

JCDecaux



Context.



JCDecaux gives creatives the chance to use their **creativity for good**, by creating a simple DOOH with a **positive societal impact** on the surroundings.

Up to

10

winners

1.300

1 week exposure on 1.300 billboards across Belgium.

Be ready to

JCDecaux

FRAME

THE **2023**

FUTURE

Objective.



**Have a positive impact on the planet
and/or on the people.**

Examples of messages:

Don't leave any waste behind

Move more

Eat less meat

Enjoy culture

Be more tolerant

...

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



**SUSTAINABLE
DEVELOPMENT
GOALS**

Target.



The one you like

The one you love

The one you dream of at night

**The entire
Belgian population**

Challenge.



1.

Belgians are exposed to
10.000 advertising messages daily.

Make your **communication** stand out
from the others.

2.

Belgians are lost in the amount of things they “should” do in the present time.

Makes your **cause** stand out from the others.

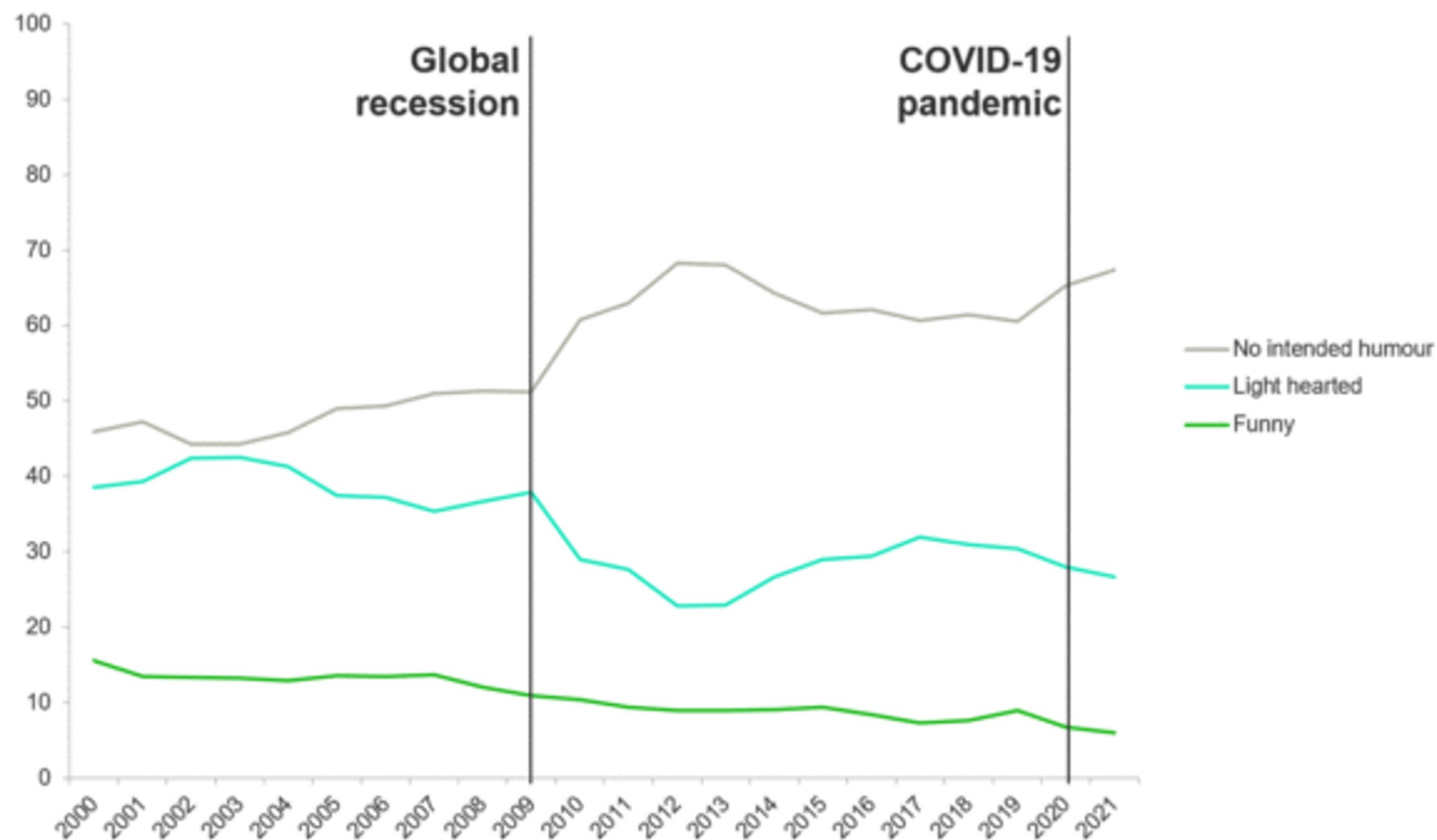
Challenge:

