

COMPETITION

Calling all young
creatives to share their
vision for a better future.

presented by:



JCDecaux

FRAME

THE 2024

FUTURE

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 2024

FUTURE

Objective.



Have a positive impact on the planet.



11

SUSTAINABLE CITIES AND COMMUNITIES

Make cities and human settlements
inclusive, safe, resilient and sustainable.

[Find out more](#)





making cities and human settlements

- **inclusive**
- **safe**
- **resilient**
- **sustainable**

TARGET 11.1**SAFE AND AFFORDABLE HOUSING**

By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums.

TARGET 11.3**INCLUSIVE AND SUSTAINABLE URBANIZATION**

By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.

TARGET 11.5**REDUCE THE ADVERSE EFFECTS OF NATURAL DISASTERS**

By 2030, significantly reduce the number of deaths and the number of people affected and substantially decrease the direct economic losses relative to global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and people in vulnerable situations.

TARGET 11.2**AFFORDABLE AND SUSTAINABLE TRANSPORT SYSTEMS**

By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.

TARGET 11.4**PROTECT THE WORLD'S CULTURAL AND NATURAL HERITAGE**

Strengthen efforts to protect and safeguard the world's cultural and natural heritage.

TARGET 11.6**REDUCE THE ENVIRONMENTAL IMPACT OF CITIES**

By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.

But what, can we do?

THINGS TO DO



Find a Goal 11 charity you want to support. Any donation, big or small, can make a difference!



Support a project in slums for safe housing. You can volunteer in slums to help with building houses, fixing existing ones, setting up public or green spaces.



Shop, eat and drink locally. Supporting neighbourhood businesses keeps people employed and circulates money back into your community.



Take advantage of your right to elect the leaders in your local community.



Commute in a sustainable way – bike, walk or take public transport. Save the car trips for when you've got a big group.



Take care of public spaces. Start yourself and inspire others to contribute to better public spaces – water the greenery, trim and plant trees, renovate sports areas and playgrounds, organize a cleanup.



Stay informed. Follow your local news and stay in touch with the Global Goals online or on social media at **@TheGlobalGoals**.

Target.



People **walking on the street**

People **travelling**

People **who are worried**

People **who can use a helping hand**

The Belgian population

Challenge.



People are f*** tired.**

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.

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

Challenge:

Be exciting and differentiating enough.

Be bold.

Be empathic.

Be kind.

How?



Surprise.

Why?

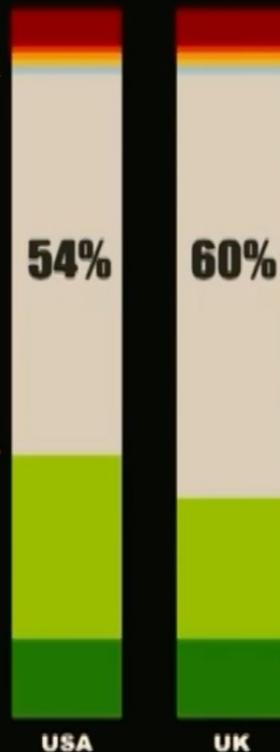
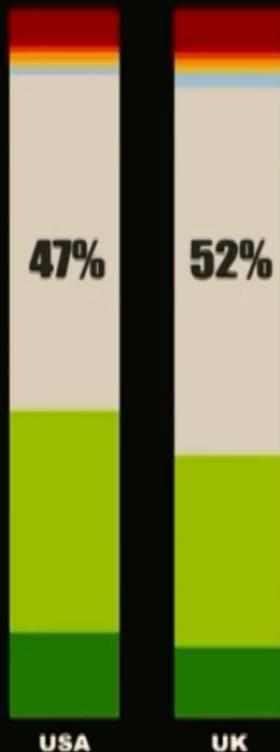


But this ladies and gentlemen is an advert

THE MOST COMMON RESPONSE TO ADVERTISING

Total Advertising

	USA	UK
● Contempt	5%	6%
● Disgust	2%	1%
● Anger	1%	1%
● Fear	1%	1%
● Sadness	1%	2%
● Neutral	47%	52%
● Happiness	31%	27%
● Surprise	12%	10%



