JCDecaux

Why winter is a good moment for your brands?

Boost your year-end sales with JCDecaux




PAPA,
ON MANGE
QUOI
INFORMATIONS COMMUNALES AU DOS
CITY INFORMATIONS ON THE BACK

1. Why winter ?



97% FOOD

77% FASHION



JANUARY & FEBRUARY IS WHEN BELGIANS SPEND



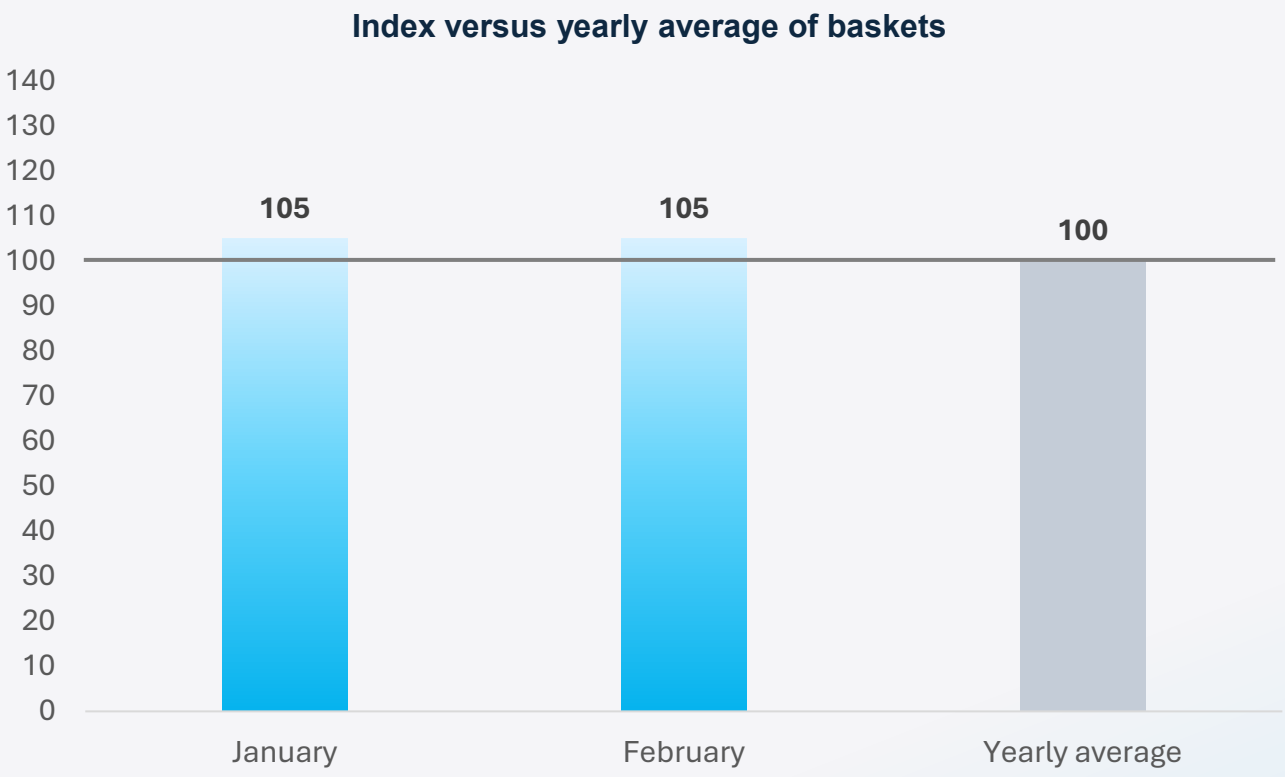


