

A photograph of a busy street in Brussels, Belgium, specifically Rue Belliard. The scene is filled with cars, including a prominent blue Volkswagen ID.7 Tourer in the foreground. A large billboard for the car is visible, featuring the text 'La nouvelle ID.7 Tourer' and 'Le break 100% électrique'. The billboard is mounted on a pole and has the JCDecaux logo at the bottom. In the background, there are modern buildings with large windows and a traffic light. The overall atmosphere is urban and active.

JCDecaux **BILLBOARD.**
Brussels 8 (65) – 2024

Brussels: Rue Belliard

Billboard

JCDecaux Brussels 8 - 65

BRUSSELS

9.7mio

Guaranteed contacts 12+

EXCEPTIONAL URBAN BILLBOARD NETWORK

- 1 uniform impactful format, on high pillars, all lighted
- 65 locations
- 2 weeks
- Campaign presence throughout Brussels Capital Region

51 PAPER FOR A BIG CITY IMPACT (8m²)

- High traffic & high visibility
- In the heart of the city and in all other Brussels communities
- Almost all stand-alone locations

14 DIGITAL FOR HEIGHTENED VISIBILITY (8m²)

- Impactful sites only on top axes in Brussels
- All stand-alone locations
- Exposure +/-15% SOT
- Digital screen at the right height
- Opportunity for Flexibility & Contextualized Planning



