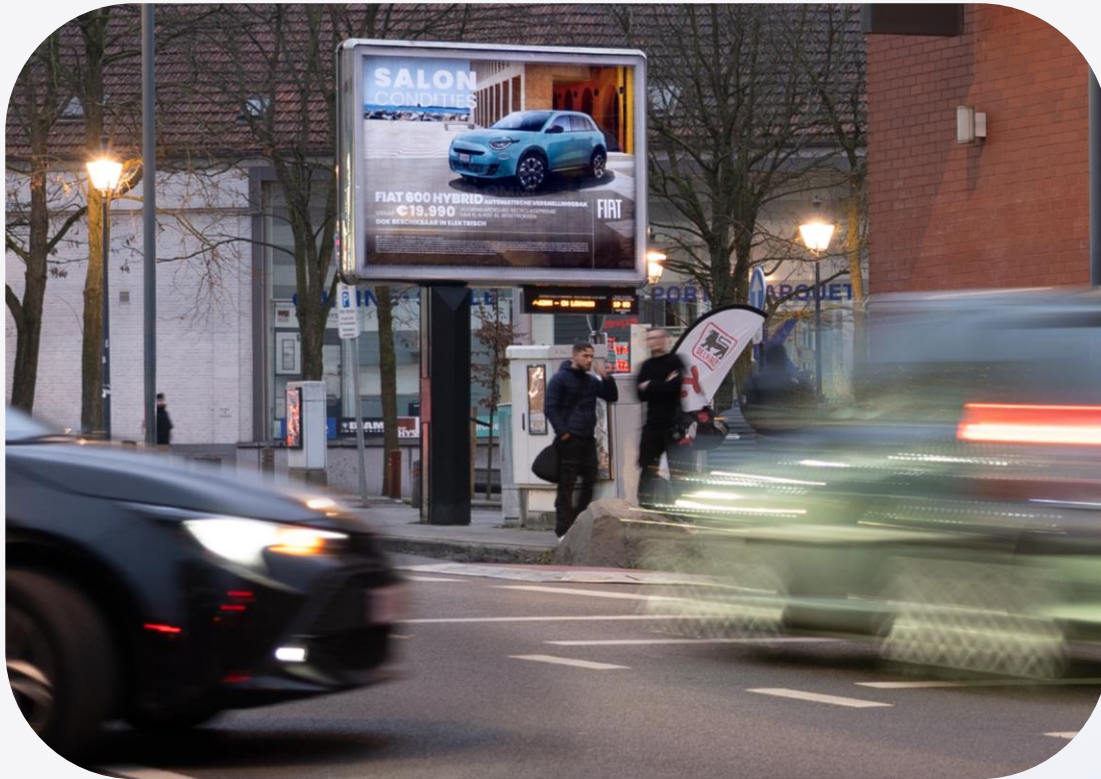


JCDecaux

Let OOH guide  
you through  
winter



# OOH: Powerful all year round



Brussel Leuvensesteenweg

## DURING WINTERTIME

- OOH brings **light** in the dark
- People **keep going** OOH
- People continue to **consume**
- OOH campaign **impact** remains **stable**

