

Reaching and influencing the Gen Z audience.

From the top 30 UK cities, to the highest indexing shopping malls, reach Gen Zs in the urban social spaces where they live their lives. Make your omnichannel advertising work harder by creating a seamless experience between their online world and their offline real-world life with digital OOH.

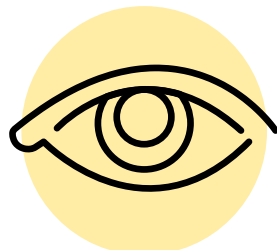


OOH delivers real world experiences.



89%

of Gen Zs remember the brand on OOH.



84%

of Gen Zs pay attention to OOH.



58%

of Gen Zs trust brand messages on OOH.

OOH screens in social spaces.



54%

of Gen Z feel excited when they're in a mall.



72%

of Gen Z enjoy real life experiences over online experiences.



6x

Gen Z is exposed to the same OOH ad six times in our social spaces.

OOH drives actions online AND offline.



52%

People look 52% longer at an online ad if they have seen the OOH ad first.



300m

JCDecaux UK delivers 300 million weekly eyeballs in the 9:16 ratio.



66%

66% of Gen Zs are likely to share OOH content on social channels.

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“There are 10 million Gen Zs in the UK which represent 15% of the UK population. OOH can help clients and brands reach and influence this digital native audience on the trusted public screen of Out-of-Home in the social spaces where this group enjoy real-world engagement and immersive, engaging brand experiences.”

Mark Bucknell

Chief Commercial Officer
JCDecaux UK

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Get in touch with your JCDecaux contact to find out more about how to reach the Gen Z audience, including our new GENgage proposition to help brands scale and grow.

GENgage