

## PRESS RELEASE

### **JCDecaux Transport and L'Oréal Paris launch a glamorous first-ever “Cannes Film Festival” Podium at Hong Kong International Airport**

**(Hong Kong, 24 April 2014)** – Together with L'Oréal Paris, JCDecaux Transport has successfully launched an exceptional airport advertising concept which saw through the creation of Asia's first-ever “Cannes Film Festival” Podium, to celebrate the 67<sup>th</sup> edition of the Film Festival and the 17<sup>th</sup> year of L'Oréal Paris as official make-up artist of this glamorous worldwide event.

Strategically positioned at Departures East Hall Exhibition Site, close to the Duty Free Shop area, the elegant advertising display allows L'Oréal Paris to effectively engage with international frequent travellers and generate superb brand awareness. Passengers are given the opportunity to discover L'Oréal Paris' complete range of skincare and make-up under professional guidance, make last-minute purchases prior to taking their flight and finally join the lucky draw to win a unique VIP package including red carpet walk at “Cannes Film Festival” with Hollywood stars and exclusive beauty treatment from L'Oréal Paris experts.

Asia's first-ever “Cannes Film Festival” display also includes a digital screen technology broadcasting glamorous scenes of the 2013 edition of the Film Festival to give passengers the urge and excitement to attend this once-in-a-lifetime event.

Ms. Cécile Naour, General Manager of L'Oréal Paris Consumer Products Division said, *“I would like to thank all the stakeholders who have partnered with us to set up this elegant, sophisticated and unique make-up artist animation: Hong Kong Airport Authority which has trusted and encouraged the initiative and concept from the beginning, JCDecaux Transport which has strongly supported to convey our ideas into reality, and DFS who supports innovative ideas and concepts to animate the Duty Free business”.*

# JCDecaux Transport

Ms. Shirley Chan, JCDecaux Transport's General Manager said, "*JCDecaux Transport Hong Kong takes pride in having being chosen by L'Oréal Paris to launch its first Duty Free Airport Podium in Asia. We strive to provide our advertisers with creative advertising platform which allows displaying their advertising message with flexibility while helping them to connect further with target audience. Our team will continue to work tirelessly in delivering the best and most professional service to our clients to ensure the achievement of their advertising goals*".

JCDecaux the number one outdoor advertising company in the world and Hong Kong's Number One Out-of-Home Media for 4 consecutive years since 2010\*, has been managing the advertising sales concessions of the Hong Kong International Airport (HKIA) since its opening in 1998. Advertising at this top-ranked busiest international airport in Asia, is an unparalleled opportunity to promote advertisers products and services to an upmarket audience of international passengers. Over the years, JCDecaux have developed new and impactful "spectacular" advertising sites and have increased the scope and impact of the digital media, the latest including a mega-TV network at the baggage reclaim area. Bridging the gap between advertisers and passengers, the increasing use of passenger engagement devices in many client campaigns via the use of the latest mobile and internet technology have been creatively applied.

*\*Voted for 4 consecutive years from 2010-2013, by client-advertisers and agency professionals. The annual OOH Media Ranking Survey is an online survey conducted by Lighthouse Research for Marketing Magazine*

# JCDecaux Transport



L'OREAL PARIS, CANNES FILM FESTIVAL PODIUM  
DEPARTURES DUTY FREE EAST HALL, T1, LEVEL 6

[R-L]

1. Ms. Christina Cheng, Deputy General Manager, Retail and Advertising, Hong Kong International Airport
2. Ms. Cécile Naour, General Manager, L'Oréal Paris, Consumer Products Division
3. Ms. Shirley Chan, General Manager, JCDecaux Transport



[R-L]

1. Cecilia Chow, Senior Area Manager, L'Oréal Paris, Consumer Products Division
2. Ms. Shirley Chan, General Manager, JCDecaux Transport
3. Ms. Cécile Naour, General Manager, L'Oréal Paris, Consumer Products Division

JCDecaux Pearl & Dean Ltd 德高貝登

14/F, Oxford House, TaiKoo Place, 979 King's Road, Quarry Bay, Hong Kong  
Tel: (852) 2111 0111 - Fax: (852) 2529 5653

# JCDecaux Transport

4. Linda Lam, Sales Director, JCDecaux Transport
5. Kenneth Choi, Senior Account Manager, JCDecaux Transport
6. C K Cheung, Assistant Operations Director, JCDecaux Transport
7. Josephine Simphal, Marketing Manager, JCDecaux Transport
8. Florence Ho, Senior Sales Executive, JCDecaux Transport
9. Karen Ko, Assistant Marketing Manager, JCDecaux Transport



## **Key information about JCDecaux Group**

- 2013 revenues: €2,676m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (480,400 advertising panels)
- No.1 worldwide in transport advertising with more than 145 airports and more than 276 contracts in metros, buses, trains and tramways (379,000 advertising panels)
- No.1 in Europe for billboards (191,000 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (211,400 advertising panels)
- No.1 in outdoor advertising in Latin America (30,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,082,400 advertising panels in more than 60 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 12,000 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)
- 1093 employees
- 6,400 advertising panels in Campus (32 cities)

## **Key information about JCDecaux Pearl & Dean**

- JCDP&D has been managing the advertising sales concessions for the Hong Kong International Airport since its opening in 1998. The Company currently also operates the advertising concessions for Macau International Airport, the MTR Corporation\*, Ngong Ping 360 and the Pacific Place passages.

\*MTR refers to Kwun Tong Line, Tsuen Wan Line, Island Line, Tung Chung Line, Tseung Kwan O Line, Disneyland Resort Line and Airport Express Line.

## **Media Enquiry:**

### **Shirley Chan**

General Manager  
JCDecaux Transport (Hong Kong)  
Tel: (852) 2862 7226  
Email: shirley.chan@jcdecaux.com.hk

### **Josephine Simphal**

Marketing Manager  
JCDecaux Transport (Hong Kong)  
Tel: (852) 3960 3367  
Email: josephine.simphal@jcdecaux.com.hk