



Release in Oman of first worldwide outdoor campaign on road safety by the Fédération Internationale de l'Automobile and JCDecaux

JCDecaux Oman is proud that its networks will host the first ever worldwide outdoor advertising campaign on road safety by the FIA and JCDecaux, from June 2017 to the end of the year. The campaign will be visible across different networks in Muscat throughout 2017.

Translated into nearly 30 languages, the #3500LIVES campaign was launched on 10 March in over 70 countries in 2017. On its launch, it is estimated to have generated over 1 billion views.

A public health issue

Everyday, 3500 people die in car crashes worldwide, which means 1.25 million every year. A particularly alarming situation for 15-29 year-olds, for whom traffic related fatalities are the first cause of mortality.

If this trend goes on, by 2030 car crashes could become the first cause of mortality worldwide with nearly 2 million deaths a year. As a genuine public health issue, road safety is a major challenge and a priority issue for every state and citizen around the world. Pope Francis has offered his support to this campaign, and to the cause, when he met with Jean Todt at the Vatican on 25th February 2017.

An engaging, optimistic and universal campaign

Through a concrete and positive approach, the #3500LIVES campaign aims to raise awareness and prompt all road users to adopt simple, easily applicable and efficient rules.

The campaign deployed in MUPI & SENIOR format uses 4 “Golden Rules”¹ embodied by 4 famous ambassadors:

- athletes like Yohan Blake and Rafael Nadal;
- drivers like Fernando Alonso and Marc Marquez:

They all decided to defend this cause personally and voluntarily ([Link to YouTube videos](#)). Those messages will also be endorsed by international institutions like the International Olympic Committee. On 20 February 2017, the FIA and IOC signed a formal agreement to promote the campaign messages across their shared platforms and ahead of sporting events (see more [here](#)).

Through its signature “Sign up, stay safe, save lives”, this campaign underlines the role that each and everyone can play to make road safer for all users. Members of the public are also invited to sign a ten point manifesto (www.fia.com/3500lives), which calls on all governments to make road safety a priority and introduce effective legislation on key risk factors on the road.

¹ Obey the speed limit, Never drink and drive, Use a child safety seat, Always pay attention, Buckle up, Don't text and drive, Stop when you're tired, Wear a helmet, Check your tires, Stay bright.



Translated in 30 languages, the campaign #3500LIVES is as of today live in 30 cities worldwide and will be rolled out in more than 70 countries by the end of 2017. It is estimated that on the launch the campaign will be seen 1 billion times.

The FIA and JCDecaux: a strategic partnership around a shared vision

The partnership between the FIA - which represents 245 sport and mobility clubs around the world - and JCDecaux - which offers its advertising displays all around the world to ensure a significant visibility - makes this campaign an unprecedented campaign.

“I encourage everyone to promote and share the campaign’s key messages and sign our manifesto for government action. Too many people lose their life unnecessarily in road crashes daily.” said FIA President Jean Todt. “We are proud to have worked together with JCDecaux on this campaign, and also with 13 fantastic Ambassadors, each of which is a role model, especially for young people, the group worst affected by road crashes.

“Outdoor advertising is at the core of all sorts of mobility and we are thrilled and proud to contribute to spread these messages around the world through the impact of our locations”, explained Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux. “This commitment is also aligned with our company’s social responsibility policy and all the JCDecaux employees, who work on a daily basis to improve urban life quality, are delighted to get involved in the promotion of this cause of public interest: road safety for citizens around the world”.

* The 13 ambassadors who are supporting the campaign:

- sports personalities including Yohan Blake, Haile Gebreselassie, Antoine Griezmann, Vanessa Low, Rafael Nadal and Wayne van Niekerk
- racing drivers like Fernando Alonso, Felipe Massa, Marc Marquez and Nico Rosberg
- artists like Pharrell Williams and Michelle Yeoh, and
- political figures including Anne Hidalgo.

ABOUT THE FIA

The Fédération Internationale de l'Automobile (FIA) is the governing body for world motor sport and the federation of the world’s leading mobility organisations.

Founded in 1904, with headquarters in Paris and Geneva, the FIA is a non-profit organisation. It brings together 245 Mobility and Sport Clubs from 143 countries on five continents. Its Member Clubs represent over 80 million road users and their families.

The FIA promotes safe, sustainable and accessible mobility for all road users around the world.

ABOUT JCDECAUX

JCDecaux, the number one outdoor advertising company worldwide, plays a major role in transforming urban landscapes. The Group is present in more than 75 countries and 4,280 cities with over 10,000 inhabitants. It holds advertising street furniture concessions in more than 220 airports with 260 contracts in metros, buses, trains and tramways. It all started in 1964 when Jean-Claude Decaux



installed his first advertising bus shelters in Lyon, driven by his desire to provide cities with street furniture free of charge in exchange for exclusive advertising rights in premium locations.

For more than 50 years, the products and services offered to cities by JCDecaux have been considered the benchmark in quality, aesthetics and functionality. Thanks to the expertise of its employees, the quality of the Group's services, notably its upkeep and maintenance, are recognized by cities, airport and transport authorities and advertisers around the world. JCDecaux is the leader in outdoor digital communication and a major player in the development of smart cities. The Group is participating in the emergence of an increasingly connected, open and sustainable city.

Actively involved in many humanitarian and charitable activities, JCDecaux is pleased to offer the FIA its support by advertising its road safety campaign free of charge in all of the countries where the company operates. This is the first time that the Group is supporting a major cause by offering simultaneous delivery of marketing communications around the world.

ABOUT JCDECAUX OMAN

JCDecaux Oman provides people with advertising street furniture including bus shelters, street name poles, benches and litter bins along with city information panels and automatic public toilets in world-class designs customized to integrate into the local architectural style.

JCDecaux Oman, has signed in 2014 a 10-year exclusive contract to operate outdoor advertising at Muscat International Airport and Salalah Airport, following a tender process. This concession grants JCDecaux the exclusive rights to operate outdoor advertising within the existing Airports as well as in the new Muscat Int. Airport currently under construction.

JCDecaux Oman has deployed innovative advertising networks including the latest generation of digital solutions in both Muscat and Salalah airports and is working with OAMC (Oman Airport Management Company) to integrate the outdoor advertising portfolio into the new facilities to complement the design and architecture of the buildings.

Muscat International Airport and Salalah Airport are the gateways to the Sultanate of Oman. Ranked among the top 10 Busiest Airports in the Middle East and winner of the Skytrax "Best Airport Staff in the Middle East" award, Muscat International Airport, the home of the World class luxury airline Oman Air, is a growing international hub in the Middle East.

ABOUT THE CAMPAIGN

Photographer: Vanessa von Zitzewitz

Vanessa von Zitzewitz is known for her portraits of famous people and underwater shots of horses. Beyond her prestigious collaborations, she is highly involved and participates in many solidarity actions with the Red cross, especially causes that are close to her heart like the fight against cancer and road safety.

Creation: Meanings

Created in 2004, combining the stories and experiences of its founders, Bruno Scaramuzzino and Manuel Lagny, - joined in 2014 by Armelle Weisman and Marie Georges -, Meanings is an independent and integrated corporate communication agency. It works towards finding relevance, getting as precise as possible on signs, and demonstrate a real interpersonal sensitivity.



Massive wall wrap on the Concorde Square: From March 10th to March 13th 2017, for the launch of the campaign, a 218 square meters' wall wrap (28 m long on 7,80 m height) is rolled out on the facade of the Automobile Club de France on the Concorde square by JCDecaux Artvertising.

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