

Displayce unveils new brand identity and reaffirms global ambitions

A pioneer in technological solutions for buying advertising space specialised in DOOH, Displayce unveils a new brand identity. With the ambition to become the leading global technology suite for Out-of-Home (OOH), Displayce supports advertisers, agencies, and media owners in addressing their visibility and attention challenges. This new identity reflects its commitment to innovation, a brand-centric approach, and premium customer support on a global scale. With a physical presence in nine cities worldwide – Bordeaux, Paris, London, Madrid, Milan, Brussels, Berlin, São Paulo, and Dubai – Displayce provides brands and media owners with next-generation advertising solutions that combine artificial intelligence, advanced targeting, and access to a premium inventory of digital street furniture.

A next-generation technology suite for Out-of-Home

DOOH is the fastest-growing media. Its visual impact, ability to generate attention in high-traffic environments, and non-intrusive format make it a powerful lever for brands. Integrated into public spaces, it enables contextualised and relevant message delivery, creating a true connection with audiences. By seamlessly integrating into the digital media mix and positively influencing other channels, it amplifies the overall effectiveness of advertising campaigns. In this context, Displayce offers a specialist technology suite for outdoor communication, providing advertisers and publishers with data and media buying solutions tailored to their visibility challenges.

Displayce allows brands to stand out in a competitive advertising environment with memorable Out-of-Home campaigns designed to capture attention at strategic moments and high-traffic locations. Displayce gives advertisers instant access to the world's largest digital screen inventory, totaling 1.2 million screens across 500 media owners, enabling them to create contextualised and impactful campaigns powered by artificial intelligence and data. For media owners, Displayce offers a secure platform for modeling, enhancing, and activating first- and second-party data related to their OOH inventories. These data and media buying platforms facilitate the commercialisation of data-enhanced campaigns while improving the relevance of their offerings and boosting campaign performance for brands. Together, these two platforms form a comprehensive, robust, and reliable OOH suite for media owners.

A bold, future-focused visual identity

Displayce adopts a new identity that reflects the evolution of its positioning and its desire to drive the transformation of the OOH media sector. At the heart of this change is a new logo featuring a "D" made up of geometric shapes that refer to digital screens. A key element of this redesign and the logo is the **"Sparkle"**, which symbolises the nature of DOOH by instantly capturing attention and leaving a lasting impression. It represents exploration, technological innovation, and openness to new perspectives. The color palette combines purple to represent ambition, inclusivity, and creativity, dark blue to inspire trust, and citrus green to embody dynamism and renewal.

The tagline **"Spark Attention with Out-of-Home"** emphasises Displayce's mission: to create high-impact, memorable, and engaging advertising experiences that capture the attention of real-world audiences. At the same time, the [website](#) has been fully redesigned to offer intuitive and smooth navigation. It highlights the advertising solutions offered by Displayce and reflects the brand's renewed identity, ensuring an optimised user experience.

"This new design is much more than just a visual redesign. It reflects the evolution and future aspirations of Displayce. As we celebrate our 10th anniversary and nearly three years after our strategic alliance with JCDecaux, we are proud of our achievements and international expansion. This new identity lays the foundation for an even more promising future, while reflecting the expectations of a constantly evolving market," says **Laure Malergue, CEO and co-founder of Displayce.**

To discover more about Displayce's new graphic identity, a dedicated press kit is available [here](#). The new website can be visited at www.displayce.com.

About Displayce

Displayce is a pioneering specialist technology suite for Out-of-Home advertising, designed to meet the needs of brands, media agencies and publishers, globally. Through its Media Buying Platform (DSP), Displayce connects advertisers and agencies to more than 1,200,000 billboards in 80 countries, offering them the largest DOOH inventory in the world, so they can trade contextualised, cookieless and impactful digital Out-of-Home campaigns. Displayce Data Management Platform centralises, models and activates first- and second-party data linked to the OOH inventory of media owners, in order to design relevant, high-performance campaign proposals for brands. Founded in 2014 in Bordeaux, Displayce has a physical presence in 8 countries (France, Spain, the United Kingdom, Belgium, Italy, Germany, Brazil and the United Arab Emirates). Since July 2022, JCDecaux has held a majority stake in the structure. www.displayce.com

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