

CITIZEN Watches in strong push for brand building and sales boost with JCDecauxMEA

Dubai, 5 July 2010 – Eyeing strong growth in the Gulf market, Japanese watch brand CITIZEN has rolled out an extensive advertising campaign to strengthen its corporate branding.

Taking airports as an international media widely reaching its target consumer groups, CITIZEN has taken up 9 various locations in Dubai and Sharjah international airports with JCDecauxMEA, the exclusive advertising concessionaire of these two airports.

Panels branded by CITIZEN include lift wraps, light boxes, as well as Seniors outside the terminal buildings.

Mohamed Faisal, Sales Manager of CITIZEN Watches Gulf Co, said: “The passenger profile of Dubai and Sharjah airports matches with our target group and we received several enquiries of our Eco-Drive model advertised in the two airports during the campaign. These campaigns went very well with other media mix. It’s also encouraging to see that sales at Dubai Airport Terminal 1 Duty Free, where we branded the Boutique Lifts, saw a rise of 15% during the campaign.”

Yoann El Jaouhari, Sales and Marketing Director of JCDecaux Middle East, added: “Passenger traffic in both Dubai and Sharjah airports consistently show remarkable surge. And these two airports are the only traditional media in the region that reach 50 million passengers a year and yet still staging double-digit growth every month. Thanks to the thriving environment, Dubai Duty Free in particular recorded the highest sales volume among all duty free outlets worldwide in 2009, making the area very popular among our travel retail clients. CITIZEN is certainly one of the foremost brands. While the airports are ideal for brand building, we are very pleased to see the bustling flow of passengers also contributes to a sales boost to our clients like CITIZEN. This proves the airports is a very cost effective media, which is particularly crucial under the current economic situation.”

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JCDecauxMEA

About JCDecaux

JCDecaux is the 2nd largest outdoor advertising specialist in the world, the market leader in Europe and number 1 in China. JCDecaux is number 1 worldwide for street furniture, number 1 worldwide for airport advertising with concessions in 163 airports, number 1 in Europe for billboard advertising, number 1 in outdoor advertising in Asia Pacific, and number 1 worldwide in self-service bicycles. Employing a total of 9,940 people, the Group is present in 55 different countries.

JCDecaux is currently the only pure player present in the three principal segments of the outdoor advertising market: street furniture, transport advertising and large format.

About JCDecauxMEA

A regional holding of the Group based in Dubai, JCDecaux Middle East and Africa (JCDecauxMEA) established its footprint in 2007. Today, the Company has been expanding rapidly to become a key player in the outdoor advertising industry in the region with operation in the United Arab Emirates with the exclusivity of advertising at Dubai International Airport and Sharjah International Airport. It is the market leader in Qatar managing the entire outdoor advertising network plus the transit media in Doha, as well as the advertising in Villaggio mall through q.media Decaux. In addition, JCDecauxMEA is present in Algeria as the exclusive advertising concessionaire for Algiers International Airport and 18 other airports, and the Tahkout buses fleet.

Note to the Media

“JCDecaux” is one word with no space in between, and the first three letters all in capital letters.

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