

JCDecaux

Let OOH amplify
your Black Friday
campaign



Black Friday keeps breaking records



Docks Brussel

2024 RESULTS

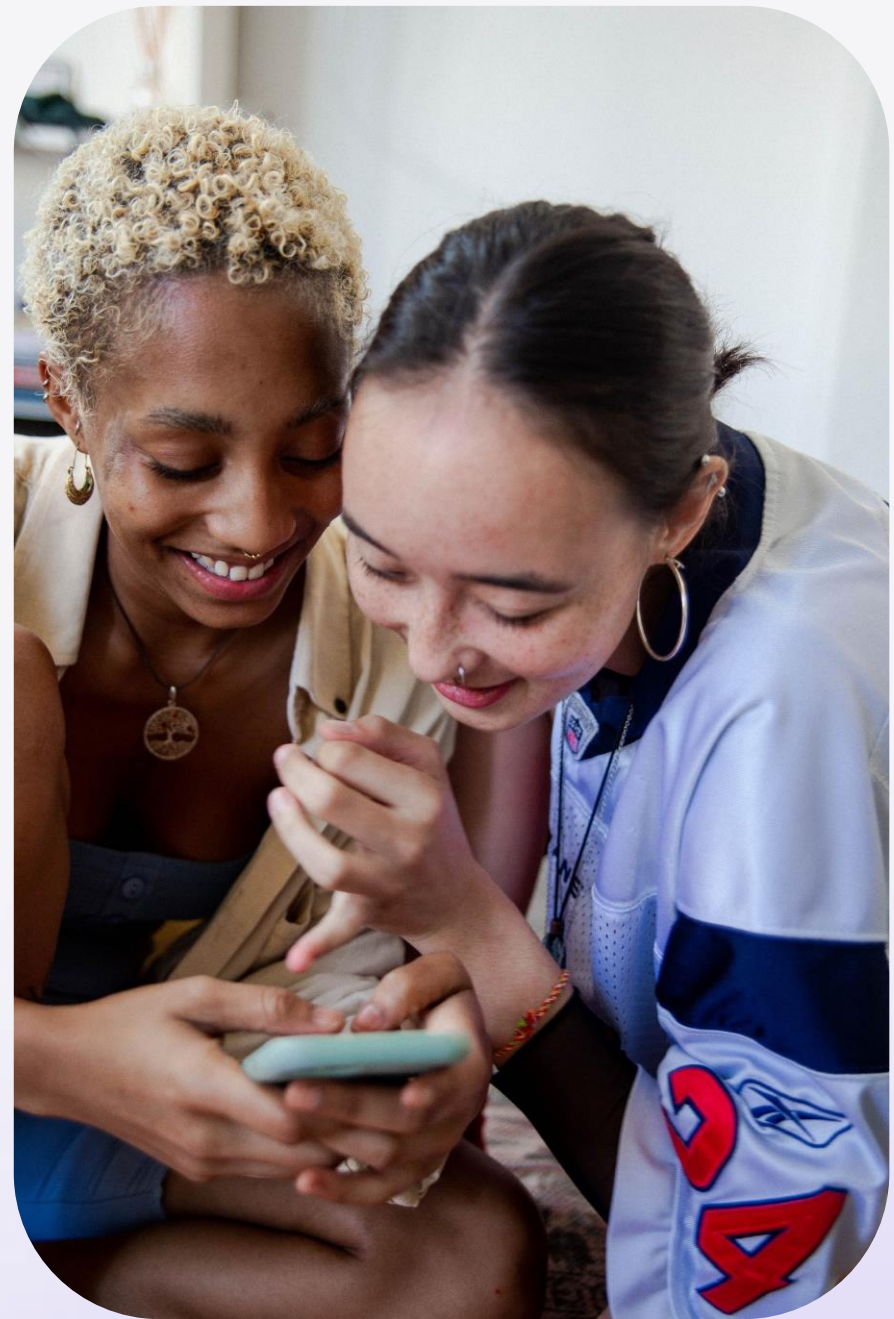
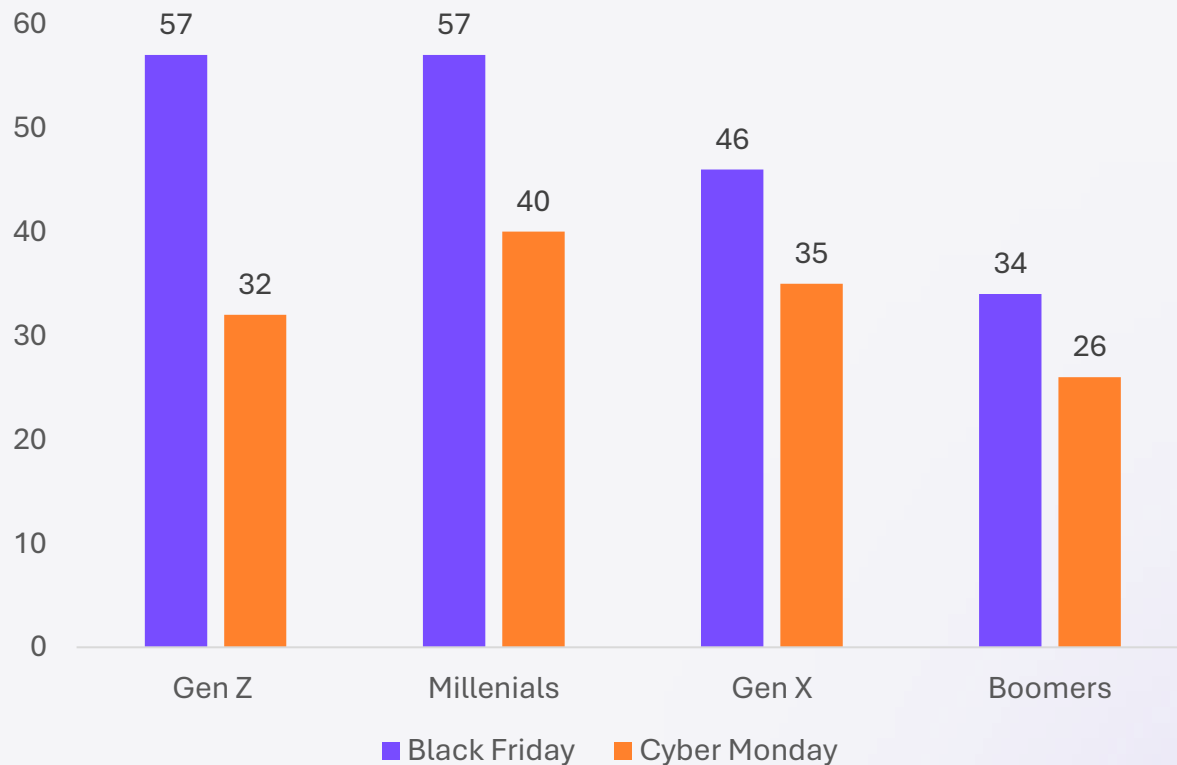
Belgian Market Growth: €203M