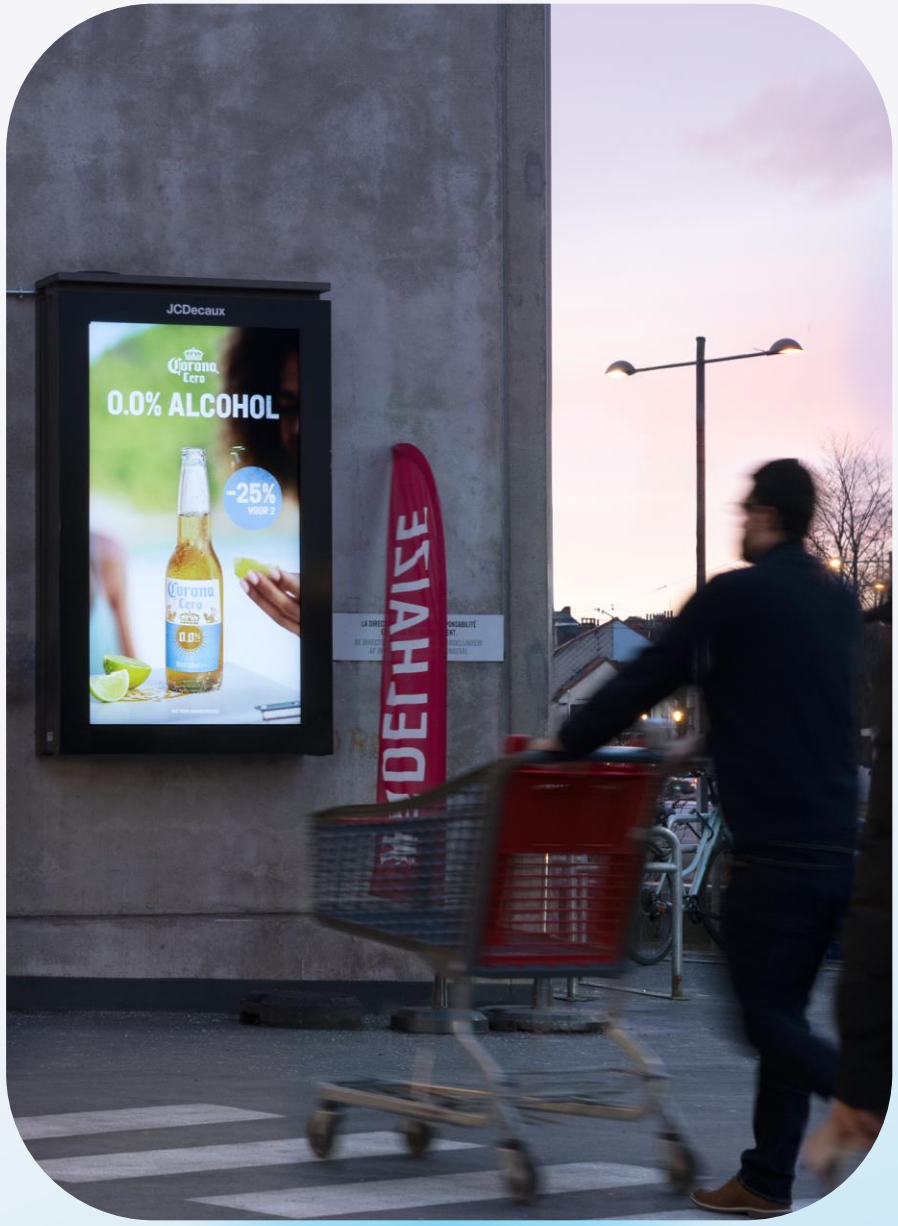
Less ad noise **in winter** – more share of voice **for your brand.**

Source: CIM TGM & Sirius Insight – Het evoluerende aankoopgedrag van de Belgische consument

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People continue to do grocery shopping



