

Programmatic showcase

Large-scale global programmatic campaign across prDOOH and social

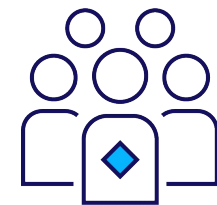
Campaign objectives

- Amplify awareness and interest in the World Gold Council and gold's transformative power
- Drive viewership of the documentary 'GOLD: a Journey with Idris Elba'

The World Gold Council is a membership organisation that champions the role gold plays as a strategic asset, shaping the future of a responsible and accessible gold supply chain.

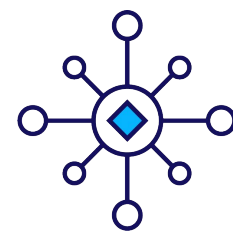
'The Golden Thread', an immersive documentary series capturing online audiences, was released in 2021. For their 2023 campaign, the World Gold Council wanted to promote the series' sequel with a new star front and centre: 'GOLD: A Journey with Idris Elba'.

Led by AKQA and running through DV360, a groundbreaking prDOOH campaign was crafted to run at eye-level, sky-level and spectacular screens, reaching 18 cities across 8 regions, further supported by additional reach campaigns via YouTube, Meta, LinkedIn, X and TikTok.



Target audience

- Corporate, institutional and retail investors
- Everyday individuals interested in gold as an investment
- Professionals in the gold industry



Inventory

- Eye-level, sky-level and spectacular screens across 14 media owners
- Geographic coverage: South Africa, USA, Australia, UK, New Zealand, Singapore, Japan



Campaign results

211.43%

increase in benchmark click-through rates across all platforms

82.74%

increase in benchmark views vs. any other World Gold Council campaign

52.37%

influx of new users to the World Gold Council website