

FOR IMMEDIATE RELEASE

JCDecaux Transport boosts O2O media interactivity via Beacon technology at Hong Kong International Airport with Coach as the debut advertiser

(Hong Kong, 17th June 2016) – JCDecaux Transport, the No.1 outdoor advertising company in Hong Kong, enhanced the interactivity of Hong Kong International Airport Advertising with the application of Beacon technology. Coach, the leading New York fashion and accessories brand, debuted this groundbreaking engagement media to connect smartly with the quality Hong Kong International Airport's passengers from online to offline (O2O).

Throughout this summer, Coach has transformed the Arrivals Greeting Hall at HKIA into a dazzling wardrobe with its 1941 collection - the featured product line that commemorates the brand's 75th anniversary. Customers set off the enchanting fashion journey once they step out the aircraft and their desire for the designer brand accumulated when they pass along the arrival concourses, the baggage reclaim area, and finally to the greeting hall and central down ramps, where spectacular and dominating advertisements spanned all over.

Even more exciting now is the chance to win the signature handbag by just sharing a photo - take a photo of any Coach advertisements at the airport, hashtags #CoachPreFall2016 and share it to the social media platforms.

With the Beacon technology, air passengers experience the interactivity by simply shaking their Bluetooth activated and WeChat App pre-installed smartphones when approaching to the visuals. Beacon transmitters fixed inside the advertising lightboxes will then communicate with passengers' smartphones and walk them through the campaign step by step.

Through carefully managed passenger experience of the entire process, the campaign provides an opportunity to the brand to communicate with their target audience beyond the panels, wow them with awesome sparks and extend the dialogue from online to offline (O2O).

“JCDecaux Transport is committed to develop interactive and innovative media solutions and let brands better engage with their target audience at the airport.” Shirley Chan, Managing Director of JCDecaux Transport, said enthusiastically.

“With the success of this pioneer project, we are going to deploy the state-of-the-art beacon technology to the entire Hong Kong International Airport Advertising Platform, in due course more sophisticated O2O and interactive advertising campaigns can be facilitated ” She added.

Photo Gallery



Fig. 1 Leverage on the latest Beacon technology, passengers can join the photo sharing campaign easily by just shaking their smartphones within the immediate vicinity at Arrivals Greeting Hall and Central Down Ramp Area at HKIA



Fig.2. Mega size and dominating Bulkhead Poster on Wall at the Arrivals Greeting Hall made the campaign couldn't be missed by any single passers-by.



Fig. 3 Arrival passengers immersed in the beauty of the famed fashion brand once they are on the ground.

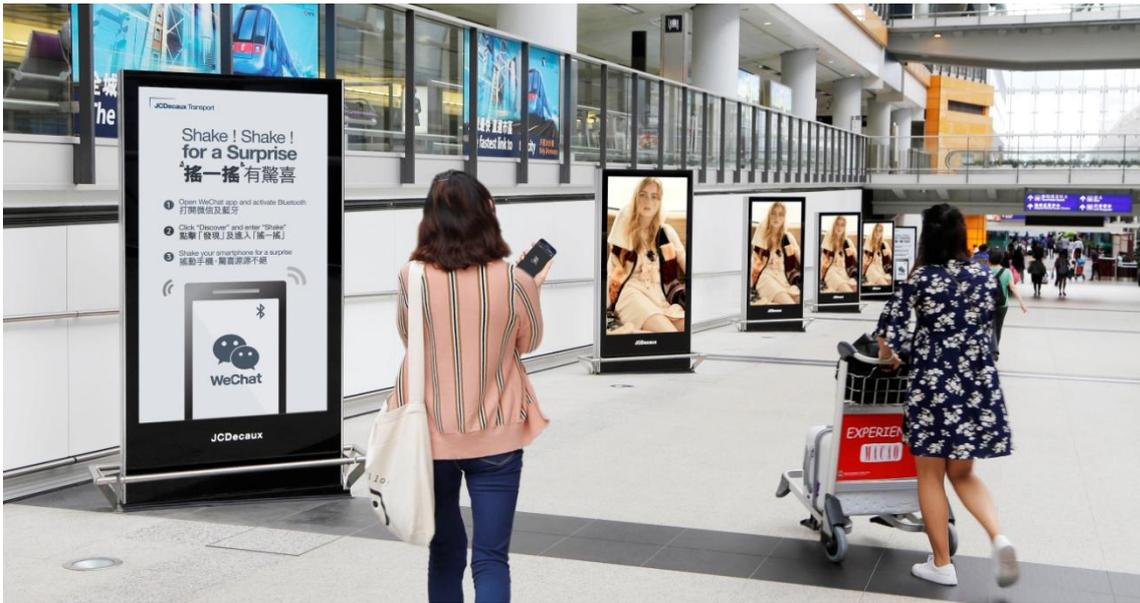


Fig. 4 Passengers experience the interactivities brought about by Beacon technology.



Fig. 5 Advertising visual used to promote the campaign

Key information about JCDecaux Group

- 2015 revenue: €3,208m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- JCDecaux is part of the FTSE4Good index
- N°1 worldwide in street furniture (524,580 advertising panels)
- N°1 worldwide in transport advertising with more than 230 airports and 280 contracts in metros, buses, trains and tramways (395,770 advertising panels)
- N°1 in Europe for billboards (177,760 advertising panels)
- N°1 in outdoor advertising in Europe (731,390 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (236,760 advertising panels)
- N°1 in outdoor advertising in Latin America (62,860 advertising panels)
- N°1 in outdoor advertising in Africa (32,840 advertising panels)
- N°1 in outdoor advertising in the Middle-East (16,280 advertising panels)
- N°1 worldwide for self-service bicycle hire: pioneer in eco-friendly mobility
- 1,129,410 advertising panels in more than 75 countries
- Present in 4,435 cities with more than 10,000 inhabitants
- Daily audience: more than 390 million people
- 12,850 employees

Key information about JCDecaux in China

- N°1 outdoor advertising company in China with 210,500 advertising panels in 35 cities (include Hong Kong and Macao)
- 195,100 transport panels (13 cities)
- 1,093 employees
- 6,400 advertising panels in Campus (32 cities)

About JCDecaux Pearl & Dean

JCDecaux Pearl & Dean Ltd (JC DP&D) is the main subsidiary of the JCDecaux Group in Hong Kong. JC DP&D is the market leader in outdoor advertising sales in Hong Kong, where it has been established since 1976. JC DP&D has been managing the advertising sales concessions for the MTR Corporation for over 30 years and the Hong Kong International Airport since its opening in 1998. The Company currently also operates the advertising concessions for Macau International Airport, Airport Express, Pacific Place Passages and Ngong Ping 360.

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