

## JCDecaux connects with global Business Decision Makers with its new study 'Airports: Open for Business'

### Out of Home Media

Algeria  
Angola  
Australia  
Austria  
Azerbaijan  
Bahrain  
Belgium  
Botswana  
Brazil  
Bulgaria  
Cameroon  
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Chile  
China  
Colombia  
Costa Rica  
Croatia  
Czech Republic  
Denmark  
Ecuador  
El Salvador  
Estonia  
Finland  
France  
Gabon  
Germany  
Guatemala  
Hungary  
Honduras  
India  
Ireland  
Israel  
Italy  
Ivory Coast  
Japan  
Kazakhstan  
Korea  
Latvia  
Lesotho  
Lithuania  
Luxembourg  
Madagascar  
Malawi  
Mauritius  
Mexico  
Mongolia  
Mozambique  
Myanmar  
Namibia  
New Zealand  
Nicaragua  
Nigeria  
Norway  
Oman  
Panama  
Peru  
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Slovakia  
Slovenia  
South Africa  
Spain  
Swaziland  
Sweden  
Switzerland  
Tanzania  
Thailand  
The Dominican Republic  
The Netherlands  
Uganda  
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United Arab Emirates  
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United States  
Uruguay  
Uzbekistan  
Zambia  
Zimbabwe

**Paris, March 18<sup>th</sup>, 2019** – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, has unveiled its latest research in a series of global studies exploring key audiences at the airport.

The 'Airports: Open for Business' study is the largest of its kind focusing on a difficult-to-reach target audience for advertisers. With a sample, drawn from 12 major markets, the study focuses exclusively on senior and C-suite executives who are the Business Decision Makers (BDM's) for their companies and delivers critical insight into communication with this vital group for B2B advertisers.

In this study, JCDecaux explores Business Decision Makers (BDM's) attitudes to business travel and Business to Business (B2B) advertising at the airport. Key insights from the study reveal that BDM's consider their time at the airport as being a period of 'still-time' providing a rare window of opportunity for B2B brands to connect with this valuable business audience.

### Flying for business is central to their roles

The study revealed that BDM's feel that flying for business is an integral part of their roles and they show no signs of reducing the number of flights they take for business, with 95% stating they are flying just as often or more often for business purposes nowadays.

### Getting to the heart of BDM's perceptions of B2B advertising

It was important for JCDecaux to gain an insight into the brand attributes and perceptions BDM's subconsciously associate with airport advertising which have an influence on their conscious actions. Through implicit testing, the study proved that BDM's associate the attributes of successful brands more strongly with B2B advertising at the airport, in comparison to B2B advertising in any media other than out-of-home.

### Driving Consideration and Action

B2B advertising at the airport is a very strong driver of brand consideration amongst BDM's, where 4 out of 5 are likely to consider a B2B brand they had seen advertising at the airport. It also drives action, with 9 out of 10 BDM's saying they have taken action as a result of seeing business related advertising at the airport. A combination of frequent travel, work-mode mindset and positive sub-conscious associations coupled with an interest in their surroundings means the airport is a very conducive environment for any B2B brand to connect and engage with the key audience of BDM's.

**Adele Gritten, UK Managing Director of Future Thinking**, said: *"We are proud to have worked with JCDecaux on this exciting global project. We found the study revealed an interesting concept of the BDM's 'still-time' and how B2B brands can make strong connections with these decision makers during this time. The findings demonstrate that the airport is a very effective environment for B2B brands to reach this decision-making C-Suite audience whilst they are in a business mindset and have the time and the positive inclination to engage with advertising messages."*

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**Jérôme Lepage, Marketing & Business Development Director of JCDecaux (Transport Division) and Neil Eddleston, Managing Director JCDecaux OneWorld (Marketing)**, said: *“As the number one airport advertising company worldwide, present in more than 210 airports including 8 of the global top 10, JCDecaux is very well placed to deliver valuable insights into the effectiveness of airport B2B advertising associated with the key audience of Business Decision Makers, an audience with significant budget responsibility and influence.*

*The airport comes out to be the most impactful environment through which B2B brands can connect and engage with Business Decision Makers, for whom traveling is an integral part of their job. Not only do they notice airport B2B advertising, they are receptive to it and act upon it, making airport B2B advertising more relevant than ever.”*

## Methodology

‘Airports: Open for Business’ was carried out across 12 countries, exploring the airport journey and perceptions of B2B advertising of senior decision-making executives. Only those who have significant budget responsibility and influence were included in the study. All are Directors or above, with almost 60% holding top C-Suite positions.

Countries: France, Germany, UK, Italy, China, Hong Kong, Singapore, UAE, Saudi Arabia, USA, Australia and Brazil.

Sample: 4,464 Business Decision Makers defined as Directors or above (42%) or C-Suites (58%). All with significant budgetary responsibility within their roles.

3 modules: 1) Quantitative online questionnaire, 2) Implicit timed emotional response testing (TER), 3) Qualitative in-depth self-videos.

Fieldwork: September - November 2018.

## **Key Figures for JCDecaux**

- *Chiffre d'affaires 2018 : 3 619m€*
- *JCDecaux est coté sur l'Eurolist d'Euronext Paris et fait partie des indices Euronext 100 et Euronext Family Business*
- *JCDecaux fait partie de l'indice FTSE4Good*
- *N°1 mondial du mobilier urbain (526 350 faces publicitaires)*
- *N°1 mondial de la publicité dans les transports avec plus de 210 aéroports et 275 contrats de transport dans les métros, bus, trains et tramways (365 950 faces publicitaires)*
- *N°1 européen de l'affichage grand format (137 020 faces publicitaires)*
- *N°1 de la communication extérieure en Europe (646 270 faces publicitaires)*
- *N°1 de la communication extérieure en Asie-Pacifique (239 300 faces publicitaires)*
- *N°1 de la communication extérieure en Amérique Latine (72 620 faces publicitaires)*
- *N°1 de la communication extérieure en Afrique (24 170 faces publicitaires)*
- *N°1 de la communication extérieure au Moyen-Orient (16 650 faces publicitaires)*
- *Leader dans le vélo en libre-service : pionnier de la mobilité douce*
- *1 058 830 faces publicitaires dans plus de 80 pays*
- *Une présence dans 4 031 villes de plus de 10 000 habitants*
- *13 030 collaborateurs*

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