Be exciting and differentiating enough.
Be bold.

Tone of Voice.



Humour.



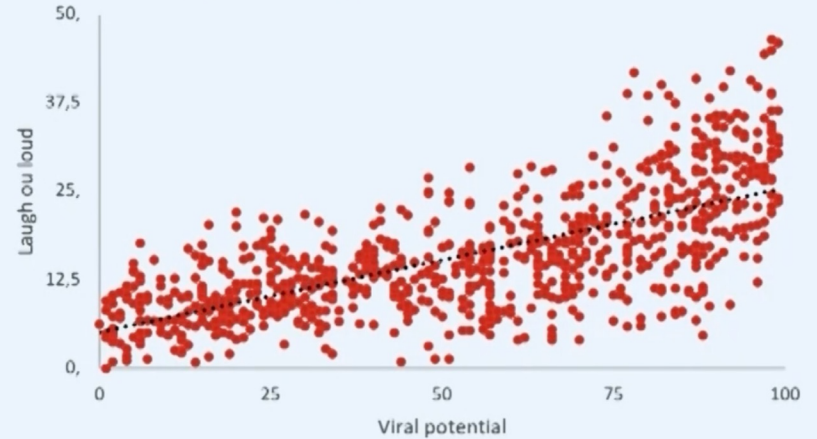
Source: Kantar Link database

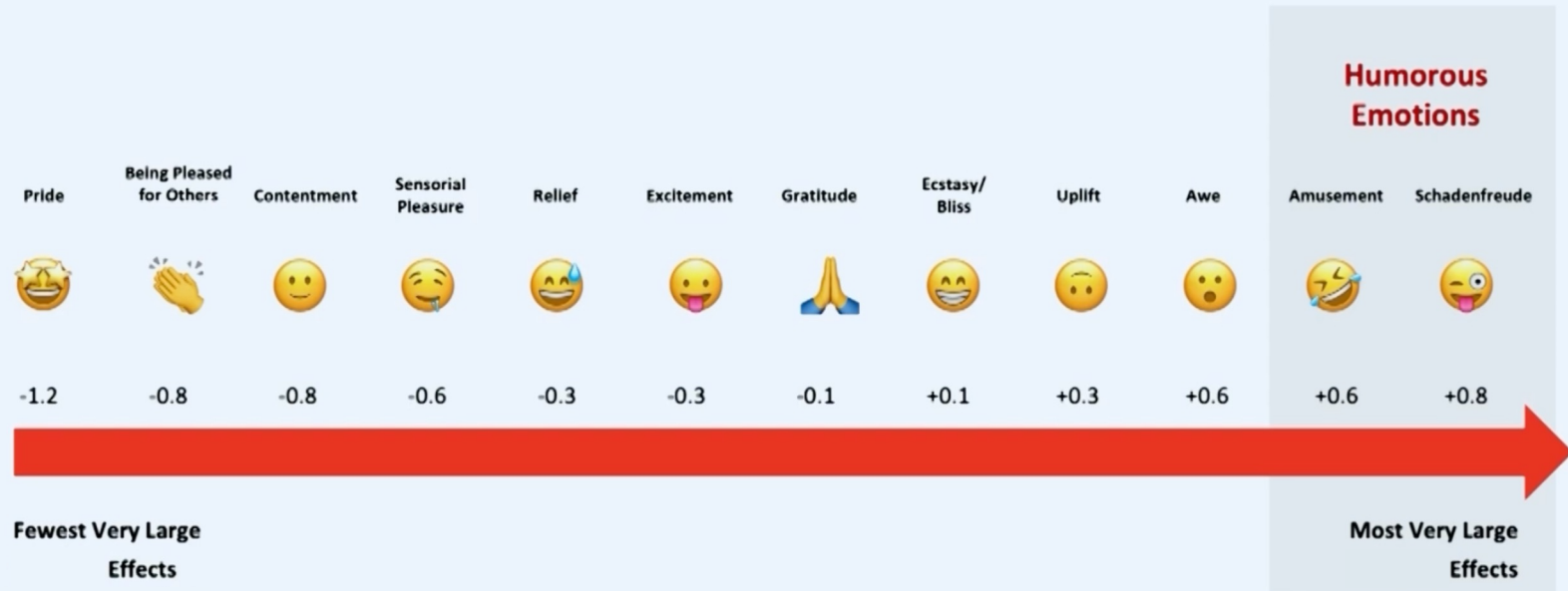
People **enjoy** funny ads more, and **share** them more