JCDecaux

# OOH is the eye catcher during darker days



Brussel Place stéphanie



Brussel Daillyplein

# There is no seasonality in mobility

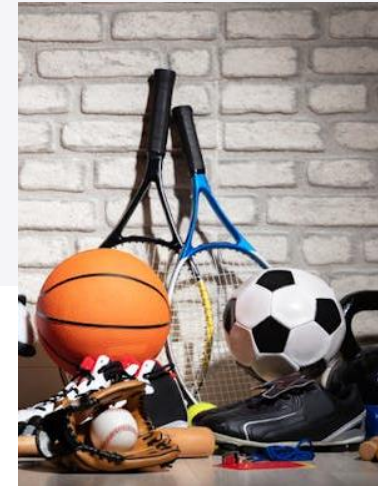
Keep in touch with people OOH

Bringing the children to school



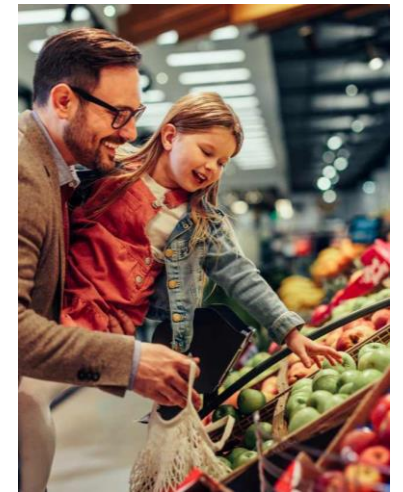
Commuting to work

Eating & Drinking out



Going to sports

Grocery & other shopping



# Beyond the forecast: How OOH lifts consumer mood

**EMOTIONAL** Feeling less happy

**MOTIVATION** Seeking stability

**BEHAVIOR** How we present ourselves

**Drive relevance**

**Promote preparedness**

**Influence purchase**



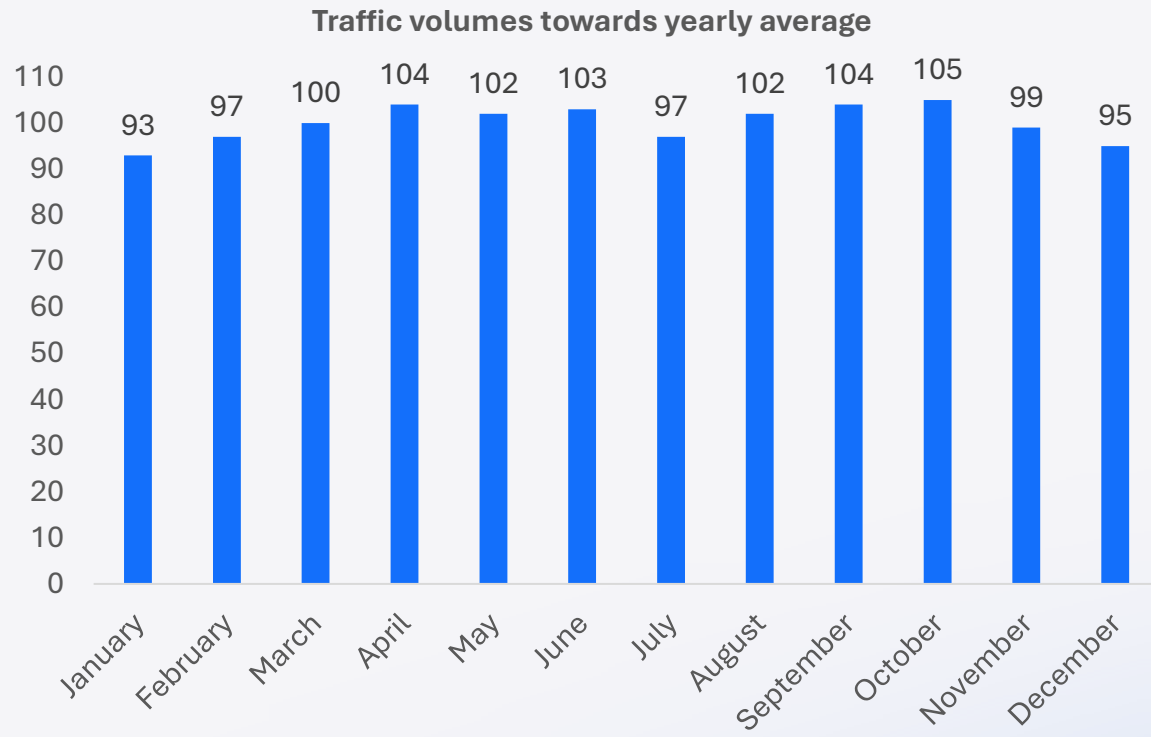
Shopping Nivelles

**Colder days drive demand for comfort products and spontaneous in-store purchases**

# Belgians blend online convenience with offline experience.

| DURING SALES PERIOD | ONLINE PURCHASES      | IN STORE PURCHASES   |
|---------------------|-----------------------|----------------------|
| 58% SHOP ONLINE     | 58% FASHION           | 88% FOOD             |
| 82% SHOP IN STORE   | 33% TRAVEL            | 77% FASHION          |
|                     | 30% BEAUTY & PHARMACY | 59% GLASSES & LENSES |
|                     |                       | 57% FURNITURE        |
|                     |                       | 56% ELECTRONICS      |

