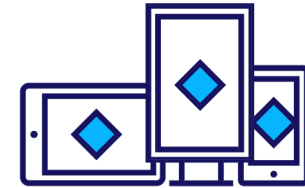# VIOOH + Save The Children

Programmatic showcase

HTML5 enabling personalised dynamic creatives

Campaign objective

- Fundraising to address food poverty and shortages that children around the world face

For their Christmas campaign, Save The Children wanted to encourage people to "Set an extra plate (in Dutch: "Zet een bordje bij") to create a virtual Christmas dinner table throughout the Netherlands.

HTML5 was deployed to create dynamic creatives, increasing relevancy of the ads to the local surroundings.

Campaign specification
- HTML5
- Non-guaranteed

EEN FEESTTAFEL ZO LANG ALS DE WESTERKERK

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In collaboration with

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Category targeting of supermarkets

SDIM, Save The Children's media agency, in collaboration with the Sage+Archer DSP, planned and activated the campaign to be targeted at Dutch consumers in proximity to supermarkets. SDIM specifically targeted the supermarket category, and all screens within a 500m proximity to those supermarkets.

Hyper-local targeting of neighbourhood specific dynamic creative

Localised dynamic creative automatically updated messaging to reference the nearest famous landmark. "Let's set a dining table as long as the Vondelpark" was the message in parts of Amsterdam, referring to the city's biggest green park. "Let's set a dining table as tall as the Martinitoren" ran in the town of Groningen, referring to its famous church.

> " This campaign is about making people aware of the food poverty in this world. Therefore, we wanted to send out the message in an environment and mindset where people can relate and respond to this the most.

Paul van Amelsvoort
Campaign Manager at SDIM

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