

A nighttime photograph of a city street corner. In the foreground, a large billboard for the Toyota Aqua is visible. The billboard features a grid of six images showing the car in different colors (blue, silver, red, yellow, white, and grey) and includes Japanese text. The background shows a street with traffic lights, some blurred light trails from cars, and distant buildings under a dark sky. The overall scene is dimly lit, with streetlights providing the primary illumination.

MCDecaux

Media Guide 2022 Mallscape®

May 2022



Mallscape®

新車が月1万

ちょっと

カルモ



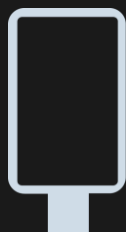


Mallscape®

Network outdoor advertising covering the nationwide



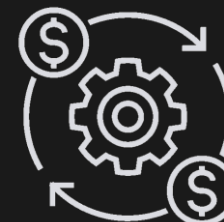
150 stores
Aeon/IY Large mall



2600
Faces /
Nationwide



9.7m
Visitors / 2 weeks
(KLA: Aug-Dec 2021 average)



JPY296
CPM
2 weeks



Mallscape® | Network of 150 large shopping centers nationwide

117 AEON Group stores / 32 Seven & i Group stores, 1 Mitsui Fudosan store (as of December 2021)

Hokkaido(8 stores, 136 faces in total)

- AEON MALL Sapporo Hiraoka (15)
- AEON MALL Sapporo Naebo (15)
- AEON MALL Sapporo Motomachi SC (15)
- Ario Sapporo (19)

Tohoku (10 stores, 175 faces in total)

- AEON MALL Shimoda (29)
- AEON MALL Akita (25)
- AEON MALL Morioka-Minami (31)
- AEON MALL Rifu (20)
- AEON MALL Tomiya (16)

Kanto (60 stores, 978 surfaces in total)

- The Big Akishima (9)
- AEON Minamisuna (9)
- AEON Shinonome (19)
- AEON Itabashi SC (12)
- Ario Kameari (34)
- Ito-Yokado Kiba (20)
- Ario Kasai (22)
- Ito-Yokado Koiwa (6)
- Ito-Yokado Yotsugi (12)
- Ito-Yokado Omori (10)
- Ito-Yokado Kokuryo (14)
- Ito-Yokado Musashi Sakai (6)
- Ito-Yokado Hachioji (13)
- Ito-Yokado Higashiyamato (17)
- Ito-Yokado Haijima (15)
- Ito-Yokado Higashikurume (9)
- Ito-Yokado Higashimurayama (5)
- Ito-Yokado Kawasaki (16)
- Ito-Yokado Yokohama Bessho (11)
- Ito-Yokado Noukendai (9)
- Ito-Yokado Noumidai (9)
- Ito-Yokado Ito-Yokado Standpoint (17)
- AEON Sagamiyama SC (16)
- AEON Chigasaki Chuo (23)
- Ito-Yokado Shonandai (10)
- AEON Hadano SC (11)
- AEON MALL Yamato (30)
- Ito-Yokado Yamato Tsuruma (24)

- AEON MALL Asahikawa Nishi (16)
- AEON MALL Kushiro Showa (19)
- AEON MALL Tomakomai (25)
- AEON Nayoro SC (12)

- AEON Sendai Nakayama (13)
- AEON Sendai Saiwai Machi (8)
- AEON MALL Yamagata Minami (12)
- AEON MALL Mikawa (7)
- AEON TOWN Koriyama (14)