# People are outside even during the colder days



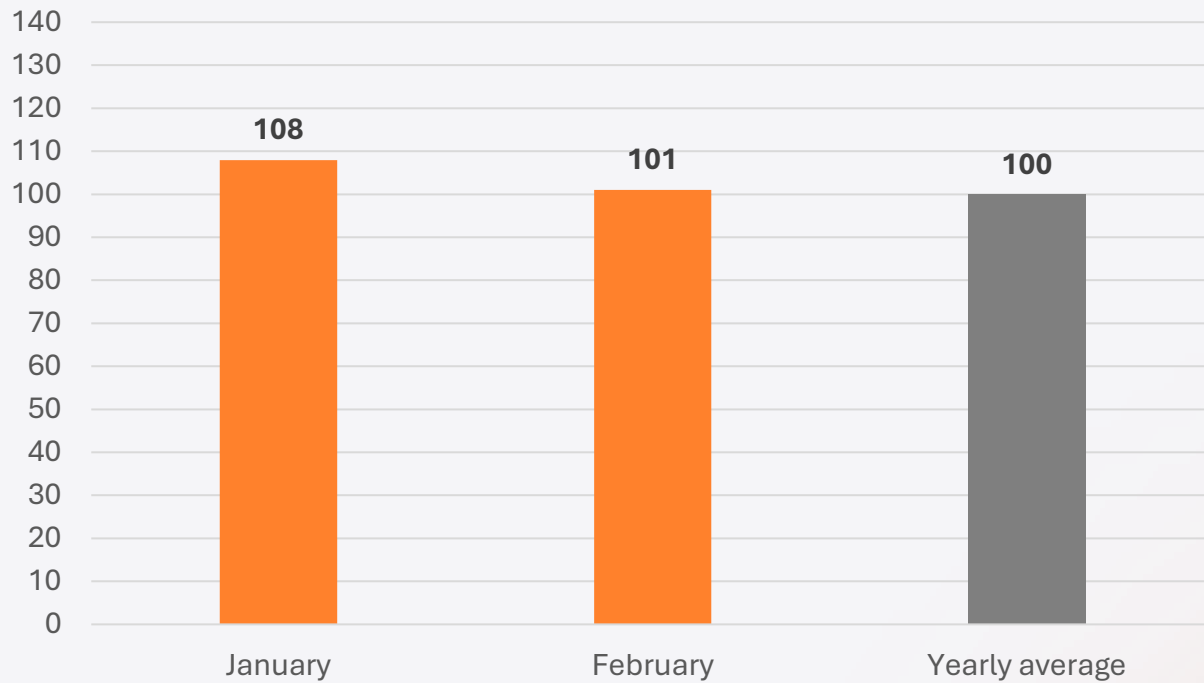
Source: Be-Mobile



Brussel Lambertmontlaan

