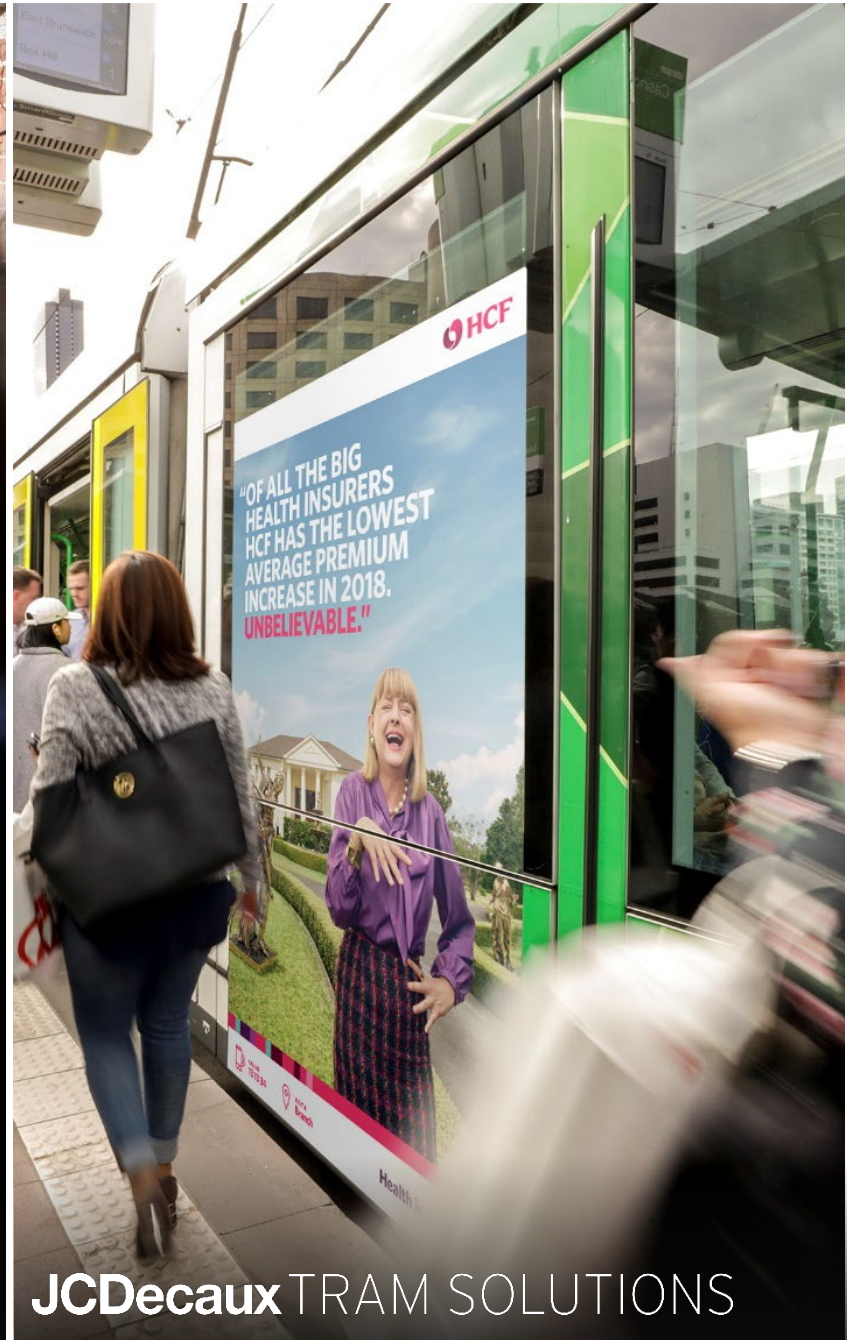
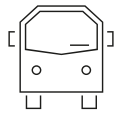


# JCDecaux's **Transit** solutions





# JCDecaux **impact** formats



JCDecaux BUS WRAP



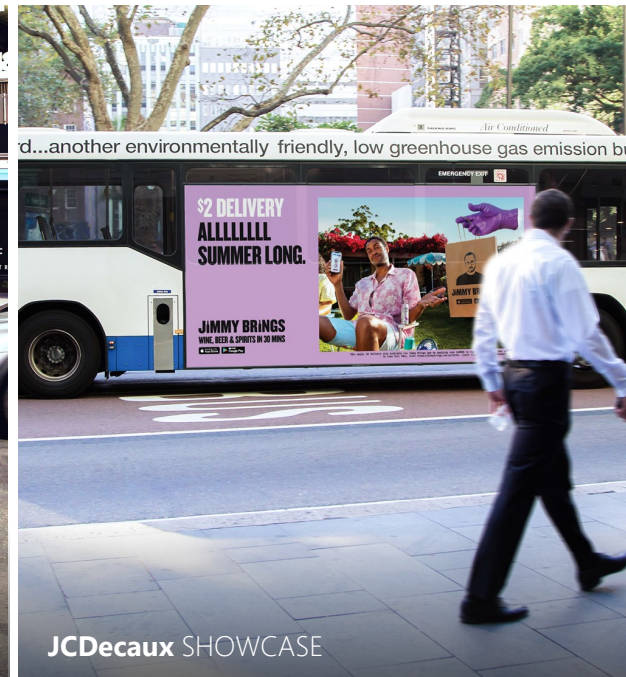
JCDECAUX MEGASIDE DOUBLE DECKER



JCDecaux B-SQUARE DOUBLE DECKER



JCDecaux MEGASIDE



JCDecaux SHOWCASE



JCDecaux FULLBACK

d...another environmentally friendly, low greenhouse gas emission bus



## JCDecaux BUS WRAP

Dominates the streetscape, commands attention everywhere it travels, ensures saliency and **increases the perceived size, success and quality** of your brand