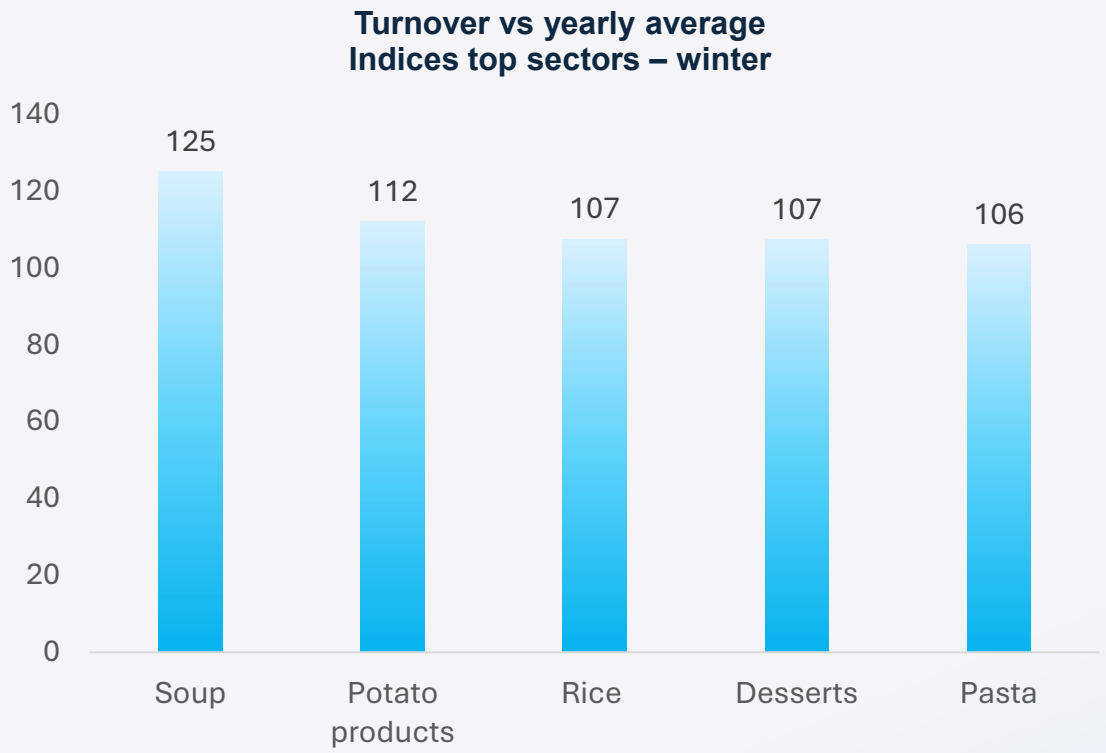


Delhaize Evere

Source: Carrefour Loyalty card data

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Basic comfort foods are the top products during winter



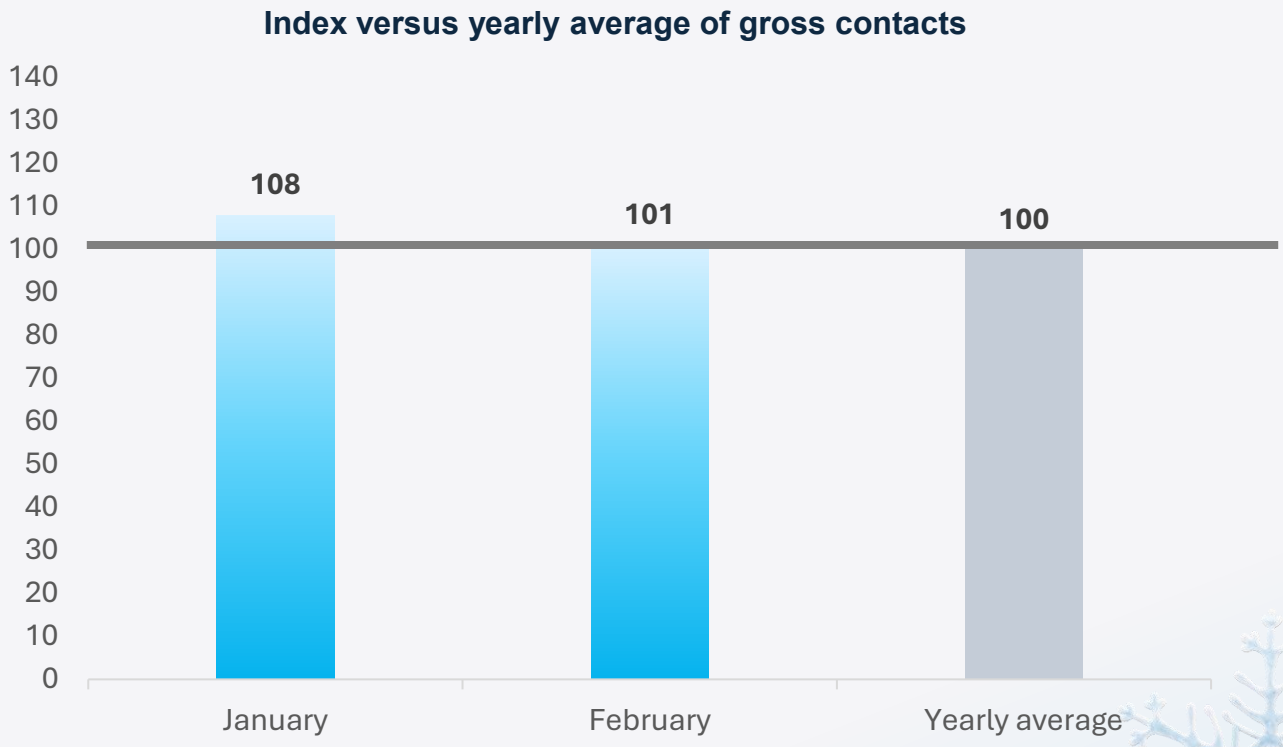


Boulevard Louis Schmidt

Source: Carrefour Loyalty card data

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Winter keeps shopping malls busy



