

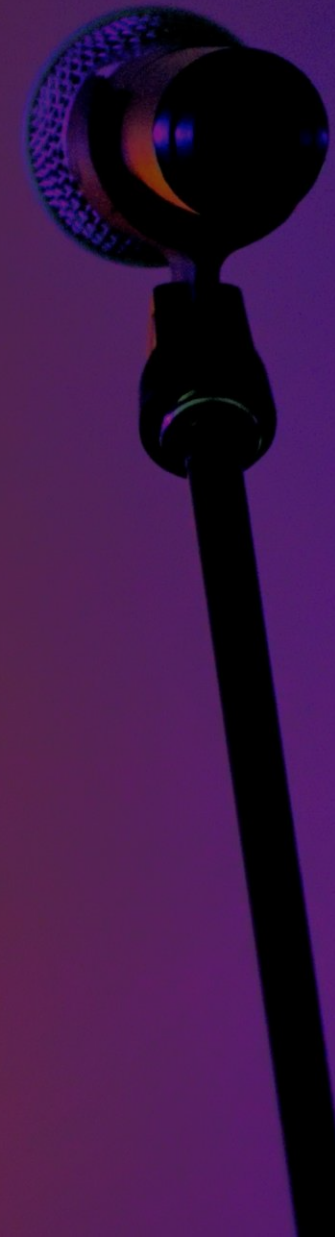
Contribute to the future of sustainable cities

#Sustainable cities

#Arts & Culture

#Marketing, Advertising & Media

 Clear Channel
@clearchannelfrance



STARTING FROM THE EXPECTATIONS OF CIVIL SOCIETY

3000
PEOPLE
SURVEYED,
INSTITUT
CSA,
NOVEMBER
2020

73% of French people believe awareness-raising content in the street could play a role in shaping behaviors

1000 People
Harris
Interactive
for AG2R
LA
MONDIALE

70% of French people consider environment (climate, air quality, water...) has a significant impact on their health

3000
PEOPLE
SURVEYED,
INSTITUT
CSA,
NOVEMBER
2020

62% of French urban residents appreciate OOH advertising



OUR PURPOSE

A PLATFORM FOR BRANDS & A PLATFORM FOR GOOD

DELIVERING
ADVERTISERS' MEDIA
OBJECTIVES
WHILST
HAVING A
POSITIVE
IMPACT
AROUND
US

Advertisers & Brands

Choose to buy Out of Home media, not only for its ability to reach the public, but also to align with a media channel that's taking seriously its responsibility to the world we live in.

Clear Channel

We passionately build and maintain ad-funded infrastructure, invest in social good and environmental initiatives, and return a large part of our revenues to Local Authorities and Landlords.

