	12 321	12 654	13 154	13 487

## JCDecaux Cross-Universe Networks

This year, JCDecaux created cross-universe networks to reach your target group on the most efficient way. Example VIP FMCG: combines 1800 panels in the street close to F1F2, 50 digital panels, 240 screens at parking Carrefour and 110 screens in the malls. This combination guarantees

you the best coverage and frequency for the FMCG shoppers. Besides this FMCG audience, JCDecaux also created VIP Fashion, VIP Covers and very selective networks like expats & lobbyists and affluent people.

	VIP FMCG	VIP Fashion	VIP Cover	VIP Cover+	VIP Cover Basic	Expats & Lobbyists	Affluent People
<i>Implantation</i>	National	National	National	National	National	Brussels	Brussels
<i>Total Sides</i>	2 200	2 200	2 200	2 650	2 200	196	129
<i>2 m<sup>2</sup> Street Furniture</i>	1 800	1 800	1 500	1 500	2 000	–	–
<i>Digital Brussels</i>	40	80	195	195	–	89	71
<i>Digital Liège</i>	10	18	45	45	–	–	–
<i>Insert Frames</i>	–	–	–	450	200	–	–
<i>Digital Carrefour</i>	240	–	110	110	–	–	–
<i>Digital Metro</i>	–	110	160	160	–	–	39
<i>Digital Malls</i>	110	192	190	190	–	102	19
<i>Digital Billboards</i>	–	–	–	–	–	5	–
<i>Net Media Cost Index 100 (€)</i>	313 400	316 500	333 400	345 000	218 700	85 154	59 293
<i>Taxes (€)</i>	11 618	12 146	11 287	12 291	11 546	656	483
<i>Tech. Cost (€)</i>	1 500	1 500	2 000	2 000	–	1 500	1 500



## JCDecaux Customized Networks



The customized networks of JCDecaux allow brands to create a more tailor-made approach. These networks are built around specific POI, such as areas with POS for personal care, cars, multimedia, entertainment....

	Fully Customized 200	Fully Customized 300	Fully Customized 400	Fully Customized 500	Fully Customized 600	Fully Customized 700	Fully Customized 800	Fully Customized 900
<i>Implantation</i>	National	National	National	National	National	National	National	National
<i>Format</i>	2 m <sup>2</sup>	2 m <sup>2</sup>	2 m <sup>2</sup>	2 m <sup>2</sup>	2 m <sup>2</sup>	2 m <sup>2</sup>	2 m <sup>2</sup>	2 m <sup>2</sup>
<i>Duration</i>	1 week	1 week	1 week	1 week	1 week	1 week	1 week	1 week
<i>Sides ±</i>	200–299	300–399	400–499	500–599	600–699	700–799	800–899	900–1000
<i>Net Media Cost (€)</i>	31 510	45 496	58 568	71 247	83 552	95 699	107 744	118 925
<i>Taxes (€)</i>	1 110	1 665	2 220	2 775	3 330	3 885	4 440	4 995

## JCDecaux Retail and Local Networks



Conso networks are combinations of panels around supermarkets such as Colruyt and Delhaize. The customer will be reached on his way to and just before entering the store.

	<i>Conso Colruyt</i>	<i>Conso Delhaize</i>
<i>Implantation</i>	National	National
<i>Format</i>	2 m <sup>2</sup>	2 m <sup>2</sup>
<i>Duration</i>	1 week	1 week
<i>Sides</i>	210	200
<i>Net Media Cost Index 100 (€)</i>	32 068	30 540
<i>Taxes (€)</i>	1 166	1 110



## JCDecaux Digital Brussels and Liège

JCDecaux has 195 screens (75" and 85" digital) in Brussels and 45 in Liège. These panels can be traded on a CPM-basis. This allows to buy a selection of panels at specific moments (automated by VIOOH) or buy them programmatic through a DSP to activate a campaign or change visuals based on the input of live-datastreams.



Playstation's Ghost of Tsushima targeted gamers. The campaign was activated when the selectivity index of gamers around the panels was above average. Due to programmatic buying, the ad was only visible at the right panels, at the right moments. This led to an improved ROI for the advertiser. This campaign won a bronze award at the Mixx-Awards in the category 'Best Use Of Marketing Technology'.

	Digital Street Brussels – 10%	Digital Street Brussels – 15%	Digital Street Liège – 10%	Digital Street Liège – 15%	Digital Street Full – 10%	Digital Street Full – 15%
Implantation	Brussels	Brussels	Liège	Liège	Brussels & Liège	Brussels & Liège
Format	75", 85"	75", 85"	75", 85"	75", 85"	75", 85"	75", 85"
Duration	1 week	1 week	1 week	1 week	1 week	1 week
Screens	195	195	45	45	240	240
Share Of Time	10%	15%	10%	15%	10%	15%
Net Media Cost (€)	70 758	87 961	8 299	10 561	79 057	98 522
Taxes (€)	541	812	125	187	666	999

## JCDecaux Price Index per Week

Week	1	2	3	4	5	6	7	8	9	10	11
Index	100	100	100	100	100	100	95	100	105	105	105
Week	12	13	14	15	16	17	18	19	20	21	22
Index	105	105	95	–	100	100	105	105	105	105	105
Week	23	24	25	26	27	28	29	30	31	32	33
Index	105	100	100	90	90	80	80	80	80	80	80
Week	34	35	36	37	38	39	40	41	42	43	44
Index	100	110	110	110	110	100	100	100	100	100	95
Week	45	46	47	48	49	50	51	52			
Index	100	100	100	120	120	120	120	95			

