Displayce partners with TikTok to extend mobile campaigns to Digital Out-of-Home screens across Europe

London, January 20, 2026 - Displayce, the pioneering specialist technology suite for Out-of-Home, announces a collaboration with TikTok as enabler of the Out of Phone (OOP) solution. Through this collaboration, Displayce helps bring TikTok campaigns to life beyond mobile screens and into the real world. The partnership is active across Europe.

Displayce x Tiktok x Unilever - Amsterdam - Ocean Outdoor

Bringing TikTok's creativity to DOOH screens

TikTok's Out of Phone initiative extends the platform's creative energy and entertainment beyond the mobile experience, allowing audiences to discover the content they love outside the phone, in the physical world. The partnership enables campaigns to appear on premium, high-visibility DOOH screens, like JCDecaux, Ocean Outdoor or Bauer Media, located in key urban areas, high-traffic zones, and spectacular screens at landmark locations, ensuring strong visibility and impact. It also blends full motion creative production with strong delivery expertise, bringing TikTok's unique storytelling to life on urban screens.

For brands and agencies, this collaboration opens new creative possibilities by combining TikTok's mobile reach with the scale and impact of Digital Out-of-Home. Extending TikTok campaigns to DOOH allows advertisers to take the stories, creators, and emotions that thrive on the platform, creating continuity and repetition between the mobile experience and public spaces.

Amplifying impact across channels

The complementarity between social and Digital Out-of-Home also creates a powerful halo effect. When used alongside social campaigns, OOH can boost overall effectiveness by up to 20%, strengthening engagement, awareness, and message recall across platforms (source: IPA Databank). Large-format, high-visibility screens reinforce brand storytelling and amplify in-app visibility at key moments of attention throughout the day. By appearing in trusted, contextually relevant environments, DOOH complements social and digital channels, helping advertisers build consistent, high-impact narratives across screens and formats.

"Partnering with TikTok reflects our commitment to accelerating the growth of programmatic DOOH through strategic alliances." Pablo Fugazza, AdTech Partnerships Director at Displayce.

"This collaboration marks a significant step in the evolution of programmatic Digital Out-of-Home. By joining forces with TikTok, we're bridging two powerful media, social and outdoor, to deliver measurable, culturally relevant impact for brands at scale across Europe." Remi Boudard, Chief Revenue Officer at Displayce.

"The Displayce partnership allows us to bring engaging advertiser branded TikTok content to our community off platform and in the real world. We are excited to onboard Displayce to our Out of Phone program, and look forward to building meaningful partnerships together with our clients." Jade Walton, Director of Business Development, EMEA New Screens Partnerships at Tik Tok.

About Tik Tok

TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy. TikTok's global headquarters are in Los Angeles and Singapore, and its offices include New York, London, Dublin, Paris, Berlin, Dubai, Jakarta, Seoul, and Tokyo.

About Displayce

Displayce is a pioneering specialist technology suite for Out-of-Home advertising, designed to meet the needs of brands, media agencies and media owners, globally. Through its Media Platform (DSP), Displayce connects advertisers and agencies to more than 1,800,000 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 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.