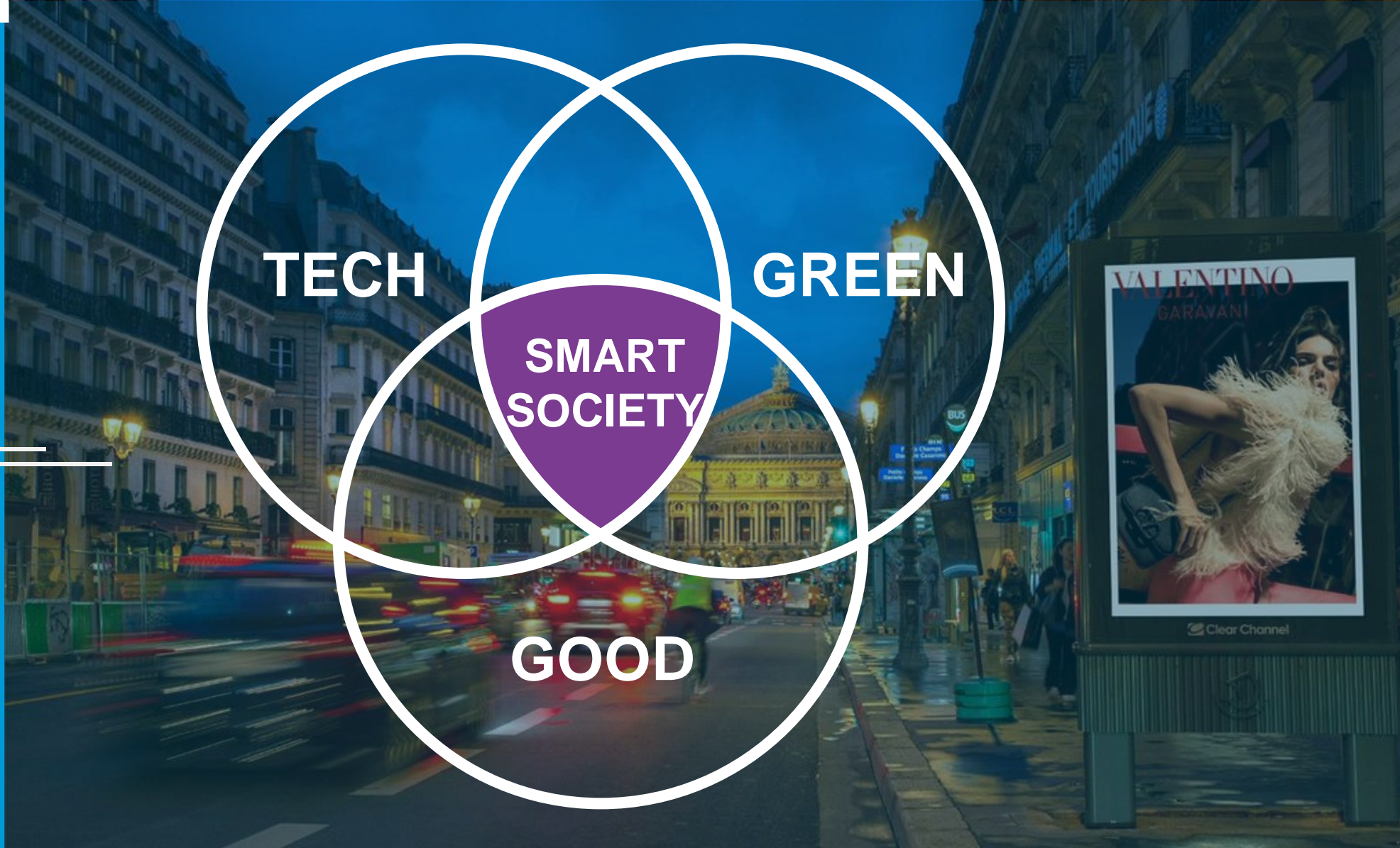
The Public

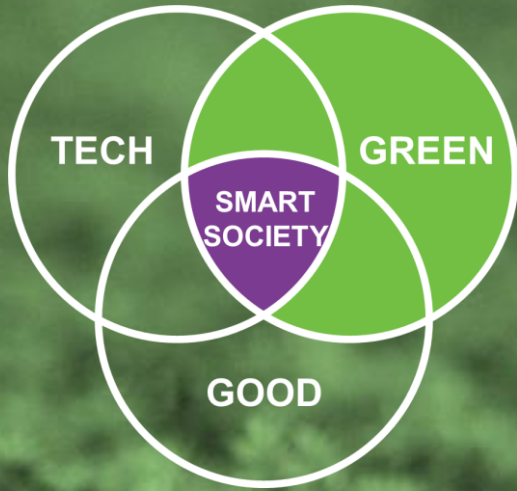
Benefit from well-maintained, useful and environmentally conscious infrastructure, which enhances and improves their lives.

Landlords & Municipalities

Work with Clear Channel to install useful, conscious and beneficial public infrastructure, as well as receiving rents which contribute toward the public purse.

