

JCDecaux

JCD BRUSSELS 1000

Digital + Paper
Street Furniture network

11.050.000 guaranteed Contacts 12+

1 WEEK



JCD BRUSSELS 1000

OOH AT STRATEGIC AREAS IN BRUSSELS



170 Paper sides
30 Digital Screens



Presence in the whole city of **Brussels**: covers **Brussels City Center** as well as the Avenue Louise until the **Bois de la cambre**, the **European quarter** until the **Park Cinquantaenaire** and **Tour & Taxis**



Large number of contacts per face
55.250 VAC12+ /face



High-traffic areas: shopping, business, leisure, restaurants, ...



Opportunity to **contextualize** your digital message
ex: locations, circumstances, ...



Qualitative Audience: Brussels residents, commuters from other regions, white collars, expats & lobbyists, tourists





JCD Brussels 1000



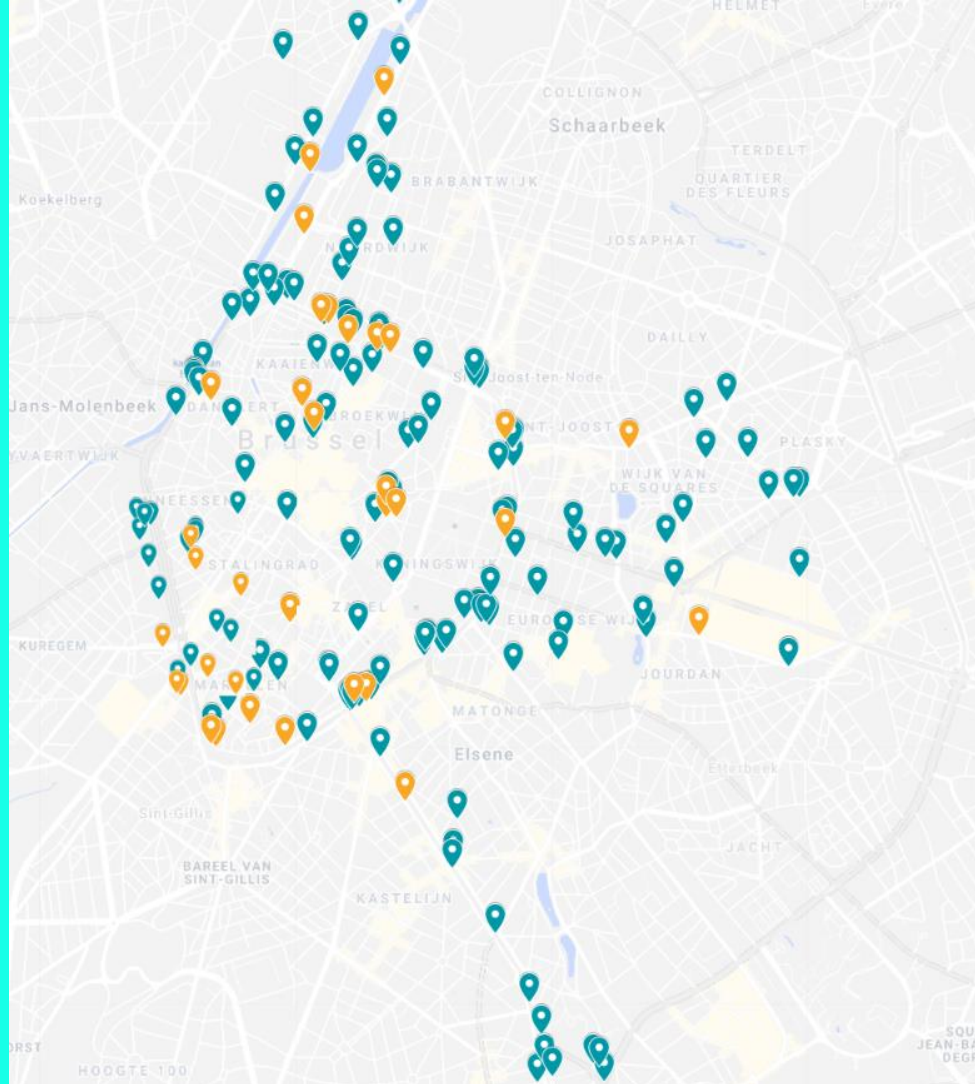
Brussels- Koudenberg



Brussels – Place Rogier



Brussels - Av Louise



170 Paper sides*
30 Digital screens*

**The number of furniture is indicative*

Performances CIM 2021-01 (18-54)
Brussels 19 – SOT 10%

VRP	973
VACover	78%
VAFrequency	12,5

Advertising that will be seen

Use the power of digital screens

Animated adds an extra dimension to your creation. It's important to make full use of this possibility to make your message more impactfull & efficient.

Dynamic Content

Give the right message to the right person at the right time with a contextualized content that will boost the impact of your campaign (in function of the time of the day, the weather, the location...)

