

Programmatic showcase

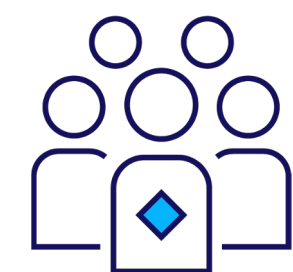
Programmatic DOOH campaign with location-based DCO to display local live scores

Campaign objective

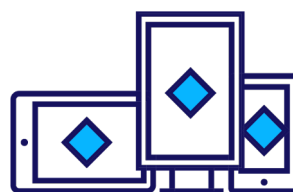
- Boost ticket sales for The Hundred cricket tournament

For the 2023 season, ECB wanted to boost ticket sales for The Hundred tournament and use live scores as part of their DOOH creative strategy to get the attention of cricket fans.

Through Scoota and Threepipe, the live scores were localised using location and panel based DCO to show relevant team scores around the hometowns for a media first. Weather triggering was also implemented to pause delivery if matches were abandoned due to adverse weather.



Target audience
– Cricket fans



Campaign specification
– Non-guaranteed
– Running across inventory in home towns where matches were played – JCDcaux, Global and Clear Channel screens

