Merseyrail awards JCDecaux UK outdoor advertising contract

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Outdoor media owner JCDecaux UK has been awarded a five-year Merseyrail outdoor advertising contract following a competitive tender.

Under the contract, JCDecaux UK will develop, maintain and sell the portfolio of 600 advertising sites including posters, billboards and escalator ad panels across stations on the network, providing Merseyrail with a significant income to be reinvested back into the rail network.

From 2021, JCDecaux UK will digitise the advertising in the busiest locations, installing state-of-the-art digital screens in the four city centre stations: Liverpool Lime Street, Liverpool Central, Moorfields and James Street.

Suzanne Grant, Commercial Director at Merseyrail, said: "JCDecaux UK submitted an extremely high-quality bid that shares our vision for the future development of our advertising portfolio.

"We have every confidence that working together post-COVID-19 we will maximise advertising opportunities across the network, providing a valuable revenue stream to Merseyrail that in turn will

benefit our passengers.

"The digitisation of our major stations will transform the ability for brands to deliver timely and compelling content that will keep our passengers informed, as well as being a powerful communications channel for local and national brands."

Helena Kavanagh Chief Partnerships Officer at JCDecaux UK said: "As a major business and tourist destination, Liverpool is a key city for brand advertisers and so we are very pleased to have been awarded this important contract.

"We look forward to working with Merseyrail to develop this powerful platform for brand messaging that will enhance the passenger journey with relevant and engaging content.

"By digitising the 4 busiest stations, there will be a new opportunity post Covid-19 for brands to reach customers at multiple touchpoints across the city as they commute, shop and socialise via screens in rail, roadside and retail locations."

Photo credit: Merseyrail