



JCDecaux, Dubai Airports and Swarovski Bring the Festive Season to DXB

December 2016 | Dubai

This Holiday season JCDecaux, Dubai Airports and Swarovski have teamed up to bring the holiday spirit to the number one international airport in the world.

Enforcing their stance on enhancing passenger experience and adding the elements of excitement, fun and awe to the airport, Dubai Airports and JCDecaux's main focus for December, was to reflect that by partnering together in creating the ultimate Christmas journey. Adding joy, sentiment and a warm feeling to everyone passing through.

*"Nearly a quarter of a million passengers will be passing through the airport daily during the seasonal peak and we want to ensure they start enjoying their vacation as soon as they reach DXB," said **Anita Mehra, Senior Vice President of Communication & Reputation at Dubai Airports.** "We have an exciting line up of activities to delight and entertain our passengers, which will give the airport a truly festive atmosphere throughout December."*

And for the first time in Dubai International, Swarovski brought one of its iconic and unique crystal Christmas Trees to Concourse B. The 7-meter-high tree located before duty free has been the main attraction in the concourse and proven to be very popular with passengers. Swarovski's brilliant selection of jewelry and accessories are the perfect gifts and can be found under the festive tree for passengers to complete their holiday shopping and bring a touch of glamour and sparkle to their loved ones.

Mr. Nasr Sleiman Director, Consumer Goods Business at Swarovski Middle East, said *"We are excited to unveil this year our festive tree in partnership with JCDecaux and one of the world's busiest airports, Dubai International - DXB. Our commitment to making every day extraordinary remains our main priority and we do hope to add a touch of sparkle to all passengers going through Dubai International this holiday season."*

In addition, the use of digital advertising throughout Concourse B to promote the activation created the perfect media mix, stressing the importance of a holistic 360 approach for any advertising campaign.

JCDecaux's commitment to innovation and beautification has led to revolutionize the advertising industry especially in airports. **Mr. Bertrand Mouraille, Managing Director of JCDecaux Dubai and Northern Emirates,** said *"Our commitment to creating beautiful and effective campaigns continues by providing our clients with the best opportunities to reflect joy and happiness this holiday season, and to create emotional bonds between consumer and brand. And there is no better environment than Dubai International airport to bring all these elements into life, and few brands like Swarovski who can make it sparkle throughout the festive season."*



Key Figures For JCDecaux

- 2015 revenue: €3,208m, H1 2016 revenue: €1,617m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- JCDecaux is part of the FTSE4Good and Dow Jones Sustainability Europe indexes
- N°1 worldwide in street furniture (524,580 advertising panels)
- N°1 worldwide in transport advertising with more than 230 airports and 280 contracts in metros, buses, trains and tramways (395,770 advertising panels)
- N°1 in Europe for billboards (177,760 advertising panels)
- N°1 in outdoor advertising in Europe (731,390 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (236,760 advertising panels)
- N°1 in outdoor advertising in Latin America (62,860 advertising panels)
- N°1 in outdoor advertising in Africa (32,840 advertising panels)
- N°1 in outdoor advertising in the Middle-East (16,280 advertising panels)
- N°1 worldwide for self-service bicycle hire: pioneer in eco-friendly mobility
- 1,129,410 advertising panels in more than 75 countries
- Present in 4,435 cities with more than 10,000 inhabitants
- Daily audience: more than 390 million people
- 12,850 employees

Communications Department: Christopher Smith

+971 4 43 98 471 – christopher.smith@jcdecaux.com