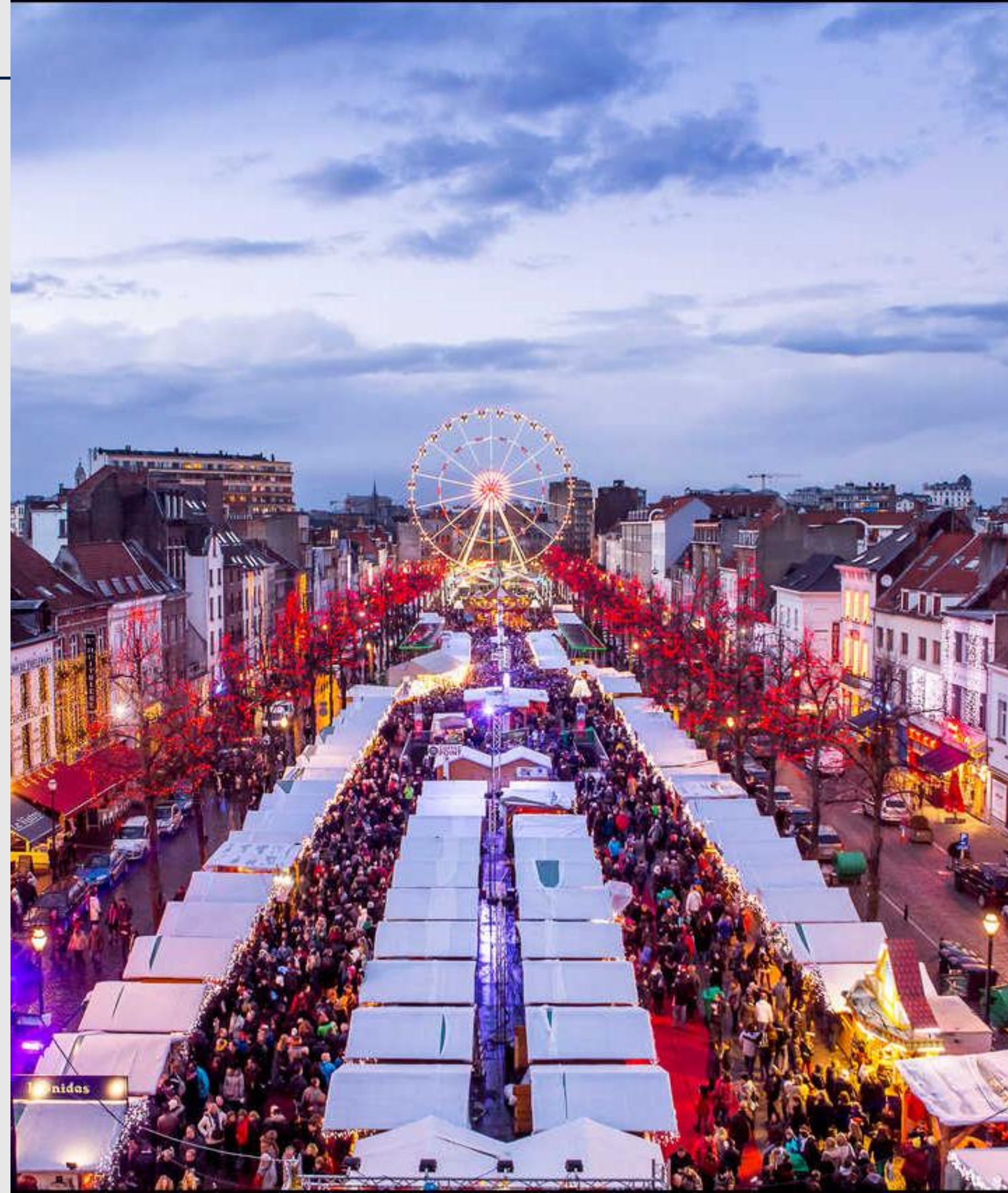


# 2024 WINTER CATALOG

**CREATIVE  
SOLUTIONS.**

X

PLAISIRS  
D'HIVER  
\*  
WINTER-  
PRET







**“Shine during the magical  
winter wonders in Brussels”**





**4.2 million people are expected this year**

- Reach the largest Belgian pedestrian audience; kids, young adults, families
- The most beautiful Christmas market in the WORLD
- Unmissable place to be





PLAISIRS D'HIVER  
WINTER

PLAISIRS D'HIVER  
WINTER

T-A-O.COM

ESPRIT

ESPRIT

KIABI

TWICE AS NICE

MUCH MORE NICE

ESPRIT  
ESPRIT  
↓

**“From concept to reality, we are pushing the  
limits of outdoor advertising”**







# 1 DEEPSCREENS



JCDecaux



# Visibility on 3 DEEPSCREENS

*Create a WOW effect*

The deepscreens showcase 3D technology to create stunning and immersive visuals that appear to leap out of the screen, delivering a **highly personalized** and **unforgettable experience**. Last year's campaigns saw a lot of success, capturing attention like never before.