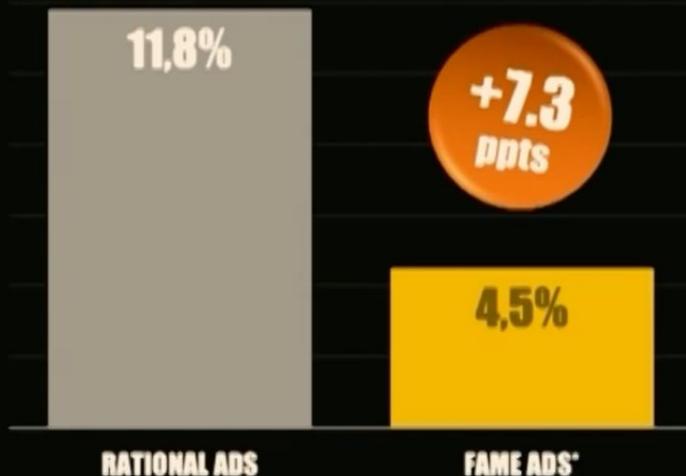
B2B Advertising

	USA	UK
● Contempt	5%	5%
● Disgust	1%	1%
● Anger	1%	1%
● Fear	1%	1%
● Sadness	1%	1%
● Neutral	54%	60%
● Happiness	26%	20%
● Surprise	11%	11%

THE TRUE COST OF DULL | DULL ADS NEED EXTRA BUDGET TO ACHIEVE THE SAME GROWTH

BUDGET LEVELS OF CAMPAIGNS ACHIEVING VERY LARGE MARKET SHARE GROWTH (ESOV)

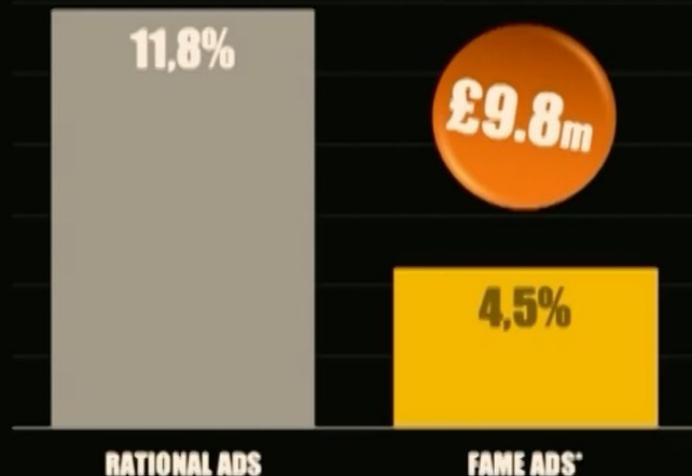
AVERAGE ESOV LEVELS REPORTED BY CAMPAIGNS REPORTING WLBZ FX (ESOV = SOV MINUS \$OM)



VERY LARGE MARKET SHARE GROWTH

WHAT DOES THIS MEAN IN £££s?

AVERAGE ESOV LEVELS REPORTED BY CAMPAIGNS REPORTING WLBZ FX (ESOV = SOV MINUS \$OM)



VERY LARGE MARKET SHARE GROWTH

COST OF DULL = GREEK GDP



**THE EXTRAORDINARY
COST OF DULL**



eatbigfish.

JON EVANS

UNCENSORED CMO

Deliverable.



Deliverable

DOOH of 6" NL/FR/EN

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.
2. SLIDE 2: a description/explanation of your idea
3. 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.



Timings

1. The **briefing** will be available on **Thursday 24/10**.
2. The **deadline** is on **Monday 11/11** at 23h59.
3. The verdict night with announcement of the winners and next briefing is on **21/11**.
4. The winning ideas will be exposed on the DOOH's from JCDecaux **between December 2024 and June 2025**.

Good luck!

