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[info.mcd@mcdecaux.co.jp](mailto:info.mcd@mcdecaux.co.jp)

**MCDcaux**





# MCDecaux

## Media Guide 2022 Mallscape®

May 2022





# Media Overview





## Cityscape™

Large bus stop ads  
in a nationwide network



## Mallscape®

Best Leasency Media



## Airport

Airport digital signage network





Mallscape®

MCDcaux

新車が月1万

ちょっと

カルモ

🔍

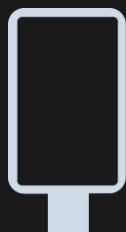


# Mallscape®

Network outdoor advertising covering the nationwide



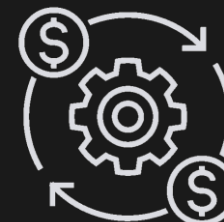
**150** stores  
Aeon/IY Large mall



**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)

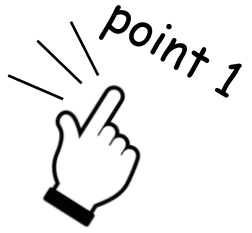
- AEON MALL Takamatsu (32)
- AEON MALL Ayagawa (27)
- AEON MALL Niihama (29)
- AEON Matsuyama (14)

## 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)

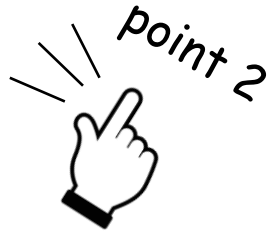
Figures in parentheses represent the total number of advertising spaces in the A and B networks for each store.

# Three major advantages of using Mallscape®



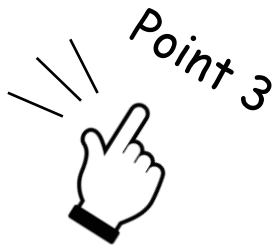
## Diverse users

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

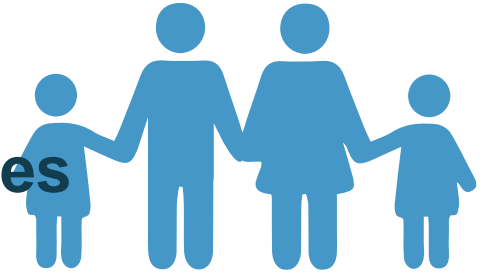
**13%**  
(456/3,441)

National MF  
15-69 in

**2.6m**

MS Impression / 2w

**9.2m**



## 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

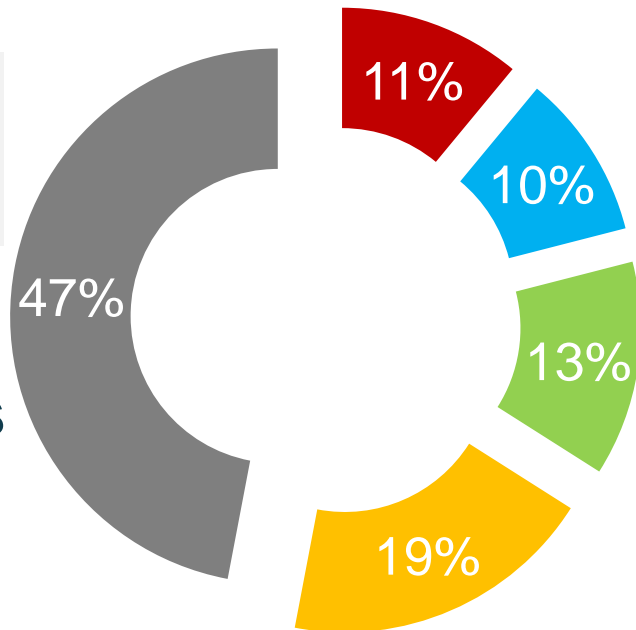
**19%**  
(657/3,441)

