



World-first

TikTok 'Out of Phone' campaign
driven by weather triggers.

AVEENO® used pDOOH to extend a TikTok trend across high-footfall commuter hubs in London, Manchester, and Bristol. Real-time weather conditions kept the message relevant throughout the day, extending AVEENO® Face SPF 50's creator-led content beyond the screen.



ACTIVATION
MECHANIC

Extended creator Gemma Adbby's TikTok content through pDOOH, keeping messaging relevant to live weather conditions.



THE
SOLUTION

Dynamic adaptation of creatives based on real-time weather. Promoting sun protection in sunshine and hidden UV awareness otherwise.



Strategy & Results

Proven Brand Alignment at Scale

- Capturing attention on the move translated into measurable brand impact

42%

Brand Attribution
(+4pts vs benchmark)

48%

Personal Interest
(+3pts vs benchmark)

- Converting engagement into stronger brand outcomes

24_{pts}

Brand images

26_{pts}

Consideration



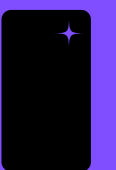
700+

Locations



4M+

Impressions



900+

Digital Screens