**JCDecaux** MEGASIDE DOUBLE DECKER

Sydney and Adelaide only

Pinpoint your coverage area whilst ensuring maximum exposure along selected routes. **Create dominance, ownership** and an **elevated perception** of your brand



**JCDecaux** MEGASIDE DOUBLE DECKER  
B LINE

**Sydney only**

Engage a lucrative audience with this high-impact moving billboard, **delivering brand dominance and elevating brand perceptions** between Sydney CBD up to the affluent Northern Beaches (Mona Vale).



**JCDecaux** B-SQUARE DOUBLE DECKER  
B LINE

**Sydney only**

Impact a lucrative audience with this eye-catching format, delivering frequency and exposure by travelling up the B line route between Sydney CBD and the Northern beaches (Mona Vale)



**JCDecaux** MEGASIDE

**Akin to a moving Large Format Billboard,** the Megaside format boasts stature, impact, exposure and frequency all the while covering the CBD and key suburban locations



JCDecaux SHOWCASE

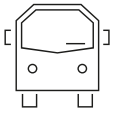
Showcase brands boldly at scale. Speaking directly to **large audiences, delivering the impact of a billboard**, amplified by being on the move



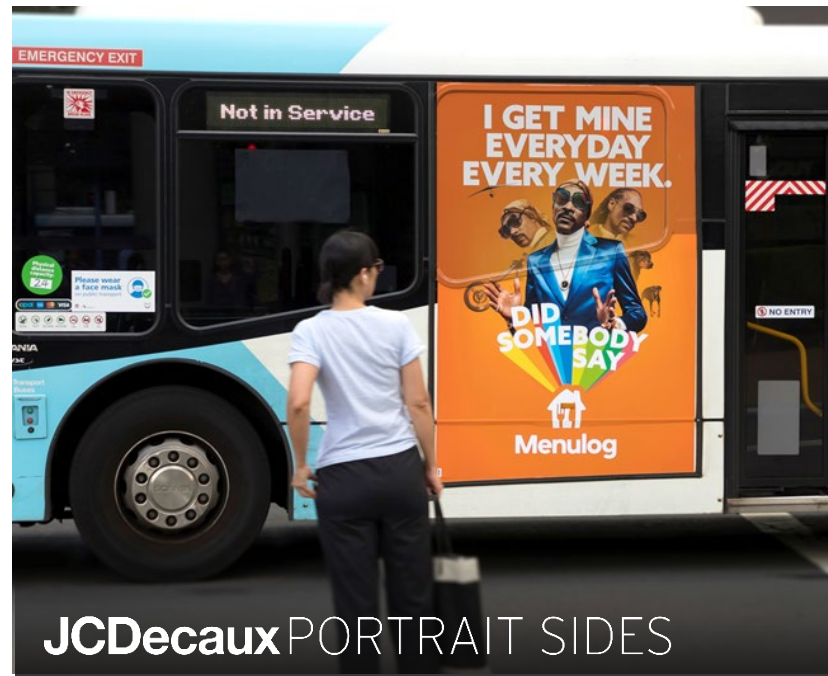


**JCDecaux**FULL BACK

The Full Back makes a **statement at every turn**. With its large, rear visual positioning, it creates a high propensity to engage with a range of vehicle and pedestrian traffic



# JCDecaux **broadcast** formats





## JCDecaux PORTRAIT SIDES

High demand portrait format perfect for attracting attention while driving **cost effective reach and frequency** across key metro markets



JCDecaux PORTRAIT BACK

Striking portrait format providing **eye level exposure to motorists and pedestrians**, facilitating broad distribution and flexible campaign weights



JCDecauxPORTRAIT 4

Sydney only

Consecutive portrait panels in clear succession on extended bendy buses **travelling around Sydney's busiest routes**



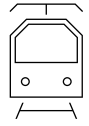
**JCDecaux**METRO BACK

**Cost efficient** and **complimentary format** providing eye level exposure to motorists and pedestrians



**JCDecaux**INTERIORS

Cost-effective, unique format that speaks to a captive audience with the down-time to read and absorb brand messages. **Ideal for tactical or promotional campaigns**



JCDecaux  
**Tram**  
formats







— Melbourne & Adelaide

## JCDecaux TRAM WRAPS

Tram wraps are an iconic part of Melbourne and Adelaide's streetscapes. They signify **market dominance, ownership of the streets** and an elevated perception of your brand



JCDecaux MEGASIDE

— Adelaide only

**Adelaide's efficient impact format**, capturing audiences moving in around the heart of the city giving your brand an **elevated perception whilst building reach**



JCDecaux PORTRAIT SIDES

— Melbourne & Adelaide

Gain **powerful share-of-voice** and **broadcast exposure whilst delivering instant frequency and memorable campaigns** commanding attention across the CBD and beyond

# DAVE HUGHES



## The Snorkeler

29 March - 21 April  
Athenaeum Theatre  
[ticketek.com.au](http://ticketek.com.au)



**JCDecaux** CITYSCAPES

— Melbourne only

Unique to Melbourne's Tram network, this much loved format **delivers simple, bold brand messaging to pedestrians and drivers** in the heart of Melbourne's CBD with impact and simplicity