National MF  
15-69 in

**3.7m**

MS Impression / 2w

**13.3m**

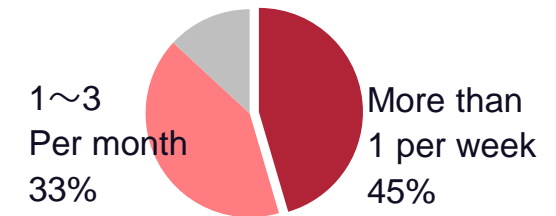






## Mall Users

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



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



- **Diverse** Purposes



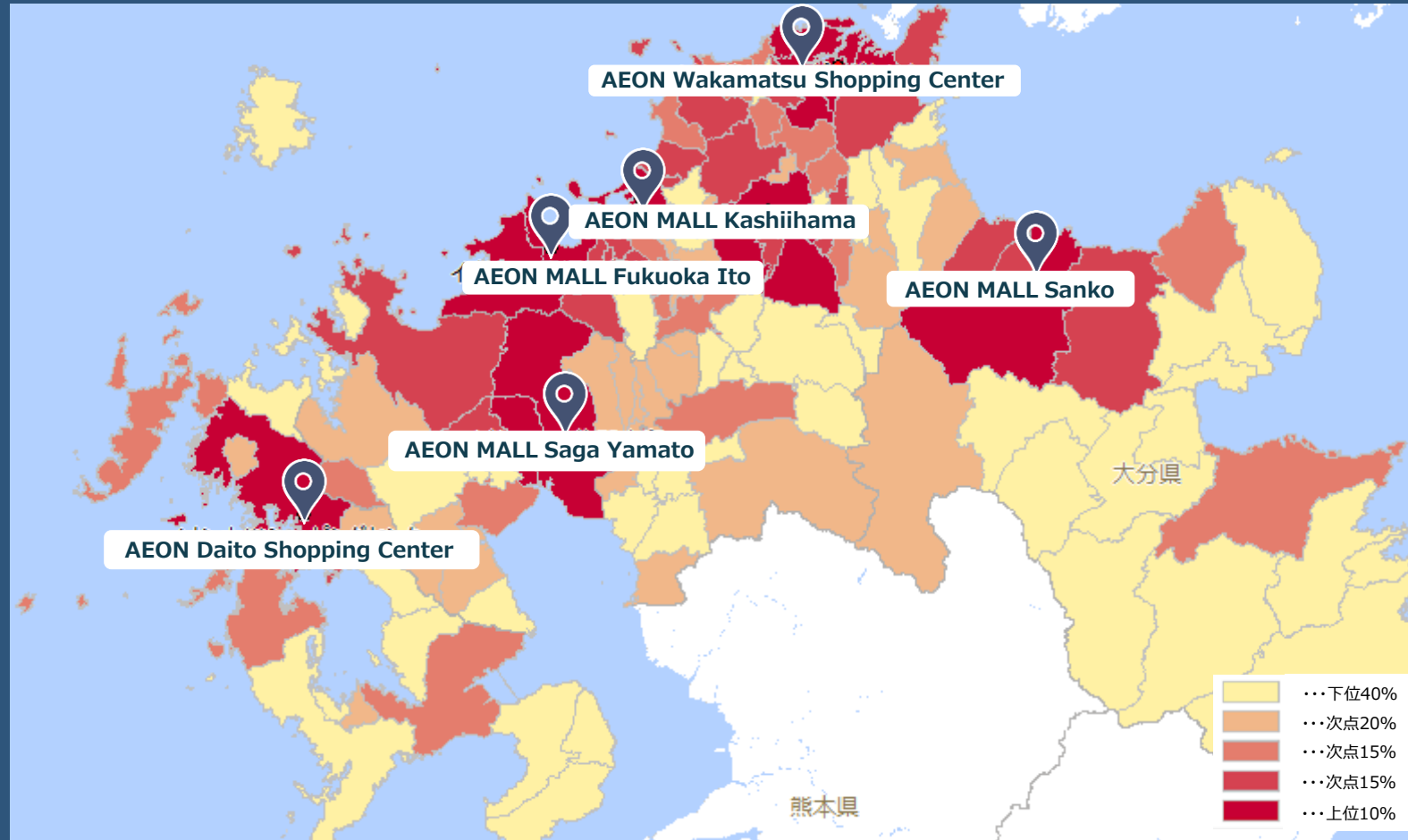




# Mallscape® | Extensive area for store visits

Many of the stores are based on the car-based society, and the residential area of visitors is very wide; a single mall can reach residents in a wide range of areas.

▼ Area heat map of shopping mall visitor residences in the Kyushu area by municipality





# Mall Persona Analysis

- Conduct **profile analysis** for each mall by analyzing mall visitors and their residential areas using GPS
- Enables selection of malls according to **campaign targets**





# Mall Persona Case Study

Persona analysis of mall visitors by comparing the attributes of mall visitors with those of the same prefecture and identifying distinctive attributes.