- AEON LAKETOWN MORI (20)
- AEON MALL Urawa Misono (39)
- AEON MALL Yono (28)
- AEON Omiya Nishi (9)
- AEON MALL Kita Toda (13)
- AEON Style Iruma (12)
- AEON MALL Kawaguchi Maekawa (17)
- Ario Kawaguchi (15)
- Ito-Yokado Misato (20)
- Ito-Yokado Kuki (11)
- Lala Garden Kawaguchi (23)
- Ito-Yokado Kasukabe (7)
- Bon Belta Narita (16)
- Ito-Yokado Makuhashi (12)
- Ario Soga (17)
- Ito-Yokado-Yotsukaido (17)
- AEON MALL Chiba New Town (42)
- AEON MALL Narita (32)
- AEON MALL Futtsu (17)
- AEON MALL Kashiwa (28)
- AEON MALL Tsudanuma (10)
- Yumi-Ru Kamatori SC (9)
- AEON MALL Yachiyo Midorigaoka (21)
- AEON Usui (14)
- AEON Noah (19)
- AEON Kamagaya SC (20)
- Shopping Plaza Kamagaya (7)

Kamikoshinetsu and Hokuiku (9 stores, 174 pages in total)

- Ito-Yokado Kofu Showa (13)
- AEON MALL Sakuhira (9)
- AEON Style Ueda (18)
- AEON Niigata Higashi (12)
- AEON Niigata Nishi (14)
- AEON MALL Niigata Minami (34)
- AEON MALL Shinbata (29)
- AEON MALL Takaoka (26)
- AEON Town Kanazawa Indeno (19)

- Ito-Yokado Nagareyama (12)
- AEON MALL Oyama (9)
- AEON MALL Sano Shintoshin (12)
- AEON Tochigi (13)
- AEON MALL Shimotsuta (12)
- AEON TOWN Mito Minami (20)

Tokai (23 stores, 385 faces in total)

- AEON MALL Fujinomiya (12)
- AEON Shimizu (11)
- AEON Fukuoka (17)
- AEON Yaizu (13)
- AEON MALL Hamamatsu Ichino (12)
- Ito-Yokado Shizuoka (12)
- AEON MALL Fuso (17)
- AEON Toyohashi Minami (12)
- AEON Komaki (15)
- AEON MALL Nagoya Dome-mae (24)
- AEON MALL Ohtaka (16)
- AEON MALL Atsuta (21)
- AEON TOWN Chigusa (14)
- AEON Nanyo (9)
- AEON Moriyama (16)
- AEON Yagoto Shopping Center (8)
- AEON MALL Ogaki (33)
- AEON MALL Kakamigahara (27)

Kinki (17 stores, 261 faces in total)

- AEON MALL Dainichi (22)
- AEON Ibaraki SC (21)
- AEON Takatsuki (10)
- AEON Kireuriwari Ekimae (16)
- Ito-Yokado Tsukuno (15)
- AEON MALL Kyoto Gojo (17)
- AEON Rakunan SC (14)
- AEON Nagahama (14)
- AEON Style Otsukyo (14)

- AEON Jamesyama (15)
- AEON Sanda Woody Town (10)
- AEON MALL Himeji River City (16)
- AEON MALL Himeji Otsu (22)
- AEON Miki (12)
- AEON Ako (15)
- AEON MALL Inagawa (20)
- AEON Shingu (8)

China (5 stores, 65 faces in total)

- AEON MALL Tsuyama (8)
- AEON Ujina (12)
- AEON MALL Tottori-Kita (15)
- AEON TOWN Hofu (18)
- AEON TOWN Ota (12)

Shikoku (4 stores, 102 faces in total)

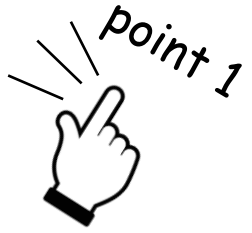
- AEON MALL Takamatsu (32)
- AEON MALL Ayagawa (27)
- AEON MALL Niihama (29)
- AEON Matsuyama (14)

Kyushu/Okinawa (14 stores, 316 faces in total)

- AEON MALL Fukuoka Ito (38)
- AEON Wakamatsu SC (23)
- AEON Honami SC (14)
- AEON MALL Kashihama (34)
- AEON MALL Yahata Higashi (17)
- AEON MALL Saga Yamato (31)
- AEON Daito SC (12)
- AEON MALL Sanko (28)
- AEON MALL Uki (24)
- AEON Miyakonojo SC (16)
- AEON MALL Kagoshima (27)
- AEON Naha SC (22)
- AEON Nanpuhara SC (20)
- AEON Gushikawa SC (10)

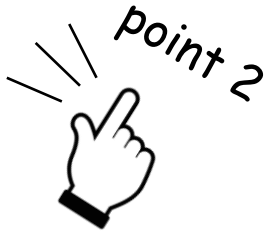
Figures in parentheses represent the total number of advertising spaces in the A and B networks for each store.

