



Key learnings of 9 years post test studies

JCDecaux

1.000 campaigns
tested since 2008

On average, **1 out of 5 Belgians** has seen and correctly attributed an OOH campaign

30%

AVERAGE RECOGNITION SCORE

Recognition %
= % people who have seen campaign

59%

AVERAGE ATTRIBUTION SCORE

Attribution %
= % people who attributed the campaign to the correct brand

19%

AVERAGE UTILITY SCORE

Utility score %
= % people who recognized the poster and attributed the brand correctly

Top 5 best campaigns

2014



67%

Utility score

2014



65%

2017



59%

2010



59%

2015



59%

A blurred, low-angle shot of a busy crowd of people walking, likely in a public space or transit area. The motion blur creates a sense of movement and activity.

More information?

Contact us via: info@jcdecaux.be

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