## Example: AEON MALL Chiba New Town



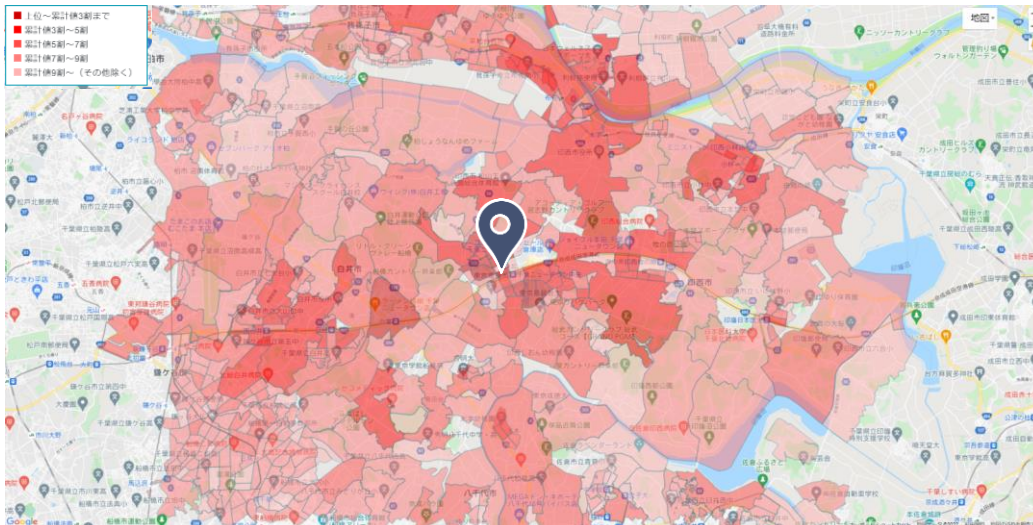
- Number of households within a 2-kilometer radius: 12,733
- Target period: 2020/9/1~21/8/31
- Analysis Target: AEON MALL Chiba New Town - Target value (10.343 km), Comparison target: Chiba Prefecture

### <Top 3 characteristic profiles>

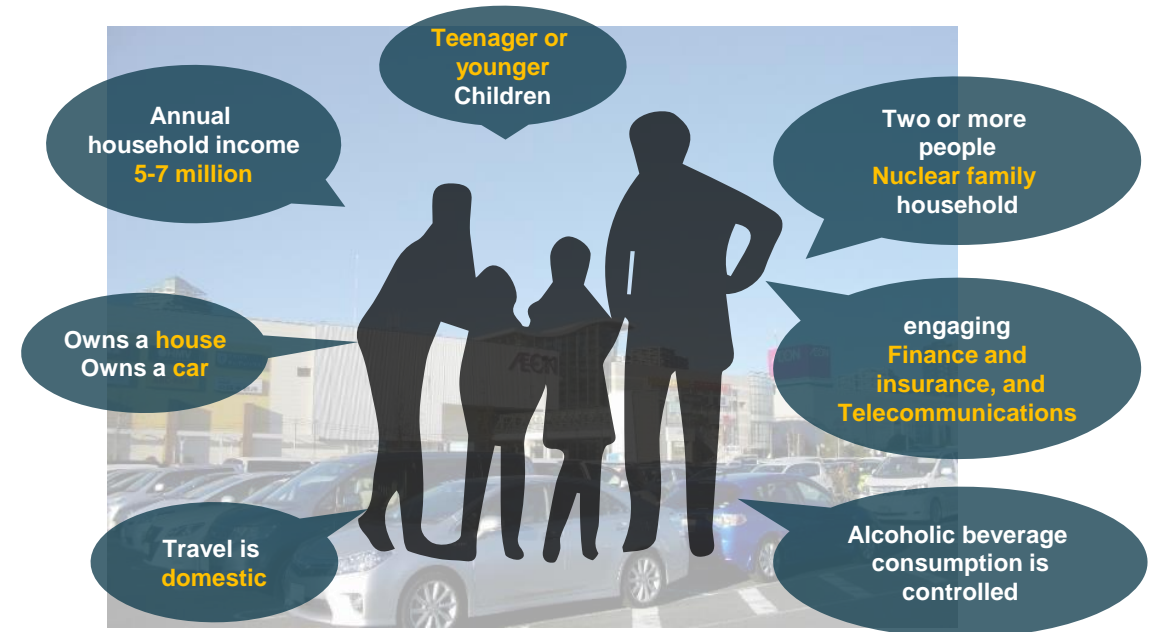
- 1st **Suburban New Family (high income)**
- 2nd Longed-for home
- 3rd Intellectual town