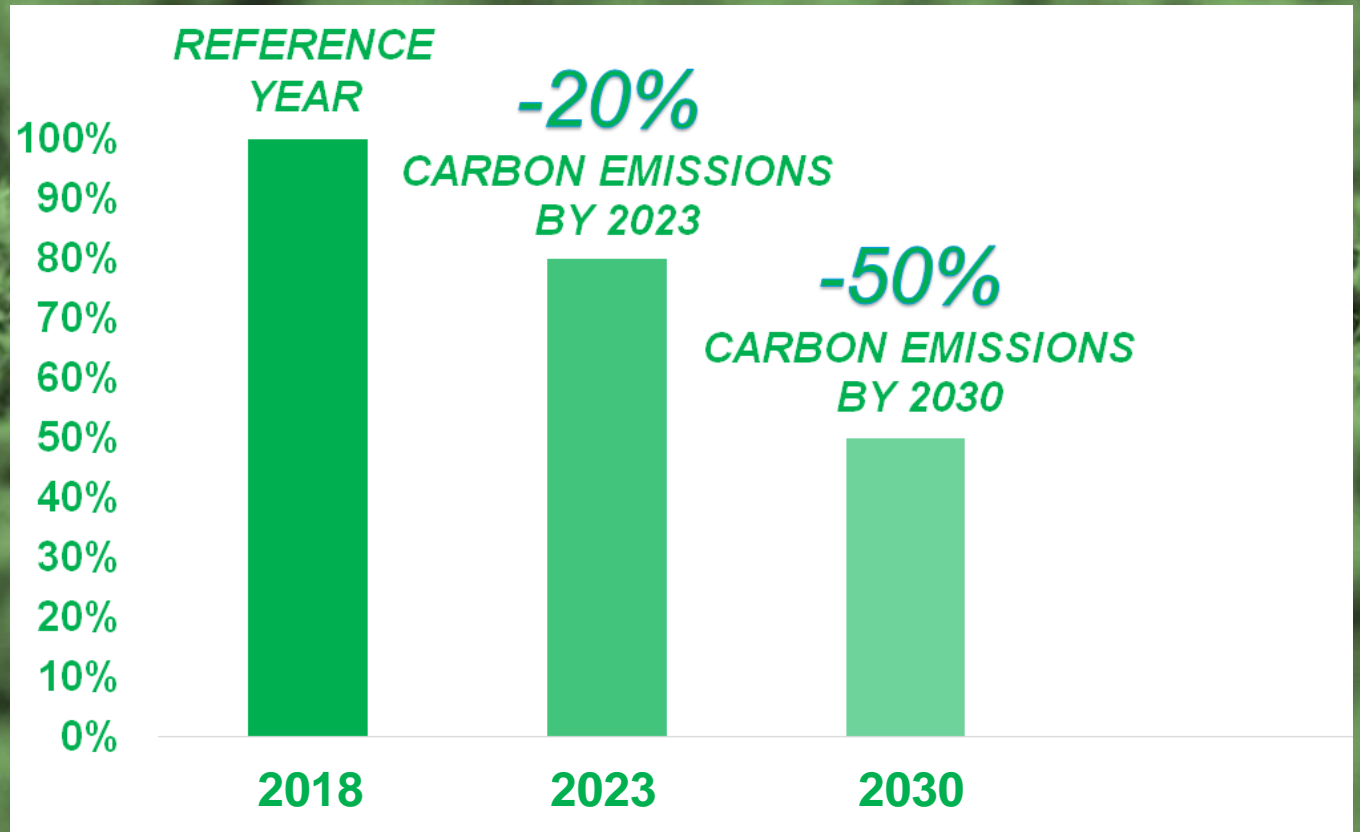
Rather than
smart city,
we believe
in a
smart
society

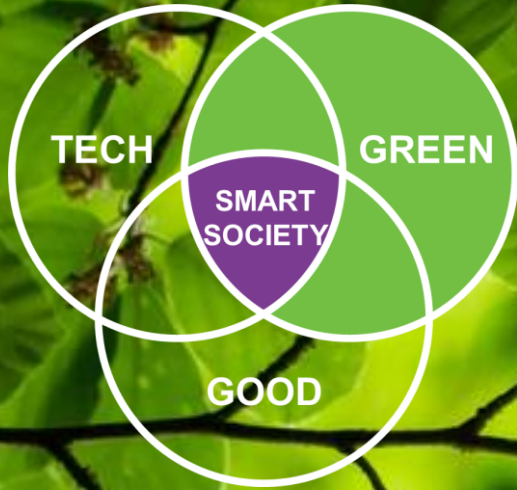




THE OOH INDUSTRY CAN PLAY A KEY ROLE
IN SHAPING A SUSTAINABLE SOCIETY

SUSTAINABILITY
As a a key priority





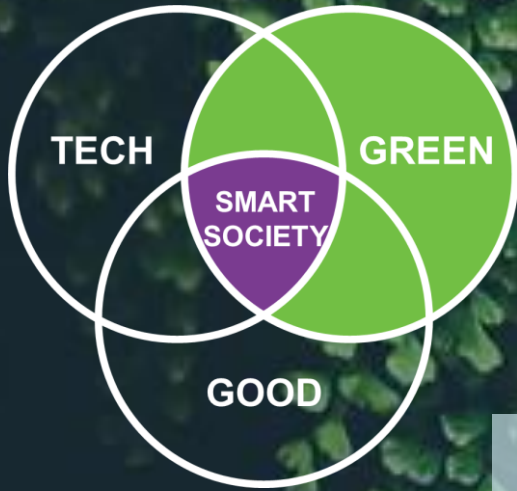
ECOCONCEPTION
(RECYCLING, REUSABILITY)

