

## How Uber & Displayce used dynamic creative automation to tailor DOOH creatives to live conditions in Brazil

First DCO activation delivered by Displayce and JCDecaux in the Brazilian market

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**São Paulo, February 23, 2026** – To strengthen brand awareness in Brazil, Uber launched a programmatic Digital Out-of-Home campaign using Dynamic Creative Optimisation (DCO) across the country's major cities, including São Paulo, Rio de Janeiro and Brasília. Powered by real-time weather and location data, 70 creative variations were dynamically deployed across JCDecaux's screens, the global leader in Out-of-Home (OOH) media, triggering messages based on live local conditions, such as rain or high temperatures, highlighting the most relevant mobility use cases depending on the context and moment. This activation marks the first programmatic DOOH campaign with Dynamic Creative Optimisation (DCO) delivered by Displayce and JCDecaux in the Brazilian market.

Led by media agency Acessooh and implemented via Displayce's media platform, the campaign was activated through VIOOH's SSP on JCDecaux's premium DOOH inventory during the Golden Quarter, from September 30 to December 24, a peak period for urban mobility. Delivered across 734 premium digital screens, the campaign generated more than 33 million impressions nationwide.





### Turning real-world conditions into brand relevance

At the heart of the campaign was the use of creative automation based on weather and temperature live data, allowing Uber's messaging to adapt in real time to local conditions. In total, more than 70 different creatives were deployed throughout the campaign.

Dedicated creatives were displayed during rainy moments, positioning Uber as a convenient and comfortable alternative to walking or public transport. When temperatures rose above 28°C, messaging shifted to highlight the comfort of an air-conditioned ride.

By aligning media delivery with environmental conditions, the campaign ensured that Uber's message was highly relevant to the moment, reinforcing the brand's role as a smart mobility solution embedded in everyday urban life.

### Geographic contextualisation at street level

Beyond weather data, the campaign relied on geographic contextualisation to connect with people on the move. Location-specific messages such as "Uber or walk up Brigadeiro?" reflected real urban situations, while digital screens were activated along high-traffic corridors including Avenida Brasil, Avenida Brigadeiro Luís Antônio and Faria Lima. Additional custom messages were created using well-known streets, parks and neighbourhoods to create a sense of proximity with the brand. A specific night version of the campaign was also activated between midnight and 4am, aligning messaging with late-night mobility needs.

### Programmatic DOOH as a brand-building channel

Over the course of the campaign, Uber achieved strong visibility across Brazil's largest cities, with the activation delivered on 734 premium digital screens, generating 7.7 million DOOH plays and reaching more than 33 million impressions throughout the Q4 period. Delivered through Displayce, the campaign illustrates how programmatic DOOH enables brands to activate data-driven triggers such as weather, time of day and location to adapt messaging in real time. As the first DCO activation developed by Displayce and JCDecaux in Brazil, the campaign demonstrates how live data can be integrated into creative automation to deliver contextual messaging at scale, reinforcing Uber's position as a relevant mobility partner during one of the busiest periods of the year.

#### 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 1,700,000 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 (DMP) 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](http://www.displayce.com)

#### About JCDecaux

A global leader in Out-of-Home advertising, JCDecaux is a French-founded company delivering advertising solutions and urban furniture services across cities, airports, transport hubs and retail environments. Present in nearly 4,000 cities with more than 10,000 inhabitants across over 80 countries, the company reaches more than 850 million people worldwide every day. Operating in Brazil for 27 years, JCDecaux is active across 14 states as well as the Federal District. With a strong focus on asset digitalisation and data intelligence, the company reinforces its position as a tech company by developing increasingly personalised, intelligent, precise and measurable OOH projects.