

JCDecaux

someday
is today

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LEUKEMIA & LYMPHOMA SOCIETY
fighting blood cancers



Social Advertising



Social

The Best Friends of America

Center for Disease Control

Phillips Programs for Children and Families

SaveAbandonedBabies.Org

Avon Walk for Breast Cancer

Beyond their retail purpose, shopping malls have become community centers for social and recreational activities. MallScape malls are the perfect venue to communicate social messages that will reach people throughout the entire spectrum of the population.

Scarborough research indicates that MallScape shoppers are more involved with local socio-political issues than most adults in JCDecaux DMAs. 79% of MallScape shoppers are registered to vote in their district of residence. 32% of MallScape shoppers always vote in local elections and 39% always participate in state elections. In addition, 69% of MallScape shoppers always vote in presidential elections.

MallScape advertising networks reach:

Target audiences of women and young adults on average of 3+ times per month.

The elusive teen market. They visit shopping malls more frequently and stay longer than any other shoppers. Also, they are more susceptible to advertising messages in their own environment. Over 20% of MallScape shoppers in JCDecaux DMAs have one or more teenage children [12-17 years old] in the household. A recent study conducted by Arbitron found that 95% of teens notice mall advertising and that the best mall medium to reach them is through traditional posters.

“This is the first time we have done these and they are very good. I think it is the best advertising we have done. It reaches a good population, is reasonably priced and is effective.” Eileen Krenners, Advertising Manager for Suffolk County DWI