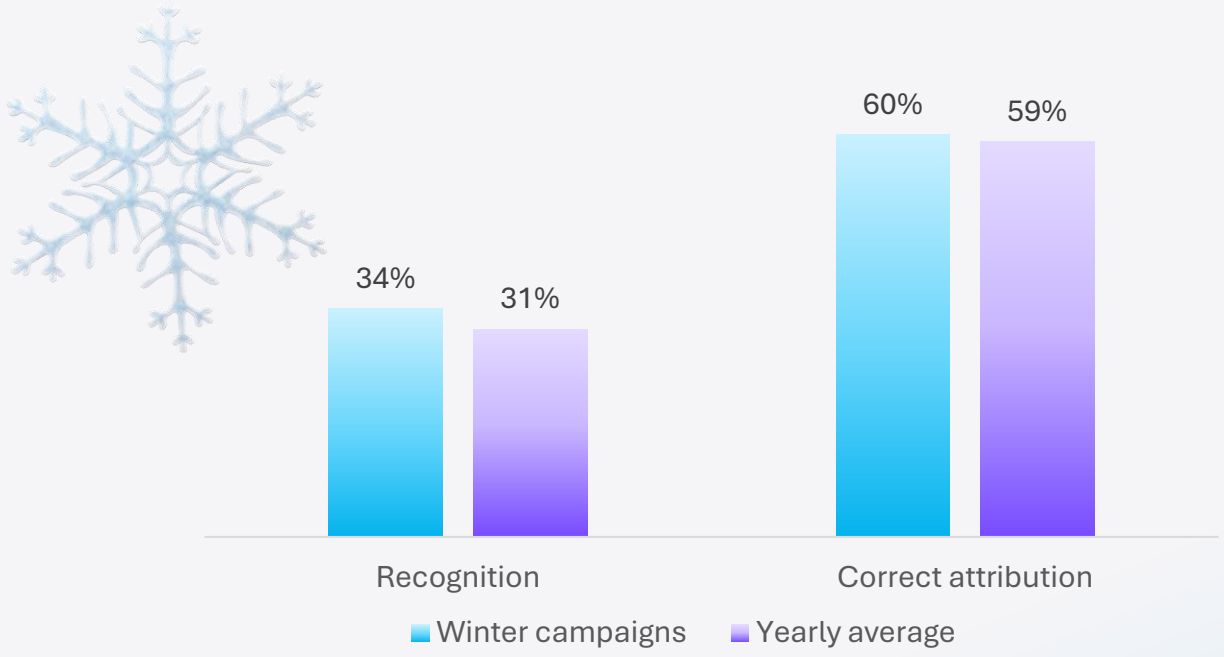


Waasland Shopping

Source : What the shop wifi sensor data

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Winter keeps OOH campaign impact at top levels





Antwerpen Korte Lozanastraat

Source: JCDecaux BOA – campaign post-tests

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January & February: the moment for planned, value-driven purchases

An opportunity for brands to highlight price and product benefits

JANUARY & FEBRUARY

- **Winter sales**
- **Fashion, food, home equipment** and **electronics**
- More **planned** and **rational** purchases



Source: CRIOC and retailer behaviour studies (reported by RTBF and Belgian business press); ING analyses of consumption and consumer confidence.

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January & February offer multiple key moments

Winter trips, big events and Valentine's Day all drive outdoor mobility and purchase intent = perfect timing for visible campaigns



Winter getaways



Brussels Motor Show



Valentine's Day

Source: FEBIAC & SPF Mobility (2025); VLAM/YouGov (2024)

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Why advertise in winter in (D)OOH with JCDecaux?

A season of strong spending, comfort buying and everyday shopping

1

Winter is a high-spend season, OOH captures it around stores and malls



3

With JCDecaux Winter Deals, you can speak louder for the same budget, Less ad noise, more share of voice



2

Comfort and convenience products peak in winter, OOH follows both festive treats and smart deals




Thank you!
JCDecaux