

Crown Commercial Services DOOH that reacts to carbon intensity

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

To drive **national brand awareness** for the UK Government's energy initiative, Crown Commercial Services transformed DOOH into a 'living system' across **32 locations**, from Birmingham to Manchester and Liverpool. By turning 40 premium roadside DOOH screens into dynamic signals of change, this activation showcased the government's commitment to **sustainability**.



40

Premium DOOH
screens
across UK

Leveraging a **custom Carbon Trigger** born from the **collaboration between Flux and Displayce**, three adaptive creatives responded to real-world data. This allowed every impression to align with the state of the environmental to encourage more conscious energy use.

Data-Driven Sustainability & Custom Triggers.



Low-Carbon Grid Synchronisation

The campaign integrates an **exclusive custom Carbon Trigger** to automate ad delivery. It triggers creatives only when national grid **carbon intensity is at its lowest**, ensuring the government's green energy message aligns perfectly with real-time environmental data.

Strategic Sustainability Alignment

By activating exclusively during clean energy peaks, this 'green-only' logic reinforces the credibility of the UK Government's sustainability initiatives. It ensures **responsible advertising exposure** across 40 premium JCDcaux roadside network.

National Visibility

By deploying this carbon-aware logic across **high-visibility roadside environments** around Birmingham or Manchester, the campaign intercepts citizens during their daily transit. This maximises reach for energy-saving messaging while maintaining a minimal carbon footprint.

STRATEGY & RESULTS

Proven brand alignment & eco-responsability reach.

By **activating exclusively during low-carbon periods**, the branding effort achieved a strong level of consistency between the government's message and its actual environmental footprint. The campaign's media **carbon emissions were 7 times lower** than a traditional DOOH campaign.

By focusing on high-traffic roadside environments, the campaign achieved a dual objective: massive national reach combined with hyper-local relevance. With **over 5.5 million impressions**, the innovative custom live carbon trigger designed by Displayce and Flux, combined with programmatic mechanism, proved its ability to transform high-density transit moments into meaningful, eco-conscious brand exposure.



5.5 M+
Impressions



7x less
Media Carbon
Emissions
VS traditional
DOOH campaign