Brussels: Boulevard de Waterloo

Billboard

JCDecaux Brussels 8 - 65

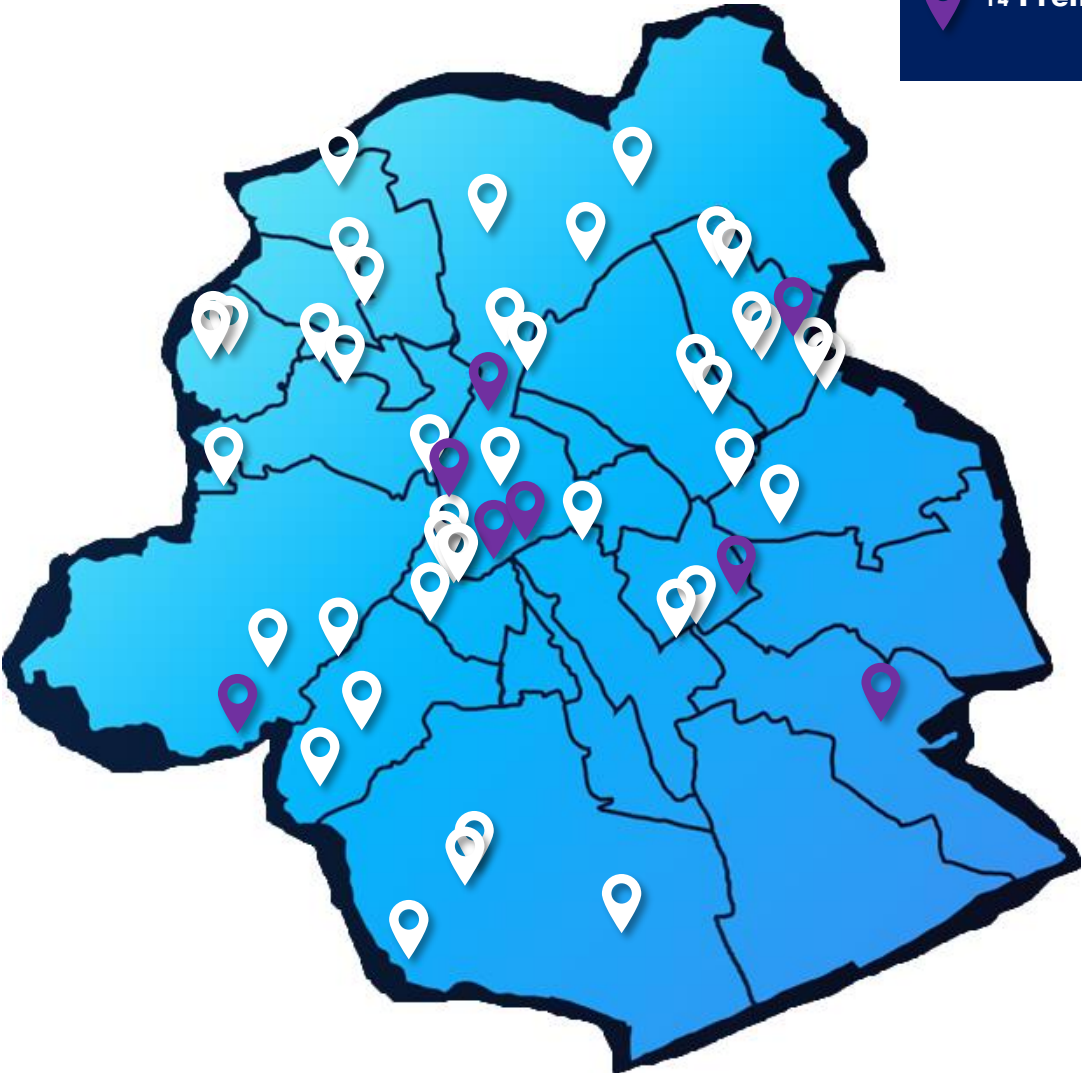
BRUSSELS

NATIONAL NETWORK
WITH HOMOGENEOUS COVERAGE

CIM RELEASE 2024-1 (Brussels 19)

VRP	693
REACH 1+	91%
EFFECTIVE REACH	54%
FREQUENCY	7.6

- 51 Billboards 8m²
- 14 Premium Digital 8m²

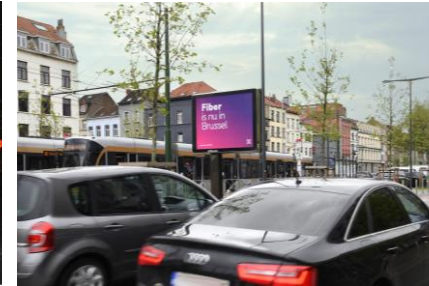
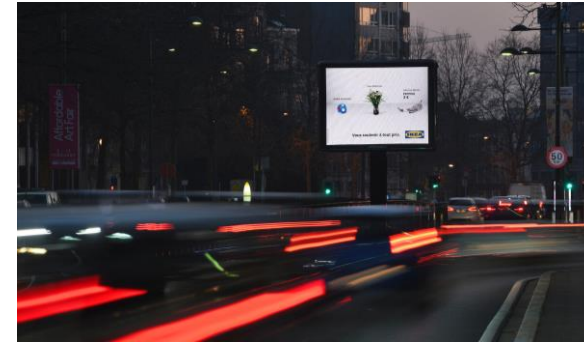
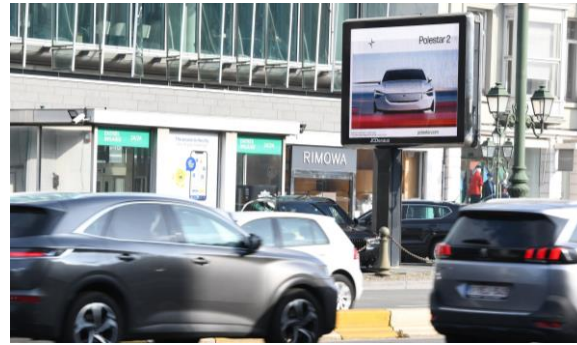


Billboard

JCDecaux Brussels 8 - 65

BRUSSELS

14 DIGITAL 8m² EYE CATCHERS IN BRUSSELS



LOCATIONS

1. Boulevard de Waterloo – Waterloolaan BRUSSELS (4)
2. Boulevard Saint – Michel Sint-Michielslaan ETTERBEEK (2)
3. Boulevard du Souverain – Vorstlaan AUDERGHEM (1)
4. Chaussée de Mons – Bergensesteenweg ANDERLECHT (2)
5. Square Saintelette – Saintelettesquare BRUSSELS (1)
6. Boulevard de l'Abattoir – Slachthuislaan BRUSSELS (2)
7. Avenue des Communautés – Gemeenschappenlaan EVERE (2)