

## Programmatic showcase

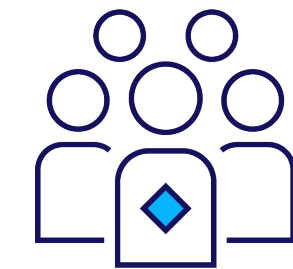
Programmatic DOOH campaign activated when the UV index was greater than 3

### Campaign objective

- Raise awareness for audiences to protect themselves from UV rays when the index was high

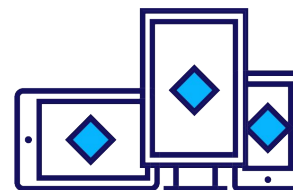
The Foundation against Cancer warned audiences about dangerous rays of the sun with a programmatic DOOH campaign broadcast on JCDecaux screens when the UV index was greater than 3. This campaign was specifically visible between 12 p.m. and 4 p.m, when rays were strongest.

The creatives showed common high-risk activities in summer e.g. gardening, barbecues, picnics, and gave tips on protection e.g. staying in the shade, wearing protective clothing and sunscreen.



#### Target audience

- General public health



#### Campaign specification

- Street furniture and billboards in Brussels and Liège

In collaboration with