ECOINNOVATION



SUSTAINABILTY

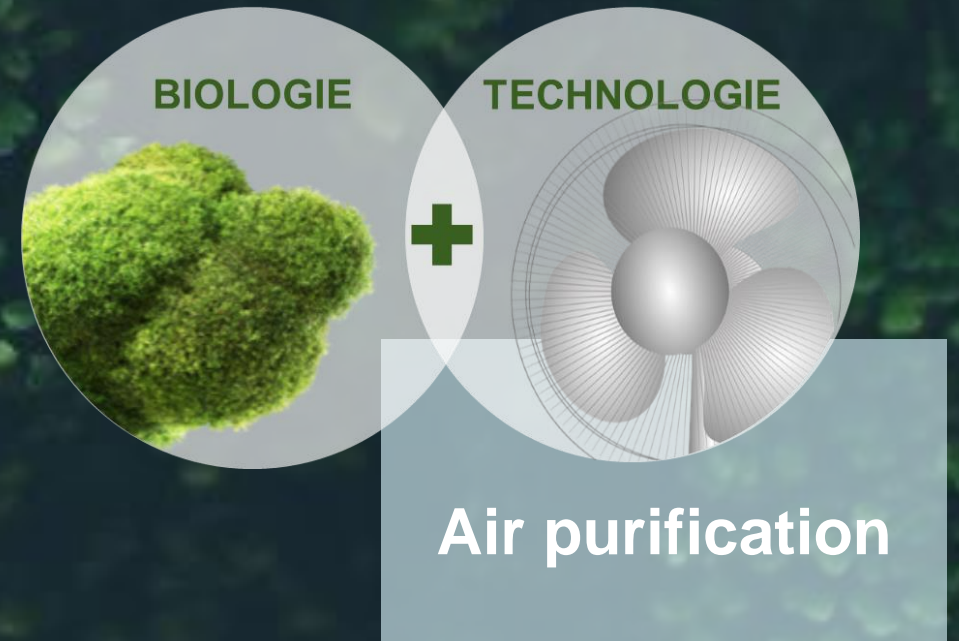
As a main principle for our furnitures

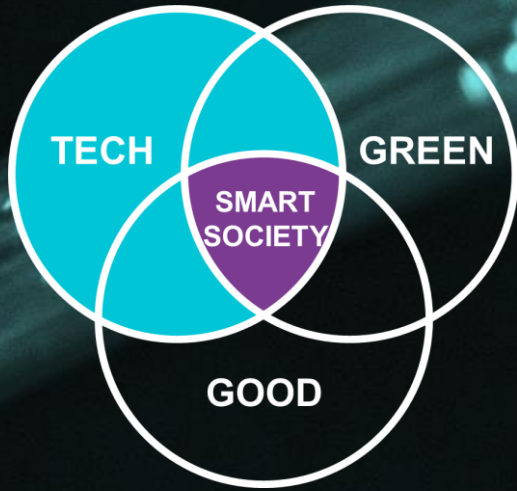


Reconnect
citizen to nature



Making our cities GREEN & HEALTHY





Relevant
Informations
& comfort

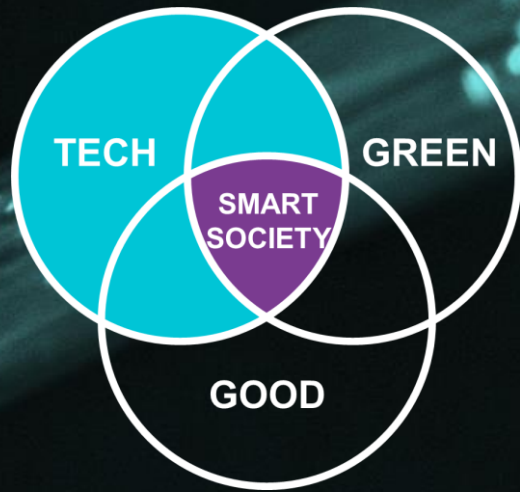


TECHNOLOGIES

Providing services to citizens

TECHNOLOGIES

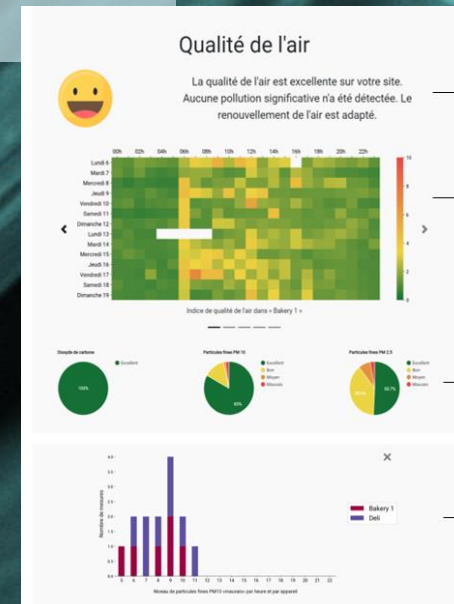
Providing tools for local authorities

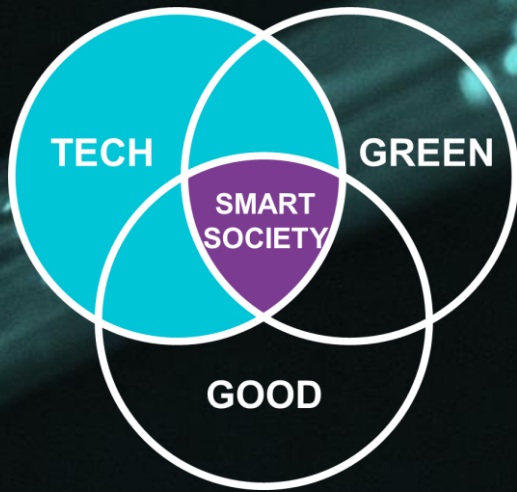


Environnemental datas

Understand the environment, share & react

A collection of icons representing various environmental data points: Air quality (wind icon), Smells (hand holding a leaf), Light (sun icon), Gas (cloud icon), Vibration (wave icon), Particles (dots icon), Noises (speaker icon), Temperature (thermometer icon), and Humidity (water droplets icon).





TECHNOLOGIES

Supporting small businesses