Laugh out loud v enjoyed watching a lot
(based on 896 US ads $r=0.71$)



Humour v Viral potential
(based on 813 US ads $r=0.69$)





Humor is more....

MEMORABLE

90%

say they are more likely to
remember a funny ad

DISTINCTIVE

+11

point increase on Kantar Link
distinctiveness measurement

RECOMMENDED

80%

say they are more likely to
recommend a funny brand

DESIRABLE

91%

say they want brands to be funny

PERSUASIVE

72%

say they would choose a humorous brand
over the competition

HUMOROUS

100%

humor is more humorous every time, that's just
science.

“While advertisers think they should be very polite and reassuring in times of crisis, **humour** has never been as persuasive.”

*Andrew Robertson,
CEO BBDO Worldwide*

Deliverable.



Deliverable

DOOH of 6”

The purpose of this contest is to let you **play** with the format, **experiment** and **learn** about it. As a deliverable we ask to send in:

1. SLIDE 1: your name(s), mail address(es) and agency/school.
1. SLIDE 2: a description/explanation of your idea
1. Your DOOH in .mp4, you can send in 1 to 4 variants of your DOOH.

So no caseboards or storyboards for this DOOH.
Roll up your sleeves!

Client related?

Your DOOH **can't be related to a client.**
It's rather a 'message of public benefit'.

Location billboards

The 1.300 billboards are spread across **different locations**:
on the streets (Brussels, Antwerp, Liège,...), in shopping
malls, at the entrance of Carrefour and Delhaize,
in the Metro in Brussels, at the airport, ..

Targeting

Messages can be adapted to the surroundings and to the time of day. **Relevance is key** to scoring more impact.

Practicalities.



Who

To participate you need to be **30 or under**.

Timings

1. The **deadline** is on **Monday 31/08** at 23h59.
So you've got aaaaaall summer.
2. Winners will be picked by the jury in the week of 11/09.
3. The verdict night with announcement of the winners will be mid September.
4. The winning ideas will be exposed on the DOOH's from JCDecaux **between September 2023 and June 2024**.

YoungDogs creative class

YoungDogs organises a creative class
end of July with **tips & tricks** on
how to create a DOOH.

Keep an eye on our socials, more info soon!

Keep in mind

1. Don't forget about the **contrast & readability**.
2. **Less is more**, don't overdue the number of words on your DOOH.
3. Keep it simple: make sure people can **understand** your idea in 6 seconds.
4. **Be authentic**. Don't use existing campaigns, we're legally not allowed.
5. Make sure to comply with the **tech specs** on the next slide.

Tech specs

Make sure to follow the technical specifications:

1. Dimensions: portrait - **1080 w x 1920 h**.
2. Duration: **6 seconds**.
3. Language: **NL** or **FR**, the declination to the other language will be made by JCDecaux afterwards.
4. Format: **MPEG-4 or .mp4**
Videos have to be created in 'full screen', with no surrounding black border.
5. **No audio**.

Good luck!

