

VS Midnight Salon Interactive Shelter wins JCDecaux Innovate International Campaign of the Month in Jun 2007

Hong Kong, Aug 2, 2007 – JCDecaux Texon, market leader in the innovative use of outdoor media, announced today VS Midnight Salon Interactive Shelter was awarded JCDecaux Innovate International Campaign of the Month (Jun 2007).

Out of Home Media

Argentina
Australia
Austria
Belgium
Bosnia
Brazil
Bulgaria
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hong Kong
Hungary
Iceland
India
Ireland
Italy
Japan
Korea
Latvia
Lithuania
Luxembourg
Macau
Malaysia
Montenegro
Norway
Poland
Portugal
Russia
Serbia
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
The Netherlands
Turkey
Ukraine
United Kingdom
United States
Uruguay
Uzbekistan



Out of the 18 entries from countries worldwide including Belgium, Czech Republic, Denmark, France, Hong Kong, Ireland, Singapore, UK and USA, Hong Kong stands out from the rest receiving the honour. The client is Procter & Gamble while Leo Burnett handled creative duties and Starcom Worldwide handled media buying and planning.

Michael Woo, Assistant Brand Manager of VS & Wella, P&G HK said, 'I feel very proud that we were able to win among so many competitors from around the world. I am also very excited that we have received such positive feedback and recognition. It was made possible by the joint effort together with my agencies, to come up with such an innovative idea and executed in such a flawless manner.'

Michael continued, 'Using bus shelter was one of the more targeted ways to communicate to our consumers on top of TV, and to maximize the medium, we chose a crowded location and created an interactive design that would capture the attention of passing pedestrians.'

The interactive special consists of Panel Showcase, Sticker-wrapping, Showscreen and Sampling. To induce product trial and engage consumers, the special houses an LCD which displays a jackpot game when passer-bys press the button on the panel. If three of the product visuals are shown at the same time, the person could get a free sample of conditioner dispensed at the bottom of the shelter panel.

Marketing Director of JCDecaux Texon, Carrie Leung said, 'We are so excited even this is the 6th time we won the award. All the Innovate campaigns amazed us with their truly original idea and the exceptional success in consumer engagement. The VS campaign cleverly mixed LCD showscreen and sampling to involve people with a jackpot

game. By using simple yet creative sticker pasting, it turned our Shelter to an interactive zone to enhance brand experience.'

Campaign of the Month is a monthly award organised by JCDecaux Innovate International – a division dedicated to creating bespoke outdoor solutions tailored to achieving client's advertising objectives.

Key Figures for the Group:

- 2006 revenues: €1,946.4 million
- JCDecaux is listed on the Eurolist of the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices
- N°1 worldwide in street furniture (318,000 advertising panels)
- N°1 worldwide in airport advertising with 153 airports and more than 300 transport contracts in metros, buses, tramways and trains (207,000 advertising panels)
- N°1 in Europe for billboards (200,000 advertising panels)
- N°1 in outdoor advertising in China (79,000 advertising panels in 20 different cities)
- 725,000 advertising panels in 48 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 employees

JCDecaux Texon Limited

Hong Kong's N°1 Street Furniture Company, JCDecaux Texon, operates the only Bus Shelter, Bus Pole and Tramcar Advertising Network in Hong Kong.

The pioneer of Bus Shelter advertising since 1994, JCDecaux Texon has expanded its unrivalled above-ground advertising network from over 5000 panels' Bus Shelter Network to 140 Trams and Billboards at prime location in city centre. Present in the three principal segments of the outdoor advertising market: street furniture, billboard and transport advertising, it strengthens the Company's leadership position in outdoor advertising.

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