# DEEPSCREENS



Create viral content



Rendering of deepscreens is perfect during day and night



5 weeks LIVE  
( 29/11/2024 - 05/01/2025 )



Visible between 10:00 - 23:00  
20% share of time 10'







# DEEPSCREENS

## PRIME LOCATIONS

- Place Sainte-Catherine
- Gare Centrale
- Rue Neuve





# 2 DIGITAL WINTER WONDER SCREENS







# Visibility on 6 DIGITALS

We have 6 digital vertical-format screens positioned in carefully selected, high-traffic locations, offering close proximity to passersby and providing an engaging, eye-level experience with dynamic content, ensuring maximum impact and visibility in key areas.



# DIGITAL WINTER WONDER SCREENS

 5 weeks LIVE  
( 29/11/2024 - 05/01/2025 )

 10% share of time with spots  
of 6'

## PRIME LOCATIONS

- 1 at Mont des Arts
- 1 at De Brouckère
- 1 at Place de la Bourse
- 3 at Sainte-Catherine







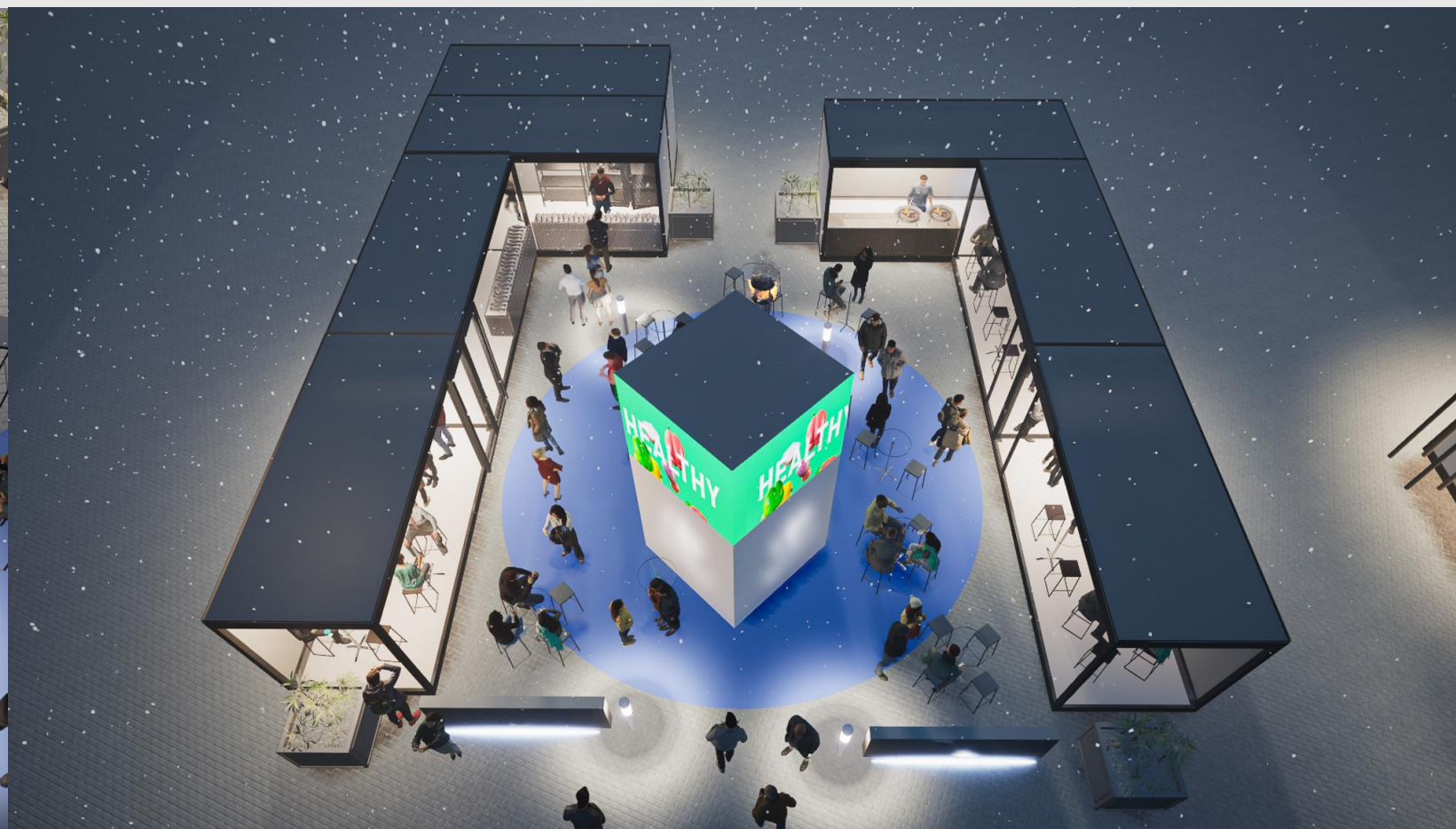
# 3 CHALETS







# Example of what is possible





# 100% CUSTOM CHALET

Our chalet product offers an outdoor and indoor personalized space during the Christmas market. You could showcase your brand, host events, sell products, or create an attraction like a photobooth. With limitless creativity, it serves as the perfect platform for engaging customers.

We are here to help you develop unique ideas to maximize impact.

**DURATION** 5 weeks LIVE  
Visible between 11:00 - 22:00

**LOCATION** We find the best location for you





**Wanna be part of it ? Contact**  
**[vincent.delvaux@jcdecaux.com](mailto:vincent.delvaux@jcdecaux.com)**

**Limited places**

