

Aveeno® becomes the first skincare and beauty brand in UK to launch TikTok's Out of Phone format via Displayce

The campaign for Aveeno® Face SPF 50 brings creator Gemma Adbys' TikTok content into premium Digital Out-of-Home environments, adapting the message to real-time weather conditions



Outernet - London

London, UK, September 7, 2026 - Aveeno®, TikTok and Displayce have launched a pioneering media campaign for Aveeno® Face Moisturiser SPF 50, making Aveeno® the first skincare and beauty brand in the UK to activate TikTok's innovative Out of Phone format.

The campaign marks a significant milestone in Digital and Out-of-Home advertising, bringing Aveeno®'s social-first content beyond the smartphone screen and into high-impact real-world environments. It follows the recent partnership announced by TikTok and Displayce to expand TikTok's Out of Phone offering across Europe.

Activated programmatically through Displayce across premium screens from JCDecaux UK, Outernet, Bauer Media Outdoor and Global in London, Manchester and Bristol, the campaign reached consumers in shopping areas, transport hubs and along commuter

routes. It also marks the first TikTok Out of Phone activation to incorporate real-time weather triggers globally.

Bringing creator-led storytelling into the real world

At the heart of the campaign is skincare creator Gemma Adbby (@gemmaaaby), whose engaging and authentic content has been adapted from TikTok and showcased across premium digital out-of-home placements. Designed to raise awareness of Aveeno® Face Moisturiser SPF 50 and the importance of daily sun protection whatever the weather, the campaign used real-time weather conditions to tailor its message throughout the day.

In sunny weather, the creative reminded consumers to protect their skin from direct sun exposure. On cloudy or overcast days, it highlighted the importance of wearing SPF even when UV rays are less visible. This allowed Aveeno® to deliver a timely and relevant message while extending its creator-led content into everyday public environments.

Strong brand impact

The Aveeno x TikTok Out Of Phone campaign generated over 4 million impressions. A Happydemics brand lift study conducted among 500 respondents recorded a very strong brand attribution score, four percentage points above benchmark. It also delivered a 24-point uplift in brand image and a 26-point uplift in consideration vs control.

Emily Barman, Marketing Manager for Aveeno UK said: *“we’re proud to be the first skincare & beauty brand in the UK pioneering this innovative way to bring some of the fantastic TikTok Creator content to dynamic Out-of-Home screens, reaching even more people. Wearing SPF every day is vital to protect your skin, so it’s great that this campaign also helps to remind people ‘out and about’ to apply their Aveeno Face Moisturiser SPF 50.”*

Dan Page, Global Head of Media & Licensing Partnerships at TikTok said: *“Out of Phone brings trusted creator-led content off platform and into the real world. Beauty and skincare have always been synonymous with TikTok, so it’s exciting to see our first UK Out of Phone campaign from the category, and even more exciting to see a global first with weather-triggered creative in Out of Phone”*

Pablo Fugazza, Tech Partnerships Director at Displayce, said: *“This campaign demonstrates how creator-led content can move beyond the smartphone and into premium Digital Out-of-Home environments while retaining its authenticity. By adapting the message to real-time weather conditions, AVEENO® was able to make daily sun protection more relevant to consumers throughout their everyday journeys.”*

Extending social-first creativity beyond the screen

TikTok's Out Of Phone solution allows brands to amplify platform content across a curated network of digital screens, creating seamless connections between on platform engagement and real-world visibility. By leveraging the format, Aveeno® UK has transformed native TikTok content into impactful out-of-home creative, helping to drive awareness of the

importance of daily SPF protection while maintaining the authenticity consumers expect from creator partnerships.

The activation demonstrates how social-first creativity can be translated into the physical world, giving brands new opportunities to extend the reach of their content while remaining relevant to audiences in their everyday lives.

About Aveeno®

Aveeno® harnesses the power of oat science to keep your skin feeling healthy, hydrated and strong. Our brand is built on clinically proven oat science and designed for sensitive skin. For generations, Aveeno® has been merging science with nature's soothing properties to provide care for all skin, especially the most sensitive skin.

About TikTok

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 technology suite specialising in Out-of-Home advertising, designed to meet the needs of brands and media owners worldwide. Through its media platform, a Demand-Side Platform, Displayce connects advertisers and agencies to more than 2,000,000 digital out-of-home screens across 80 countries. It provides access to the world's largest DOOH inventory and enables users to design contextualised, cookieless and impactful out-of-home campaigns. Its data platform, a Data Management Platform, enables media owners to centralise, model and activate first- and second-party data associated with their OOH inventory, helping them develop relevant and effective campaign proposals for brands. Founded in Bordeaux in 2014, Displayce has a physical presence in eight countries: France, Spain, the United Kingdom, Belgium, Germany, Italy, Brazil and the United Arab Emirates. Since July 2022, JCDecaux has held a majority stake in the company. www.displayce.com