

Programmatic showcase

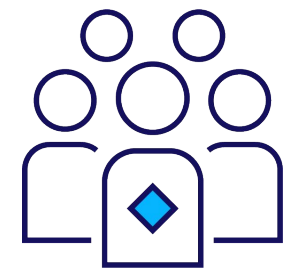
Targeted campaign activated when UV index was above 2

Campaign objective

- Promote the sunscreen products
- Drive brand awareness and purchase consideration

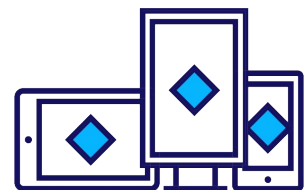
Banana Boat wanted to promote their sunscreen products with their latest campaign in a more distinctive and relevant way.

The campaign integrated real-time-bidding to optimize the delivery. By leveraging the UV index data as a trigger, when it reaches a 2+ rating, the ad is activated and displayed on premium digital panels of JCDecaux Cityscape at bus shelters in Hong Kong. This provides a reminder to apply Banana Boat's sunscreen product as a shield against the unseen UV light on both sunny and cloudy days, significantly raising the relevance of the ads with audiences.



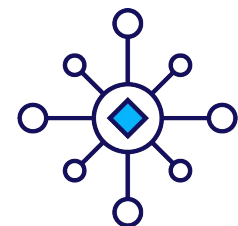
Target audience

- General Public
- Sports enthusiasts



Campaign specification

- Non-Guaranteed
- Dates: Apr 13 – Jun 30, 2024
- Apr: Only weekends
- May & Jun: All days



Inventory

- Digital Panels at Bus Shelters in Hong Kong

