

KitKat

Large scale programmatic DOOH campaign across four provinces

Region

MEA

Client

KitKat

Partners

JCDecaux South Africa, Mobiclicks, Blis

THE CHALLENGE

Encourage people to take breaks for the sake of fun, and highlight the importance of playfulness and laughter for wellbeing and productivity.

THE OBJECTIVE

Provide entertaining ways for people to take mindful breaks.

THE SOLUTION

The programmatic campaign included a competition, with the chance to win 'fun break experiences' and cash vouchers. Witty digital content with the slogan 'Kat for Fun's Sake' emphasised mindful enjoyment without overindulging. The campaign ran at eye level and spectacular screens.



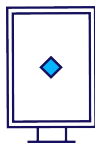
Target audience

- Gen Z, younger millennials
- Digitally / tech savvy young professionals



Inventory

- 105 JCDecaux iVisions and roadside digitals
- Across key provinces (GP, WC, MP, KZN)



Channels activated

- DOOH

