

Programmatic showcase

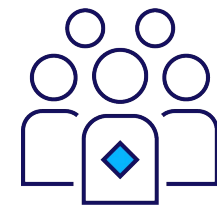
Delivering individual player creatives to screens around their hometown using panel-based DCO – a media first

Campaign objective

- Profile England players as role models and how they inspire our grassroots audience, creating synergy between National and grassroots football ahead of the UEFA Women's EURO 2022

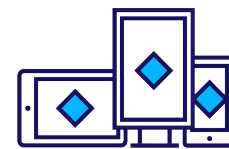
To celebrate the Lionesses, the FA and Threepipe approached Scoota to manage the delivery of 23 creatives across the country, each of which was selected dynamically at point of play depending on the panel.

Running on JCDecaux screens through VIOOH as well as inventory from Global and Broadsign, the campaign targeted panels in each of the player's hometowns and delivered the most relevant creative on each screen.



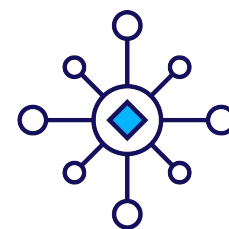
Target audience

- General public
- Local residents



Campaign specification

- Guaranteed and non-guaranteed



Inventory

- D6 mall and street furniture



Use of programmatic within the campaign

Flexible proximity targeting

Delivery control within the DSP

True panel-based DCO handled via single HTML bundle