Three major advantages of using Mallscape®



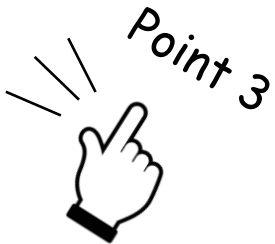
Diverse users

Various targets use the mall for diverse purposes.



Area coverage is high.

The top method of store visits is by car.
Many customers come from neighboring prefectures.



Targeted Customization

Based on audience data, only stores with high target content are selected.



Mallscape® User Profile



Weekday female shoppers

- Female
- Married
- Visit the store more than once a week
- Weekday stay 30 minutes to 1 hour

Among all visitors to the store

11%
(373/3,441)

National MF 15-69 in

2.1m

MS Impression / 2w

7.5m



Weekday male shoppers

- Male 35-69
- Visit the store at least once a week
- Weekday stay 30 minutes to 1 hour

Among all visitors to the store

13%
(456/3,441)

National MF 15-69 in

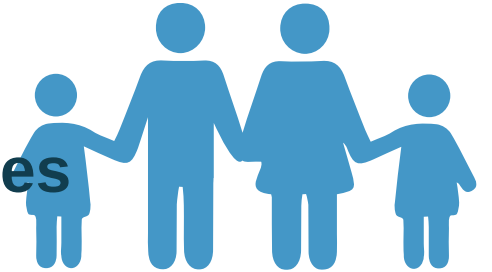
2.6m

MS Impression / 2w

9.2m

47%

Weekend Young Families



- FM 35-49
- Married
- Youngest child under elementary school age
- Holiday stay 1-3 hours
- Accompanied by family (husband/wife, children, parents, etc.)

Among all visitors to the store

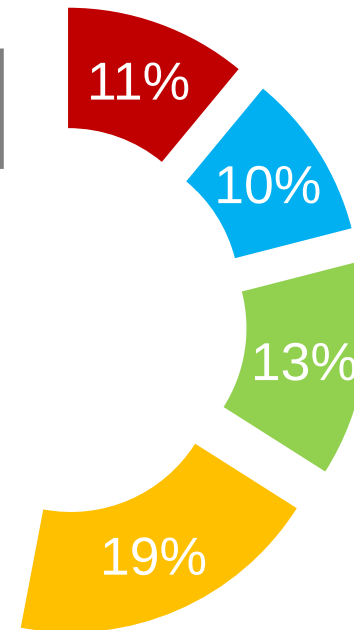
10%
(331/3,441)

National MF 15-69 in

1.9m

MS Impression/2w

6v.7m



Weekend Couples 50+



- FM 50-69
- Holiday stay 1-3 hours
- Accompanied by husband/wife

Among all visitors to the store

19%
(657/3,441)

National MF 15-69 in

3.7m

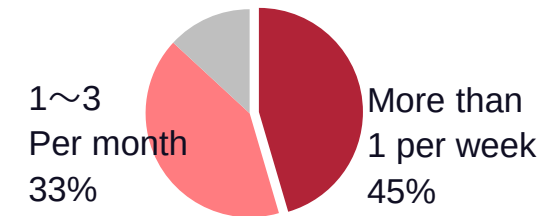
MS Impression / 2w

13.3m



Mall Users

- **More than once a week**
Store Visitors 45%



- 70% came to the store **by car**



- **Diverse** Purposes