1 Je choisis un template 2 Je le complète 3 Je choisis mes panneaux 4 Je valide

Je choisis un template

Subtitle

Quelle vitrine est concernée ?
Third Man Record Nice

Ma publicité fait référence un produit soumis à des mentions spéciales

Type de produit
Vinyles

Sélectionnez un template parmi les options ci-dessous

THIRD MAN RECORDS
12 rue John Lennon

THIRD MAN RECORDS
12 rue John Lennon

1 Je choisis un template 2 Je le complète 3 Je choisis mes panneaux 4 Je valide

Je choisis mes panneaux

Sélectionnez vos dates

Date de début: 09/12/2020 Date de fin: 09/12/2020

Sélectionnez vos lieux de diffusion

Rechercher un lieu: Gare Routière Nice Côte d'Azur Rechercher un centre commercial: Polygone Riviera Cagnes-sur-Mer

Sélectionnez les panneaux sur la carte ci-dessous

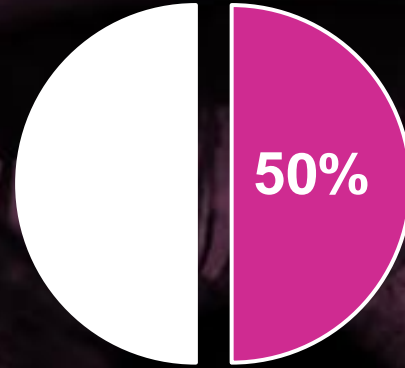
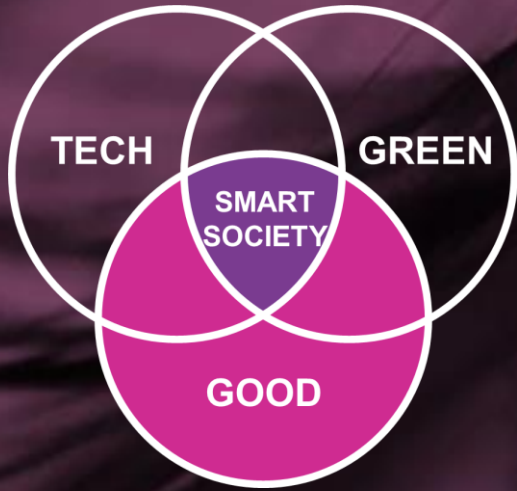
Rue des Joyeux	23€
Rue Napoléon	27€
Rue Pompidou	32€

