

JCDecaux

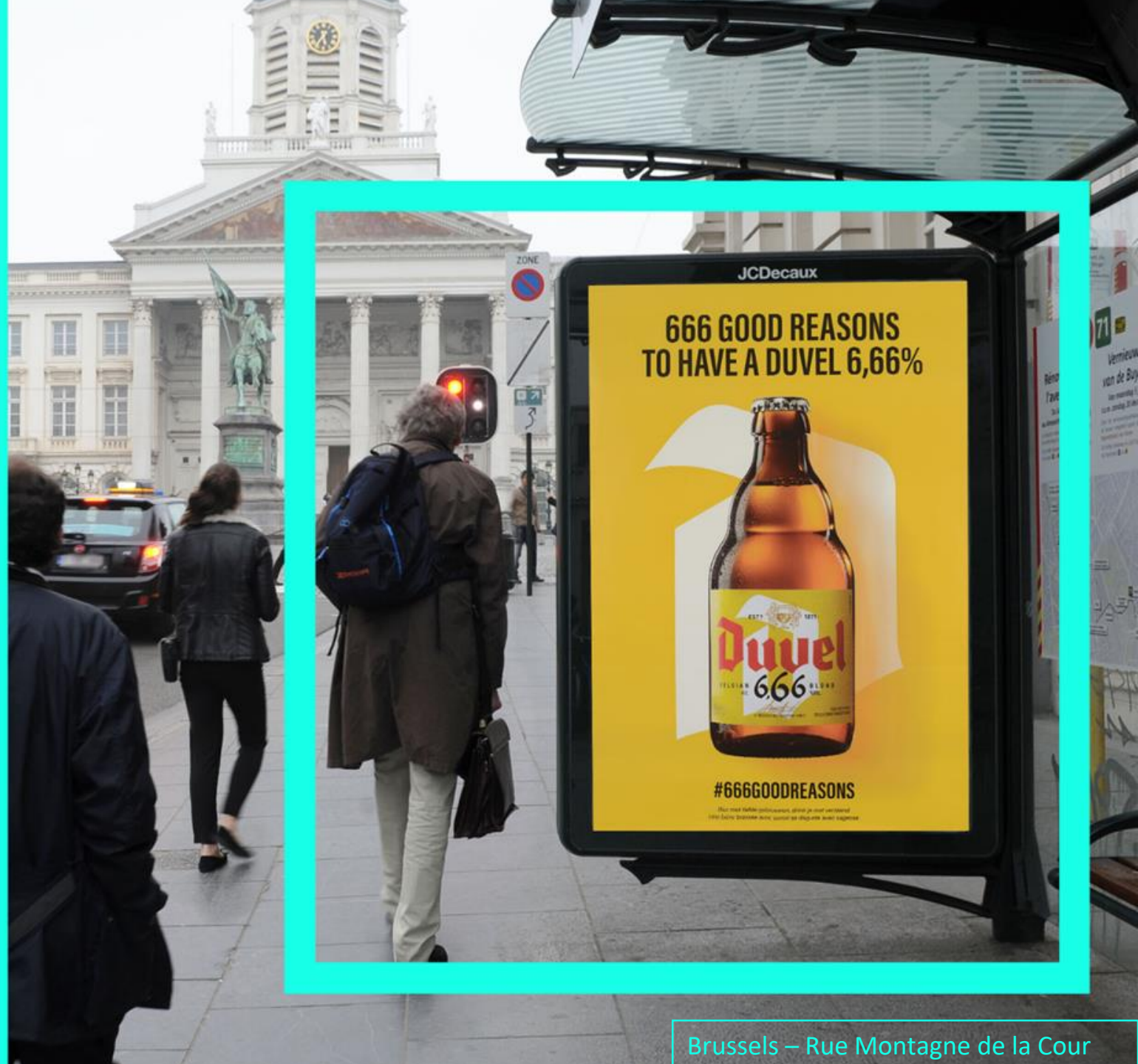
JCD BRUSSELS CITY CENTER

Digital + Paper
Street furniture network

5.415.000

guaranteed Contacts 12+

1 WEEK



Brussels – Rue Montagne de la Cour

JCD BRUSSELS CITY CENTER

OOH AT STRATEGIC PLACES IN BRUSSELS



80 Paper Sides
20 Digital Screens



Your message is seen in **crowded public areas** like Central Station, Louise Square, Porte de Namur/Naamsepoort, Little ring of Brussels



Very high number of contacts per face
54.150 VAC12+ /face



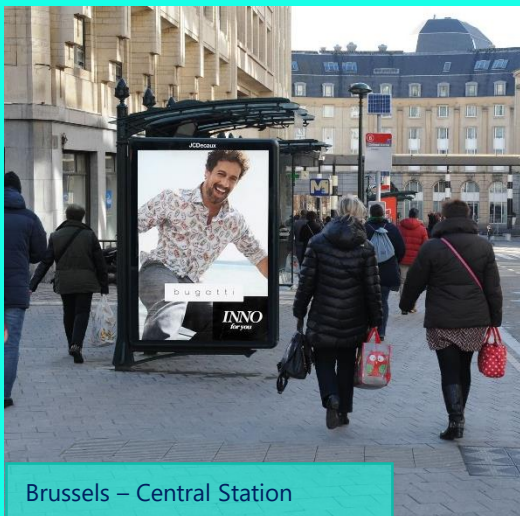
Opportunity to **contextualize** your digital message ex: locations, circumstances, ...



Qualitative Audience: residents of Brussels, commuters from other regions, expats, tourists



JCD Brussels City Center



Brussels – Central Station



Brussels – Av des Arts



80 Paper sides*
20 Digital screens*

**The number of furniture is indicative*

Performances CIM 2021-1(18-54)
Brussels 19 SOT 10%

VRP	556
VACover	65,5%
VAFrequency	8,5



Advertising that will be seen

Use the power of digital screens

Animated adds are 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...)