

JCDecaux sign advertising contract with Edinburgh council



The council has now signed a deal with JCDecaux the outdoor advertising company to put up adverts on bus shelters for the next 10 years. This is the same company which provides the Dublin Bikes in association with Coca Cola and Dublin City Council, so is it time for Burns Bikes to be rolled down The Mound? It appears so.....read on....

The contract covers the design, installation and maintenance of 436 advertising bus shelters and management of all non-advertising bus shelters in the city. This will include the first network of digital screens in the city centre. JCDecaux will also provide interactive "LiveTouch" screens in the main hub of Princes Street providing tourist, local and council information.

JCDecaux will also provide 60 large-format billboards including the first large-format digital screen and consult with the city for the provision of wayfinding signage and a city-wide bicycle-hire scheme.

Working with the City of Edinburgh, JCDecaux will market sponsorship and experiential advertising for key city events including the Edinburgh Festival and Edinburgh Festival Fringe.

Edinburgh will draw upon JCDecaux's design experience to deliver street furniture products that will enhance the cityscape. The City of Edinburgh has selected bus shelters

from JCDecaux's Foster range, designed by Foster.

Councillor Alasdair Rankin, Finance and Resources Convener for the City of Edinburgh Council, said: "We're very pleased to be working in partnership with JCDecaux to revitalise public advertising and street furniture across the city. Through this joint venture, we will truly be putting Edinburgh on the map as a forward-thinking, creative Capital city."

Jean-François Decaux, Co-CEO of JCDecaux said, "JCDecaux is delighted to have been awarded this exclusive contract to be the media partner for the city of Edinburgh, Scotland's capital city and a major financial, cultural and tourist hub. We look forward to working in partnership with Edinburgh to install well-designed and maintained street furniture and billboards, including the first digital screens in the city centre, benefiting residents, visitors and local businesses. JCDecaux works with cities across the world to create advertising-funded services that answer civic needs and enable brands to meet their communication goals."

The company won the bid after a competitive tendering process.



courtesy of Dublin City Council