

# europlakat

## Market

Outdoor advertising has definitely established itself as a reliable and extremely efficient way of market communication. In Croatia, it covers around 11% of the total net advertising investment, which is an above-average ratio compared to the west European markets and a consequence of the outstanding quality of this media in Croatia. The change of the lifestyle of consumers who spend less and less time at home and more in the places where they are exposed to the outdoor advertising media, certainly contributes to further development of the media.

Apart from Croatia, the Europlakat Group is also active in five other central European countries (Bosnia and Herzegovina, Bulgaria, Hungary, Serbia and Slovenia), and is part of the JCDecaux global network of advertising locations, the European leader in the field (it owns advertising locations in 43 of the 50 biggest European cities according to the number of inhabitants) and the second largest world network (a total of 658,000 advertising locations in 45 countries and more than 170 million people on five continents).

Even before the acquisition of the Metropolis, Europlakat was a convincing market leader in Croatia, and afterwards it took over 80% of the outdoor advertising market in Croatia and the region.

## Achievement

Europlakat is the Croatian leader in outdoor advertising, particularly stressing the interaction with the environment in which it is active. By investing in street furniture throughout Croatia the company has direct influence on the improvement of the quality of life, visual identity, as well as on city functions. In the years to come, the streets of Croatian cities will see numerous elements of street furniture which can currently be seen in many international capitals.

By stimulating and investing in culture and sports, Europlakat participates directly in developing social values.

## History

Europlakat-Proreklam, the company for outdoor advertising and the installation of street furniture was



founded in 1990, with its seat in Zagreb, in joint Austrian-Croatian ownership. It entered the Croatian market in 1991, with installation and advertising on

billboards, and in 1996 it launched installation and advertising on CityLight freestanding surfaces or CityLights in shelters. Today, Europlakat has





concession contracts with all mid-size and big cities in Croatia, and owns 90% of the total locations of this media. In 2001, the ownership of Europlakat-Proreklam is shared between Vienna-based Europlakat International, the head company of the regional Europlakat Group owned by the French JCDecaux (the world's second largest and the largest European outdoor advertising company), Graz-based Ankünder and APG, the biggest Swiss outdoor advertising company. Europlakat-Proreklam changed its name to Europlakat in 2005, and in 2006 it purchased the Metropolis Company to become the strongest and the biggest company for the installation of street furniture and outdoor advertising in Croatia, with a market share of more than 80%.

### Product

Europlakat works attentively and diligently, from the initial agreement with the client, confectioning and installation of the poster, to the maintenance of the existing locations. Its wide and innovative product range includes international know-how, functionality and simple maintenance. The billboard is the most frequent type of advertising carrier in outdoor advertising. It is placed by city roads, open roads, at border crossings and on other busy locations. The number of illuminated billboards is continuously growing. Illumination assures better visibility at any time of the day, and it enhances the cityscape. There are also citylight advertising cases, installed in numerous big and small Croatian towns. Apart from the freestanding advertisement, including the



sub-variant of advertising column, citylights cases are an increasingly frequent part of the street furniture: bus and tramway shelters and selective waste containers, and they are also becoming integral parts of telephone booths and public restrooms. The street furniture line was designed and developed by renowned international designers and architects, including Sir Norman Foster, Phillip Starck, Jean Michel Wilmotte, Martin Szekely and Philip Cox.

The said equipment is given free of charge to cities, municipalities and other contracting parties, whereas investment and regular maintenance are financed through advertising space sale.

Scaffold advertising on buildings under reconstruction in city centres has been increasingly popular. In this way, one of the most influential media today - outdoor advertising, successfully adapts to

the demands of the contemporary urban life, improving its quality at the same time.

### Recent developments

In cooperation with marketing agencies, Europlakat has recently carried out several interesting campaigns in which the citylight and billboard media space was exploited in a new, innovative manner. Europlakat, as part of the JCDecaux system, has immediate access to technology and knowledge, which is why it is capable of realizing most of such campaigns in Croatia, utilizing the creative exploitation of the media.

### Promotion

Europlakat wishes to be a responsible company that actively participates in the social environment in which it is present, which is why it takes part in many humanitarian, cultural and sports projects. It has been a long-term partner of the Museum of Arts and Craft, Gavella Theatre and all major cultural events. In Dubrovnik, Split, Zadar, Pula, Sibenik and Zagreb, Europlakat has installed over 300 citylights as part of the cultural heritage programme. In the humanitarian projects segment, it cooperates on many projects managed by UNICEF, the Croatian League against Cancer and many others.

### Brand values

Europlakat is the leader in outdoor advertising, which offers general public the everyday and omnipresent information that can not be avoided.

[www.europlakat.hr](http://www.europlakat.hr)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Europlakat

- Total billboard and citylight surface owned by Europlakat equals to almost 10 soccer fields.
- 86,400 kg of paper is spent yearly for Europlakat's billboards.

