

Success story



Raising awareness about skin cancer and ways to prevent it

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CONTEXT

Raising awareness about skin cancer and ways to prevent it

Use of programmatic DOOH to increase awareness of the role that the sun can play in the development of skin cancer. Broadcast throughout Belgium for 4 months for maximum impact.

STRATEGY

- Period: May to August - 2022
- Time targeting and activation of weather segments
- Custom dayparting
- Location: Belgium
- Screen types: Outdoor, Transit, Billboard, Spectacular



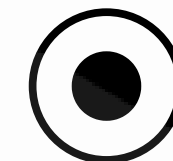
2

Media owners



619

Screens



586

Locations



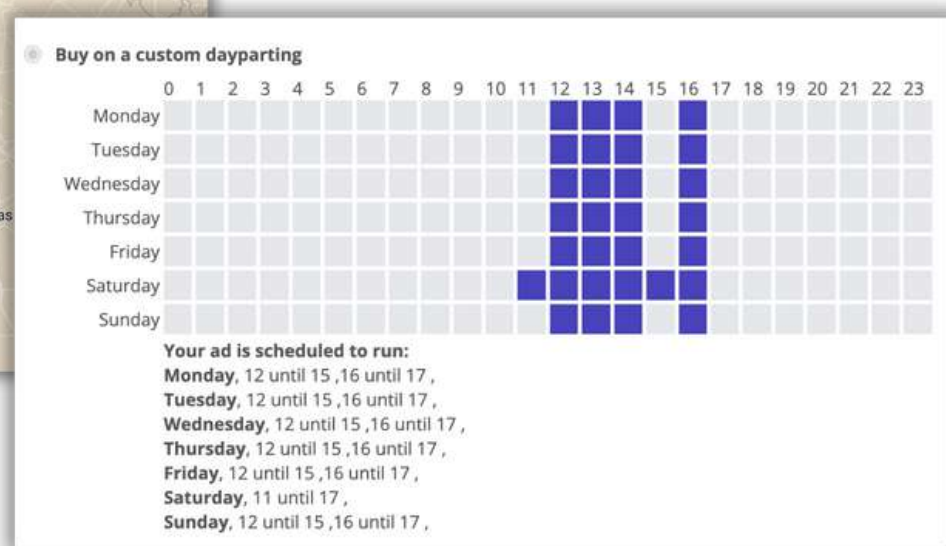
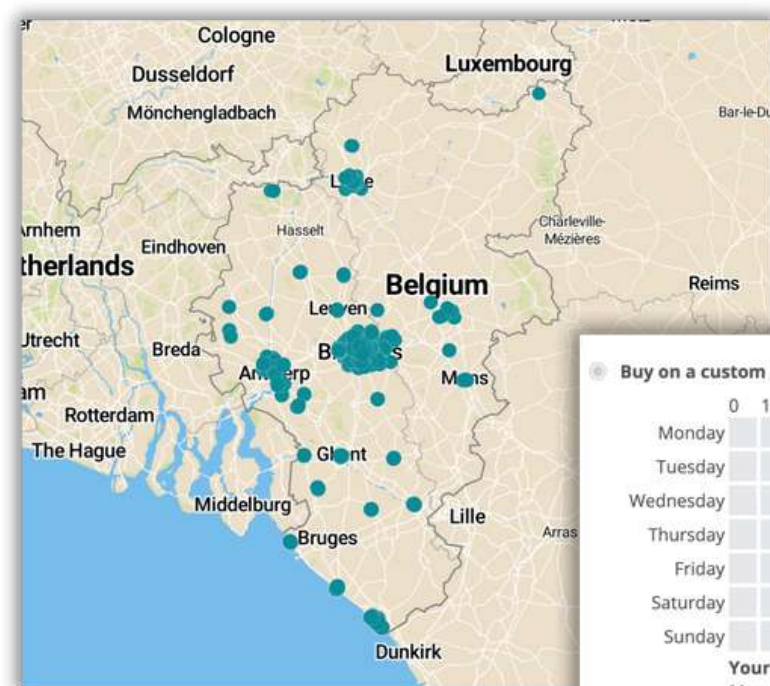


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STRATEGY

Targeting with weather based data and real time optimization



Targeting & Optimizations

Real-time optimization

- Between 12 pm and 3 pm and again between 4 pm to 5 pm
- Except Saturday: between 11 am and 5 pm
- Only when the UV index is over 3
- With a rotation of multiple creatives

Targeting

- In the largest cities of Belgium



3,4M

Impressions

Broadcasted with:

JCDecaux Clear Channel