### <Factors>

### <Heat map of visitor residence analysis (by town and street)>



Analysis Tools : **KDDI Location Analyzer**



Analysis Tools : **MarketAnalyzer™**



MCDecaux

冬の学習応援キャンペーン  
新規生限定！高校1〜3年生  
冬期直前講習会  
2講座無料招待！

- ・多彩な講座ラインナップ！
- ・実力派講師陣による感動の講義！
- ・対面or映像授業が選べる！
- ・自習室も一部日程で利用できる！

代々木ゼミナール 福岡校

0120-75-4305

博多駅博多口より徒歩約7分

# Sales Overview





# Mallscape®

Recency media to drive shopping behavior

## Network covers 150 stores nationwide



Nationwide network covering 150 malls nationwide, including stores with a large number of visitors.

Limited to 2 clients per store. All ads will be posted on all ad panels.

## Simple pricing

➤ Nationwide flat rate of 11,000 yen to 35,000 yen per side for 2 weeks.

➤ Unit price varies depending on the total number of faces.

➤ We offer a wide range of services from a nationwide network covering all 150 stores to customizing individual stores to meet your needs. Please consult with us.

## Average number of ad panels per store 17



The ads cover the entire shopper traffic flow, from the parking lot and bicycle parking area to the main entrance, main aisles in the store, and near the elevators. Multiple advertising contacts are possible during a single visit to the store.

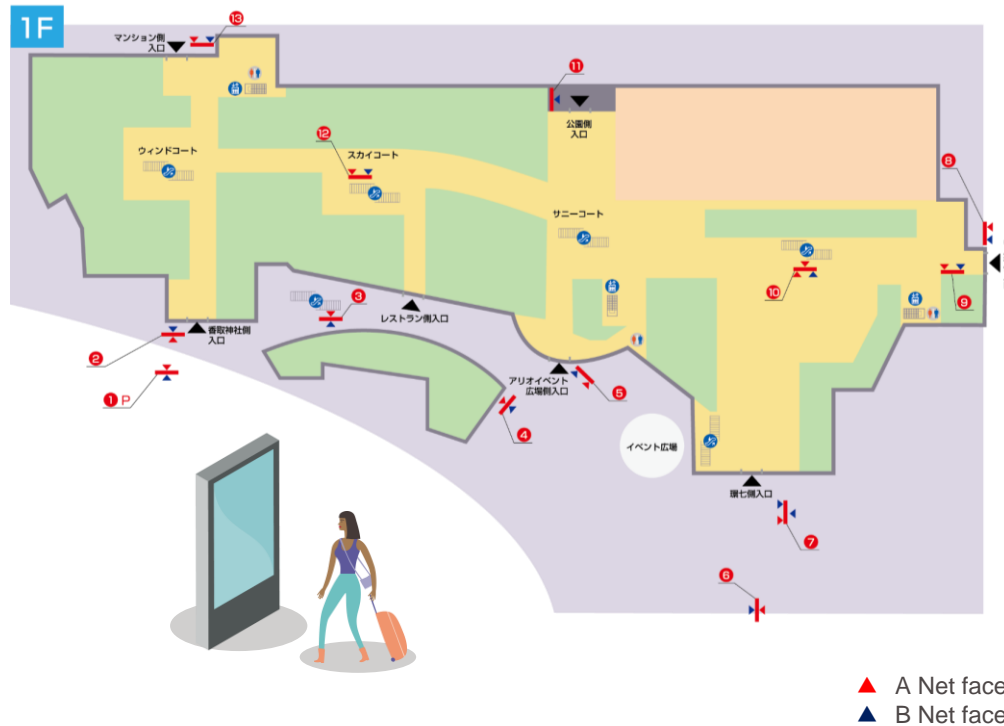
Total Faces	Unit price per face/2 weeks	Image of usage
More than 1,000 faces	JPY 11,000	Nationwide coverage
400~999 faces	JPY 15,000	Block coverage
40~399 faces	JPY 20,000	Prefectural coverage
Less than 39 faces	JPY 35,000	2-3 stores



# Mallscape® | Example of shopping mall floor map

All advertising space is divided into two networks (A and B)  
Up to two companies can place ads at the same time

Example of installation at a store (on the 1st floor of Ario Kameari)



## Scroll Panel

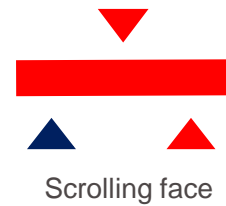


On about half of the total face, the poster swaps up and down about every 8 seconds.

