40

Premium DOOH screens across UK

Success Story

FLUX Posterscope JCDecaux MG omd displayce

UK Government (DESNZ & DfT)

DOOH that reacts to carbon intensity

What if media could respond to the environment in real time?

To accelerate electric vehicle adoption in the UK, the DESNZ and the DfT* ran a **roadside pDOOH campaign that only played when the grid was clean**, across 32 locations and 40 premium JCDecaux screens, from Birmingham to Manchester and Liverpool.

Leveraging a **custom Carbon Trigger** born from the **collaboration between Flux and Displayce**, 6 creative variants responded to real-time data from the NESO** across 14 regional energy networks, activating only when local grid carbon intensity fell below a seasonal threshold.

*Department for Energy Security and Net Zero and the Department for Transport
**National Energy System Operator

STRATEGY & RESULTS

Data-Driven Sustainability & Custom Triggers.

Low-Carbon Grid Synchronisation

The campaign integrates an **exclusive custom Carbon Trigger** to automate ad delivery. Using live NESO data across 14 regional networks, **creatives ran only when local carbon intensity fell below a seasonal threshold**, pausing automatically above it.

Strategic Sustainability Alignment

A campaign promoting cleaner transport shouldn't create avoidable emissions. This 'green-only' logic let the media practise what it preached, **cutting emissions at source, not by offsetting**, across 40 premium JCDecaux roadside screens.

National Visibility

Deployed across **high-visibility roadside environments** in Birmingham, Manchester and Liverpool, and traded programmatically via VIOOH, the campaign reached drivers at the very moment they think about transport, with a minimal carbon footprint.

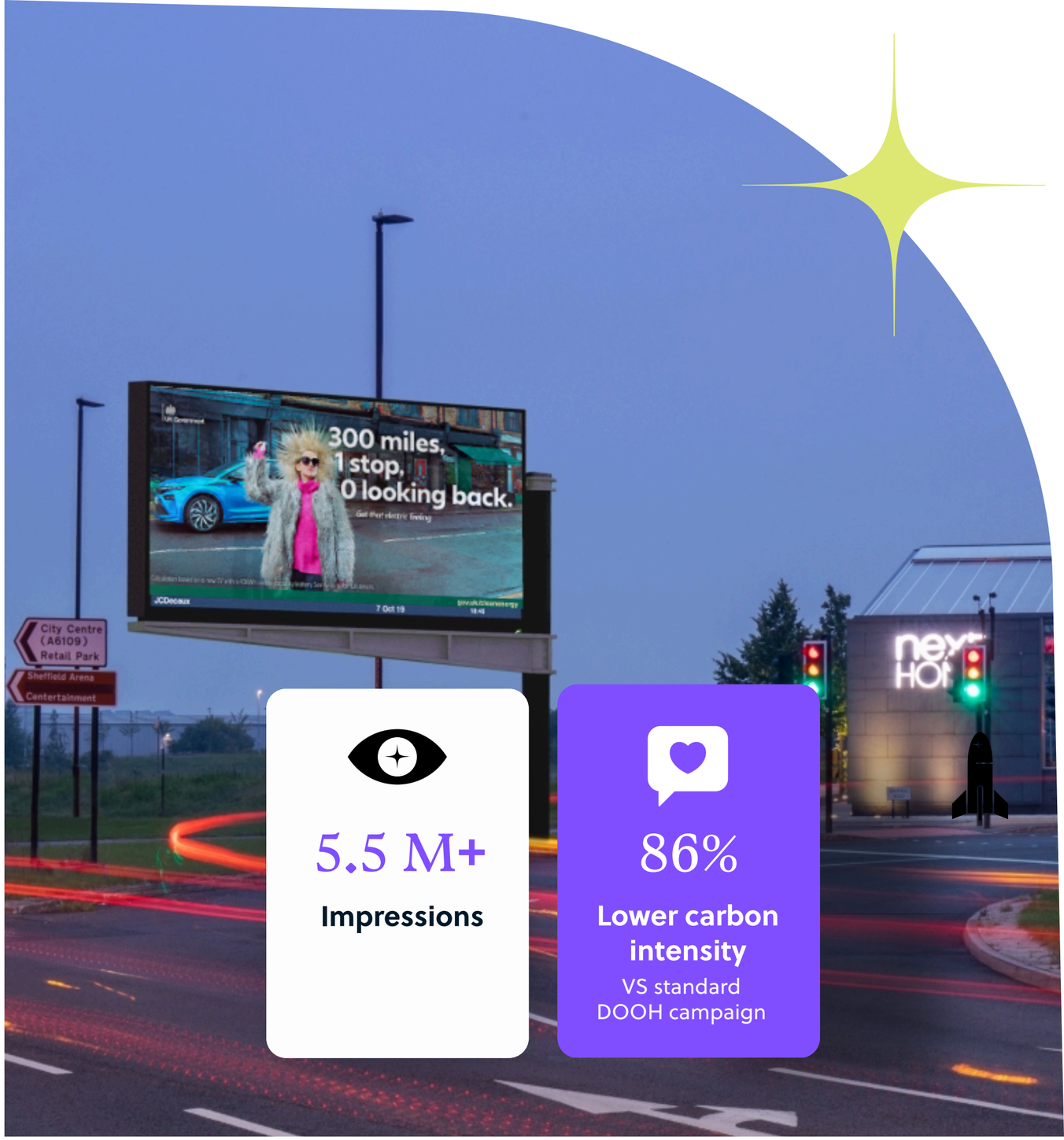
FLUX Posterscope JCDecaux MG omd

STRATEGY & RESULTS

Lower carbon, no trade-off in impact.

By **activating exclusively during low-carbon periods**, the campaign aligned the government's message with its actual footprint: 86% lower carbon intensity and 4.3 tonnes of CO2e avoided vs. a standard DOOH campaign.

By focusing on high-traffic roadside environments, the campaign achieved a dual objective: massive national reach combined with hyper-local relevance. With **5.5M+ impressions**, a pre/post brand lift study showed **electric vehicle consideration rising by +7 points**, and almost a third of people who recognised the campaign reported taking direct action.



5.5 M+
Impressions

86%
Lower carbon intensity
VS standard DOOH campaign