

JCDecaux Ireland - Case Study



About JCDecaux Ireland

JCDecaux Ireland's founding values are quality, passion and innovation and they are the recognised market leader in the Irish billboard sector.

Background

JCDecaux Ireland is investing in the development of its Première network. The first stage of the project involves backlighting billboards on some of Ireland's busiest roads. Stage 1 will see the Bright Green Matrix LED system installed into a total of 22 sites.



We are delighted with the quality of illumination achieved by Bright Green for our new Première OOH.

This has helped maximise the impact of our displays, making them really stand out from the crowd. ”

Brian Cullen
Operations Manager
JCDecaux Ireland

JCDecaux

○ BRIGHTER

○ GREENER

○ SMARTER

To find out more please contact one of our specialists
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Project overview

The start of the project saw key sites in Dublin converted to premium backlit sites of the highest quality. On completion of phase 1 the Bright Green LED system will have been installed in a total of 22 sites, five 96 sheets (12 x 3m) and seventeen 48 sheets (6 x 3m), on the busiest routes throughout Ireland.

Return on investment

	Tubes	LEDs
Power consumption	293,671 W	77,290 W
Energy cost per year	€49K	€13K
CO ² per year	147 Tonnes	39 Tonnes



Bright Green Technology
LED Retrofit Reduced carbon by
108 Tonnes per year

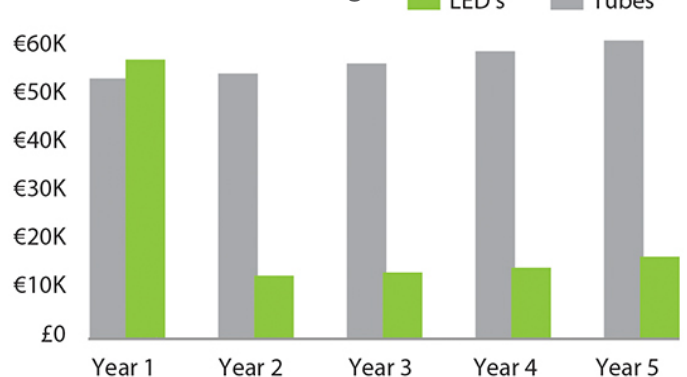
Financial Modelling

We understand that return on investment is critical to any business, that's why, right at the outset, we provide our outdoor media clients with a free economic analysis.

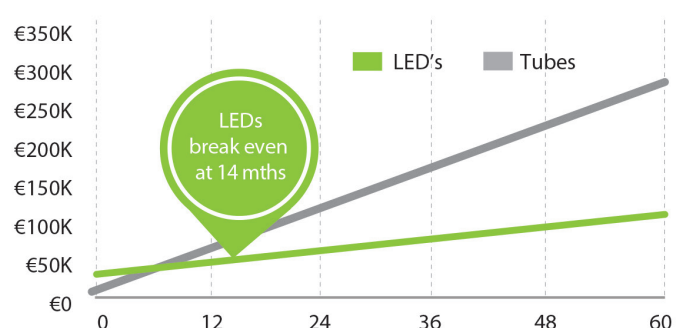
For JCDecaux Ireland this involved looking at the entire portfolio, calculating all of the existing costs and comparing this with an equivalent Bright Green LED system.

Our experience in lighting large format outdoor media gives us the ability to provide a full and realistic financial model. This gives a genuine and reliable indicator of costs like maintenance, CRC and energy.

LEDs annual cost saving



Time to break even



Quality of illumination

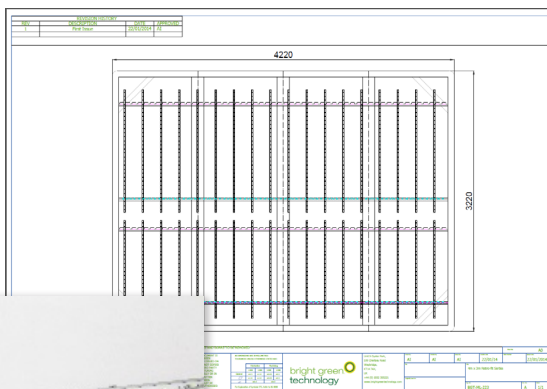


The system

OOH advertising sites are often at height, accessible only at night or just awkward to work on. That creates a hazardous environment where safety and speed of installation really count. We developed our install kit to make fitting our Bright Green Matrix LED system fast, safe and reliable – we've minimised measuring, reduced time spent working at height and made sure that maintenance is no problem.

