

Programmatic showcase

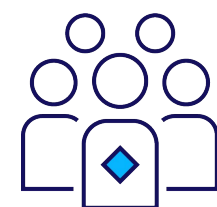
Innovative use of prDOOH activating only when the sky was 'hazy' to promote Hazy Jane craft beer

Campaign objective

- Drive awareness and sales of Hazy Jane craft beer amongst audiences using context

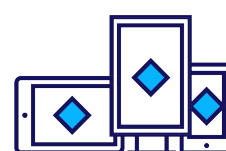
Using the Hivestack platform in collaboration with Flux, BrewDog created a custom 'Haze Moment' for their Hazy Jane beer - triggering the campaign to activate only when the sky was hazy.

The trigger, a first of its kind, was created by aggregating data from Flux's global environmental and air quality partners, including Dark Sky, Accuweather, Ambee, and Breezometer. This allowed BrewDog to capitalize on real-time weather updates to ensure maximum relevance of the campaign.



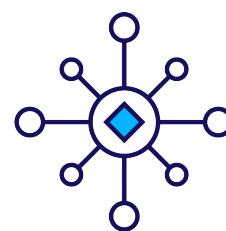
Target audience

- Audiences across London



Campaign specification

- Non-guaranteed



Inventory

- 10 iconic billboards and urban panels in Greater London exclusive to JCDecaux UK

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Reach figures for the United Kingdom

1 million+

Viewable impressions over 14 days