## How to read the installation MAP ▲ A Net ▲ B Net

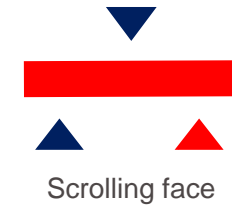
### Example ①

A Net fixing face



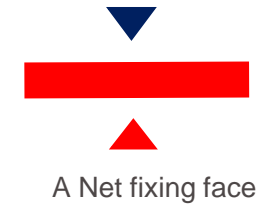
### Example ②

B Net fixing face



### Example ③

B Net fixing face





### <Mallscape® Application Rules >

- Applications will be accepted on a first-come, first-served basis.
- Applications must be submitted in writing or by e-mail.
- Fees are gross, including a 15% margin.
- Cancellations will be subject to the following cancellation fees.

3 to 6 months prior to the posting ⇒ 10% of the posting fee

2 to 3 months prior to the posting ⇒ 30% of the posting fee

Less than 2 months prior to the posting ⇒ 100% of the posting fee

### <Mallscape® Sales Summary Note >

- Each frame is displayed for two weeks, Monday through Sunday, and posters are replaced from Monday through the opening of the store on Tuesday.
- Amounts do not include consumption tax.
- In addition to the screening process by each distribution company, there is also a screening process based on our criteria for advertisement placement. Please refer to the media guide for details.
- If additional installations are made at the time of posting, no charge will be made for them.
- If the guaranteed number of faces not reached, faces may be made up from other networks.
- We perform competitive elimination at the request of contract clients who have already placed orders or according to our rules.
- The listed price and number of panels may be subject to change without prior notice due to the installation of advertising panels or for other reasons.
- Printing costs include data processing and two proofing fees. However, the price may vary depending on the conditions of the manuscript. Please inquire with our sales staff.
- After the posters have been displayed, we may use the visuals on the posters on our website and in other marketing materials.

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### < MCDecaux Advertising Review Committee Basic Principles >

1. not cause discomfort to the public or users.
2. appropriate in terms of consumer protection; 3. appropriate in terms of child and youth protection.
3. appropriate in terms of child and youth protection; 4. not intended for specific political or religious propaganda.
4. not intended to promote specific political or religious propaganda, human rights abuses, incitement to violence, encouragement of gambling, intentional misleading, or threats of such.
5. does not contain racial, defamatory, or sexist content; 6. complies with relevant laws and regulations.
6. conform to relevant laws and regulations.