# People are shopping for winter clothes

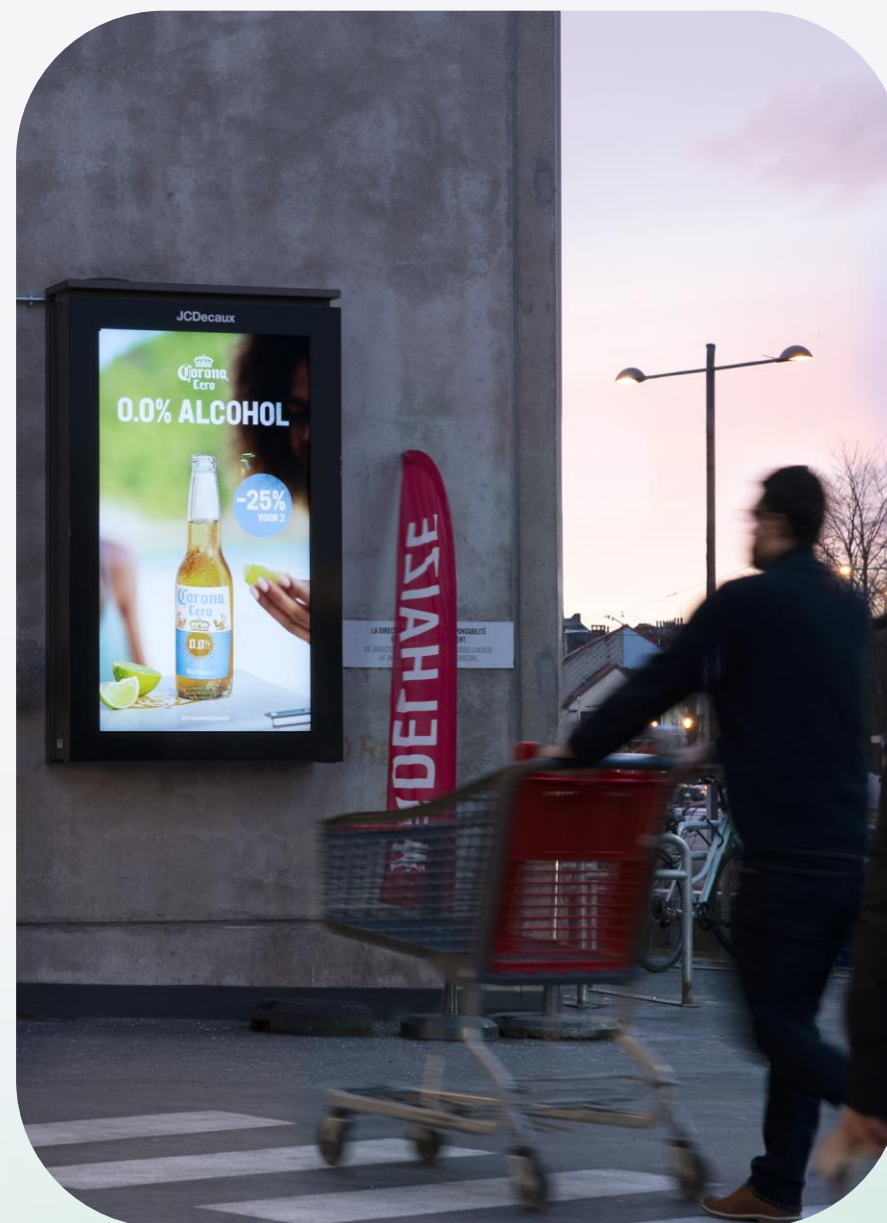
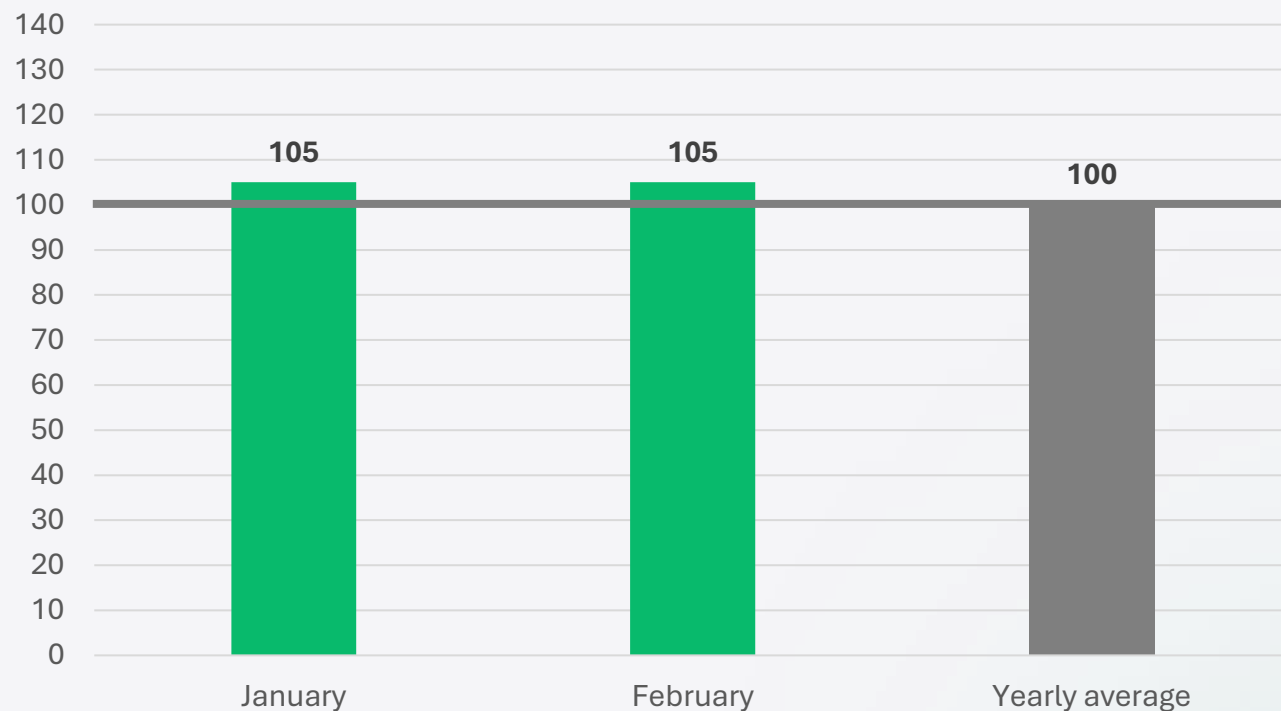
Index versus yearly average of gross contacts