Our engineering team looks at each site and produces technical drawings to show exactly how the system should be installed: spacing, layout and electrical wiring.

This design stage is crucial to ensure that the billboards meet the required brightness and the illumination is even across the entire face of the graphic.



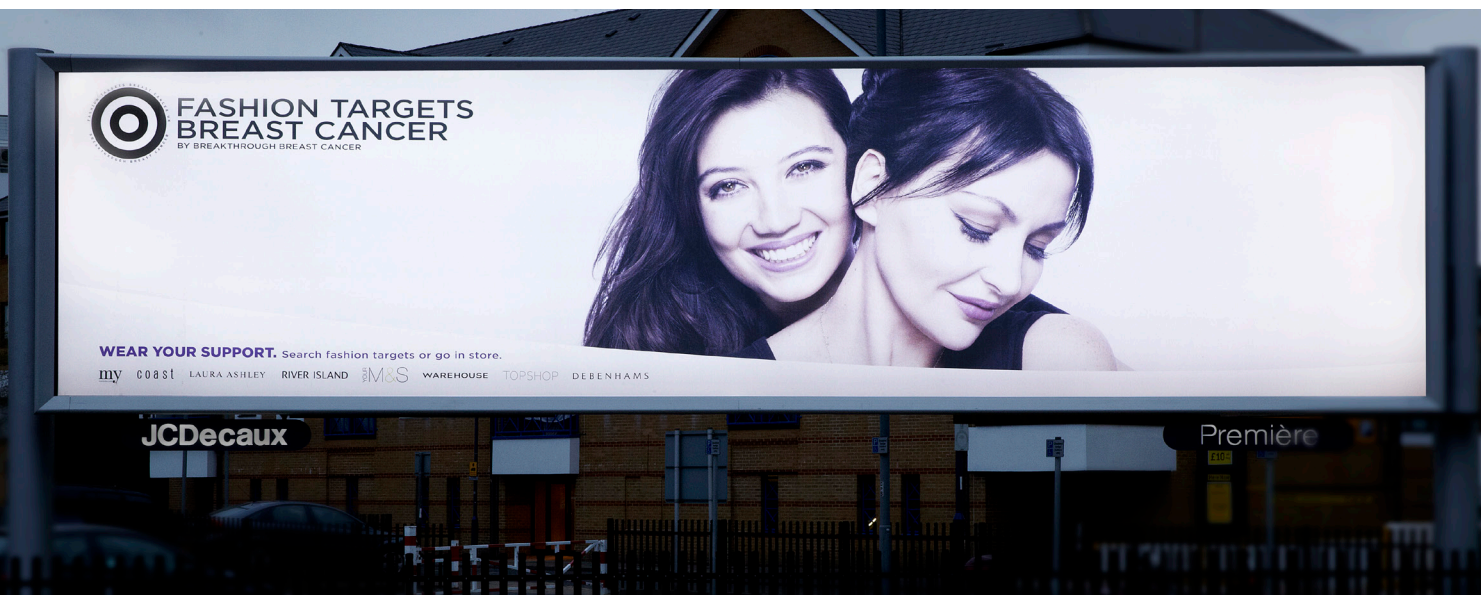
The result

“ We are committed to providing premium products in the best locations to deliver maximum impact for our clients. Introducing Première to the market is a significant investment for JCDecaux and now that they are in-situ we are delighted with the results. ”

Tony O'Flanagan
Marketing Director
JCDecaux Ireland

JCDecaux

Bright Green Technology



About Bright Green Technology

Bright Green Technology specialises in LED systems that dramatically improve the quality and performance of backlit media, illuminated signage, retail displays and architectural features.

We've worked in the most iconic locations for the biggest companies and won their trust for our product quality and customer support.



Our Approach

The intelligent answer to your LED requirement saves you time, money and energy. We are practical, hands-on people who understand both state-of-the-art lighting technology and the realities of your business. So while we provide all the products you need, we place equal emphasis on trusted advice and ongoing professional consultancy.

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