# Draft Specifications



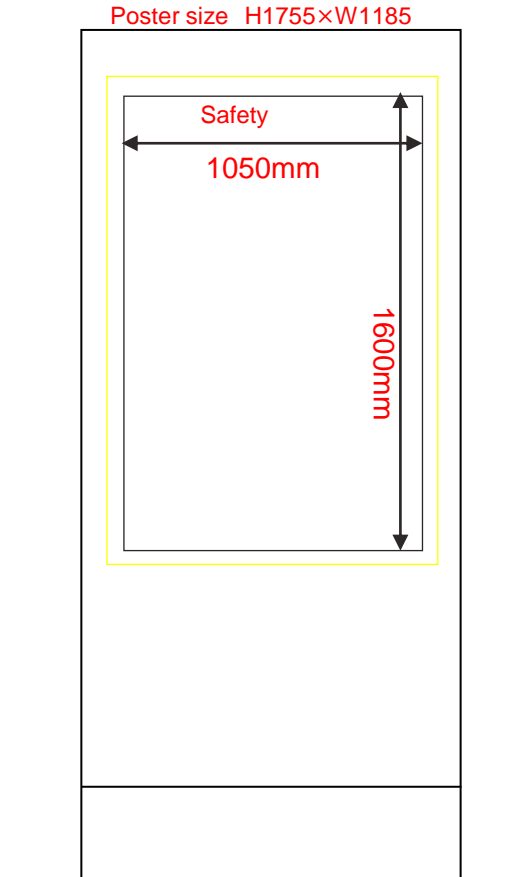
21°C

AR  
BOA



# Mallscape® | Poster Creative Submission Specifications

Item	Specification
Poster size	1185 mm (W) x 1755 mm (H) At least 100 dpi in original size (120dpi~150dpi recommended)
File Format	eps / ai / psd / tiff
Applications	•Illustrator ver. 10.0 / CS / CS2 / CS3 / CS4 / CS5 / CS6 / CC •Photoshop ver. 7.0 / CS / CS2 / CS3 / CS4 / CS5/ CS6 / CC
Safety	1050mm (W) x 1600mm (H)
Data Capacity Limit	1755mmX1185mm, 100dpi Photoshop file, approx. 150-170MB recommended

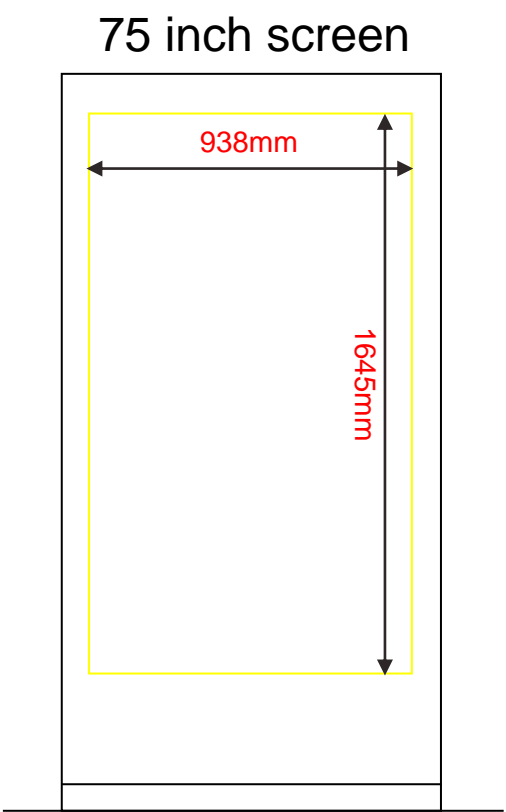


- A frame is printed with a gradation of dots outside the border line.  
(The presence or absence of frame printing and design may vary depending on the production period of the panel.)
- The image, background fill, etc. are required up to the finished size.



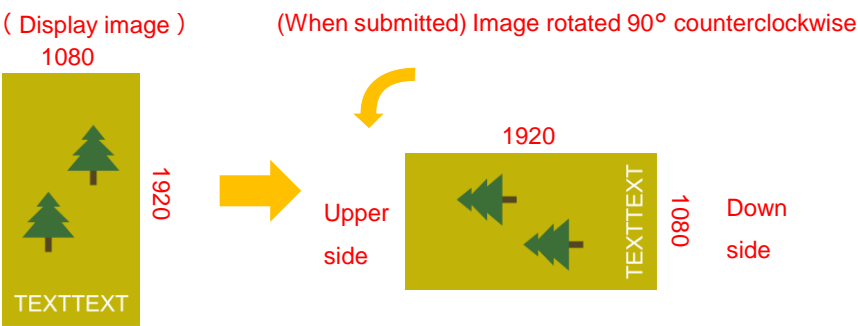
# Mallscape® | Digital Creative Submission Specifications

Item	Specification
Resolution	1080 (W) x 1920 pixels (H) (16:9 material)
Data Format	<b>Still image data</b> <b>JPEG (RGB 24bit color), GIF, PNG</b>  <b>Movie data *Sound is not supported.</b> <b>Mp4 (H.265)</b>
Movie Submission	Image rotated 90° counterclockwise
Safety	92%
Screen Size	75 inch (938mm × 1645mm)
Data Capacity Limit	Approximately 3MB per material (Movie) 20Mbps or more



NOTE :

- VOB format (DVD format) is not supported.
- MPEG2 converted from WMV and flash is not accepted.
- Original HD files are recommended. Avoid conversion from low-resolution data. Avoid cropped or enlarged videos.
- Since CMYK is not supported, please submit in RGB as the color mode.
- Do not export from low-resolution data.
- Images that have been rotated using the preview function of the operating system will not be reflected on the screen. The rotation will not be reflected on the screen and may cause errors. Please use Photoshop or other software to submit images that have been output at a resolution with the horizontal side as the long dimension.







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