

A satellite view of Earth at night, showing the illuminated continents of Europe and Africa. The city lights are visible as bright yellow and white spots against the dark blue of the oceans and the black of the night sky. The Earth's horizon is visible at the top, with a thin layer of atmosphere glowing in shades of blue and white.

JCDecaux

CASE STUDIES

HIGH-IMPACT CROSS-FORMAT DOOH CAMPAIGN ATTRACTING ATTENTION FOR INSPIRATIONAL PUBLIC SCREEN MESSAGING

FOUNDATION FOR A BETTER LIFE - #PASSITON



BACKGROUND:

The Foundation for a Better Life is a non-profit organisation that publicly shares inspirational messages and profiles of exceptional role models. #PassItOn refers to the act of sharing the values embodied by the featured heroes of our current times.

CAMPAIGN OBJECTIVES:

Increase awareness of the public service message from PassItOn.com featuring Sir Elton John in front of a broad, diverse audience, at scale

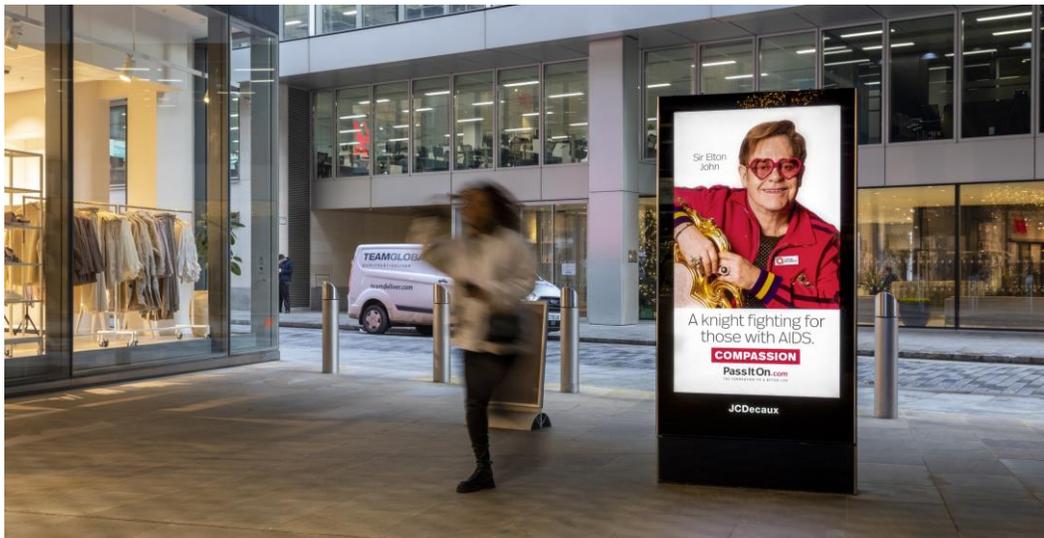
Bring attention to the value of "Compassion" as exemplified by the remarkable work of the Elton John AIDS Foundation

CAMPAIGN DETAILS:

December 2021

One week

Digital Malls, Rail and Roadside Large Format channels





“

Out-of-Home media is a remarkable medium to create awareness and attract significant levels of attention. People see it, talk about it and can recall the messages communicated through it. This was exactly the impact we wanted for our ‘compassion’ campaign, featuring Sir Elton John and highlighting his exceptional work fighting for people with AIDS. Our single goal was to attract that attention, and raise awareness as a result.

The stunning displays, located unmissably on major roads in the UK, gave our message an added distinction, gravitas and trustworthiness. We felt that this quality representation truly complemented our message.

Overall, the campaign made us very visible and well-represented in the UK market, and provided the perfect backdrop for what we wanted to say. We were very pleased with the results.

GARY DIXON

PRESIDENT, PASSITON.COM –
THE FOUNDATION FOR A BETTER LIFE