Waasland Shopping

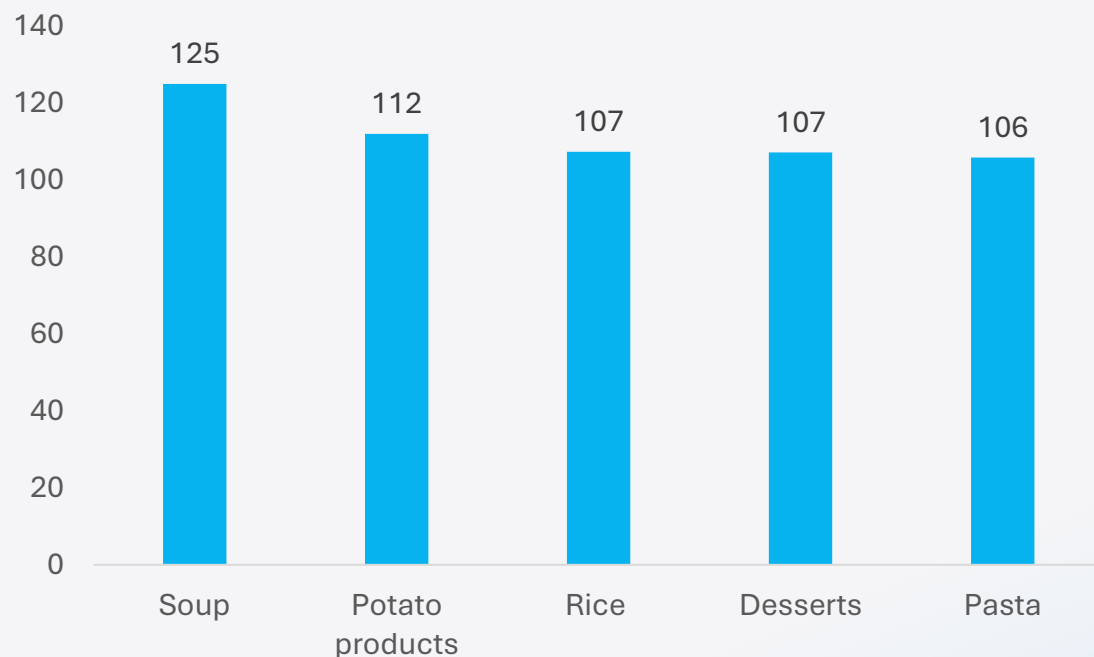
# People continue to do grocery shopping

Index versus yearly average of baskets



# Basic comfort foods are the top products during winter

Turnover vs yearly average  
Indices top sectors – winter

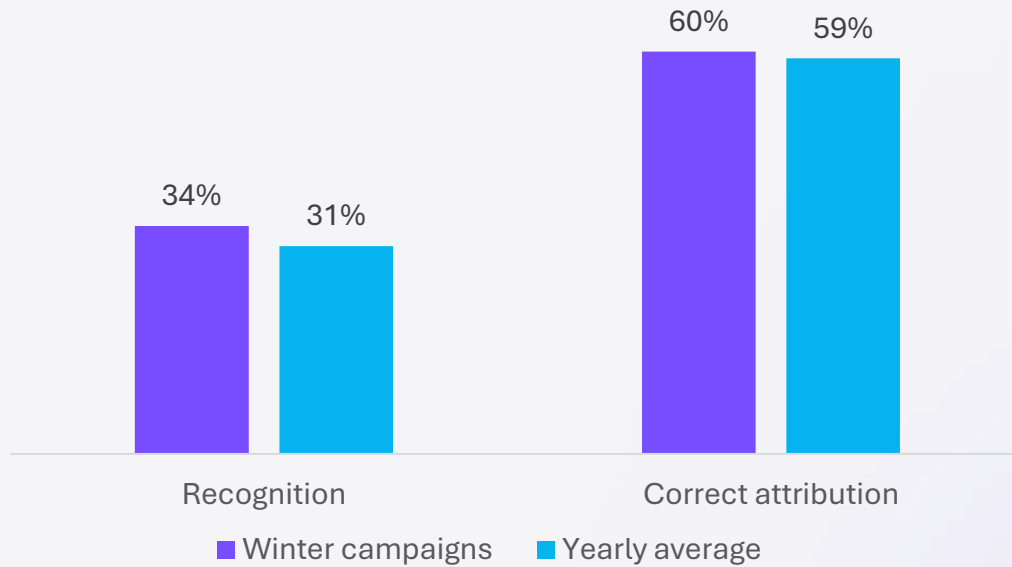


Source: Carrefour Loyalty card data



Brussel Houtweg

# Campaign impact is no different than in other periods



Antwerpen Korte Lozanastraat