Belgian shoppers keep spending more year after year

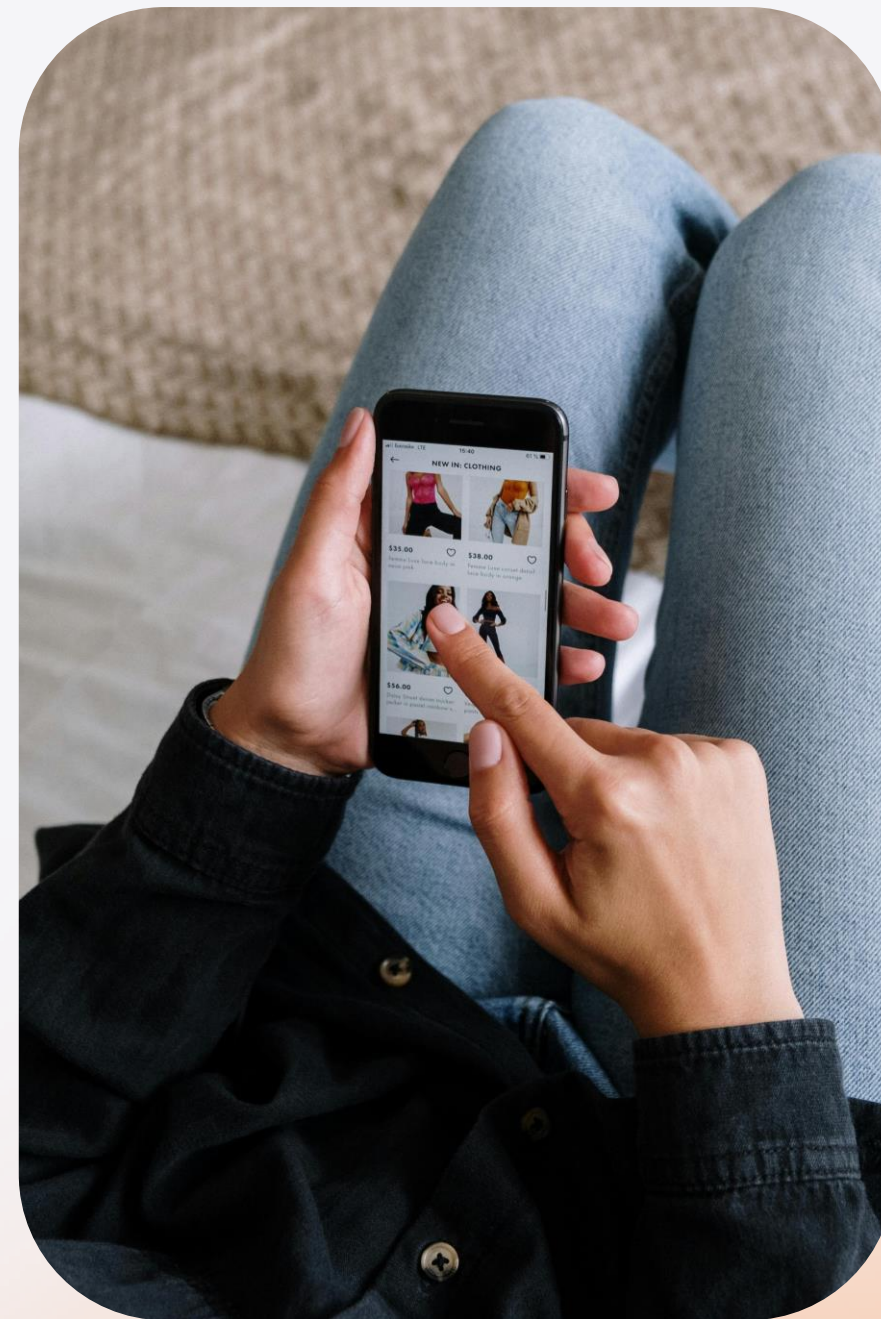
Sales increased by 9,3% compared to 2023