Total: 82€

73€



Easy access to our screens for local businesses



HALF OF
BROADCASTING
TIME
DEDICATED TO
INFORMATION IN
CITY CENTRES

10h

OF NON-ADVERTISING
CONTENT PER SCREEN
PER DAY IN DOOH

270

THE NUMBER OF ORIGINAL
VIDEO CONTENT PRODUCED
FOR US EVERY YEAR BY OUR
PARTNERS

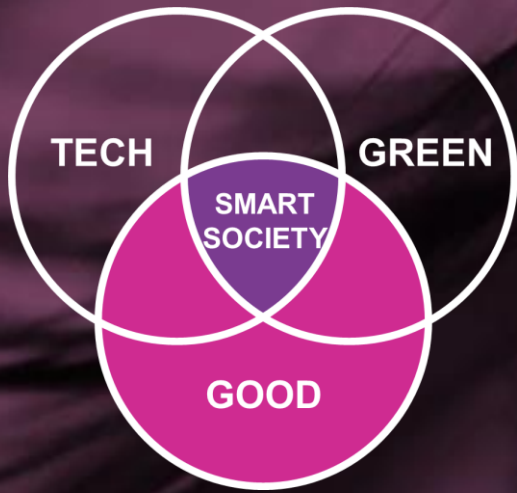
Brut. BeauxArts jam ina

Connect with people through

RELEVANT CONTENT

HYPERSTORIES

Clear Channel



INSTRUCTIVE CONTENT

About diversity, inclusion, ecology...

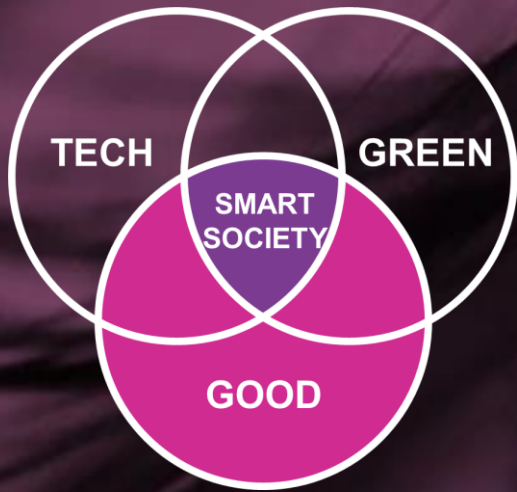


Grid of content including:

- Portraits of diverse people.
- Logos for Clear Channel, Equité, and various NGOs.
- Text: ENSEMBLE UNIS CONTRE LES BIAIS DE GENRE, JOURNÉE INTERNATIONALE DES DROITS DES FEMMES 2021, #8MARS #IWD.
- Mobile phone screens with content:
 - Téléthon: FAITES UN DON TOUT LE JOUR
 - H'up: Handicapés sûrement... entrepreneurs avant Brut.
 - Les Invisibles: LES INVISIBLES
 - Compagnie des Aidants: Vous êtes aidant? NOUS VENONS À VOTRE RENCONTRE AVEC LA CARAVANE TOUS AIDANTS
 - Solidarité Femmes: Solidarité Femmes
 - ONU Femmes: LES VIOLENCES CONJUGALES NE SONT PAS PRÉVUES DE SORTIE
 - Fondation: SEUL
 - Abbé Pierre: ENSEMBLE

TO CHANGE BEHAVIOUR

BeauxArts



JUIN 2021
PARIS, FRANCE
DIGITAL ART MONTH
BeauxArts CAD AOF
CONTEMPORARY AND DIGITAL ART
VeHo SAMBOH AWA
BLOCKPARTY INFINITE OBJECTS Clear Channel
BLACKDOVE FORTION
Clear Channel

Purple · 2021
Frank Guzzone · @fjg_3d
DIGITAL ART MONTH
Clear Channel

And bring

ART & CULTURE

to the people

HYPERSTORIES

Clear Channel