In-store shopping witnessed a 6,3% rise

Younger generations are the most familiar with sales events

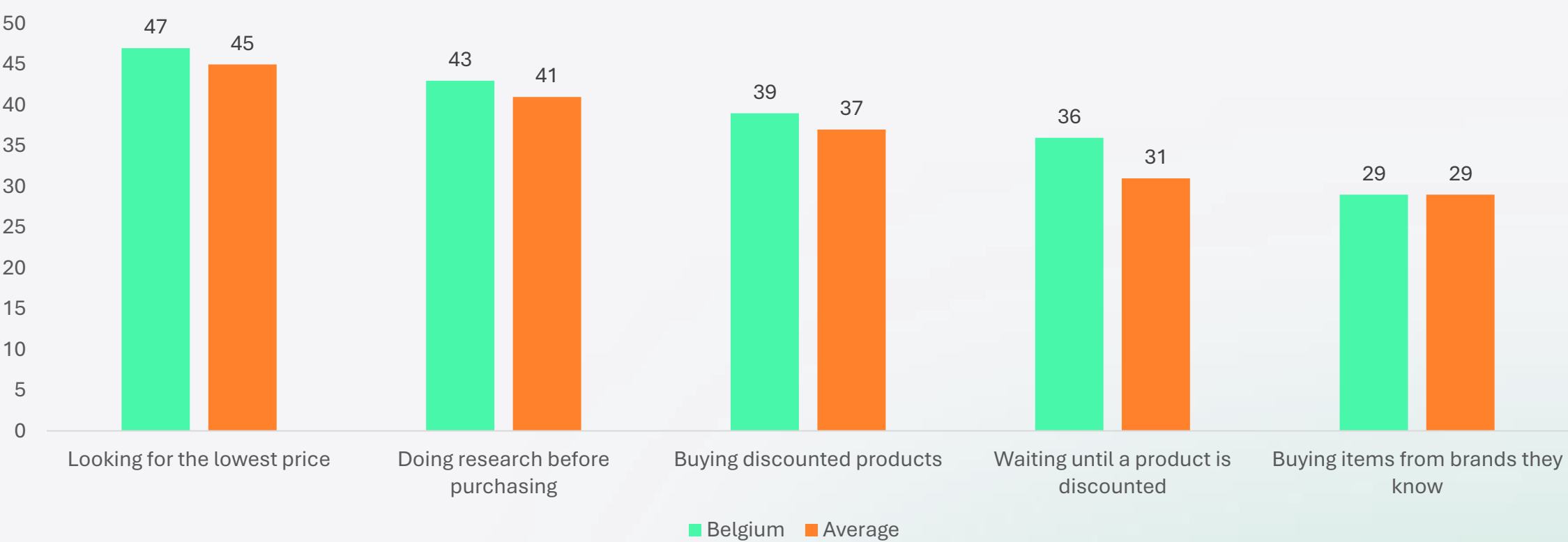


Shoppers combine online and in-store shopping

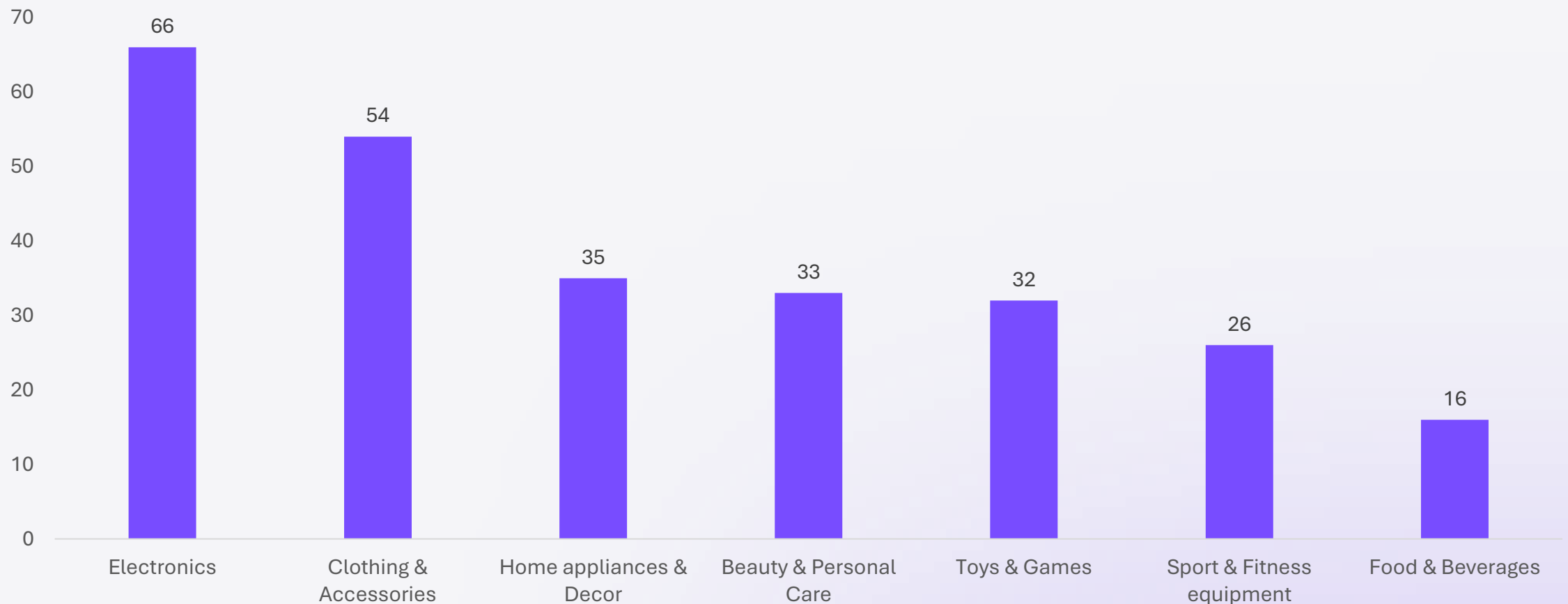


The purchasing behavior of Belgians is changing

People admit they started:



Top product categories on Black Friday & Cyber Monday



The customer journey starts early

Early November:

Deal Discovery

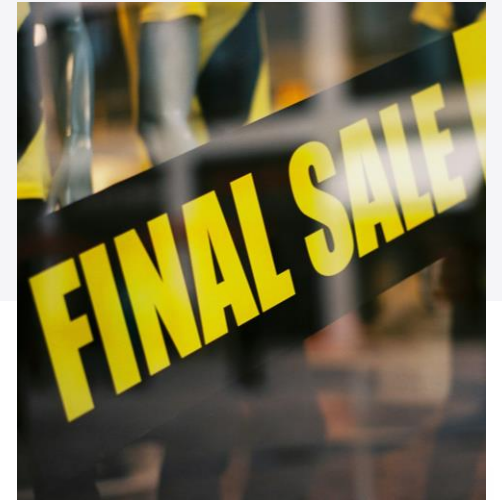


Mid November:

Pre-Sales Spike

Late November:

Peak of Comparison



Black Friday week:

Urgency & FOMO

Sales events drive emotional decisions not rational ones

LET OOH GUIDE THEM

Remind shoppers that the deals won't last

Highlight urgency

Use visuals with a call-to-action



Woluwe Shopping Center

