

Programmatic showcase

Showcasing breaking news via programmatic DOOH

Campaign objective

- To promote and increase visibility of the Times Radio station

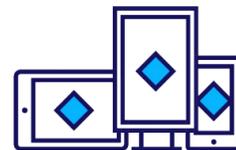
News UK wanted to create an attention-grabbing campaign that capitalised on the Times radio's 'on air' and 'live' nature by using dynamic creative on DOOH to react to real world events.

Using programmatic display, Kinetic, mSIX, DOOH.com, Hivestack, Global and VIOOH partnered to create an innovative campaign front and center on high-impact JCDecaux and Global screens, displaying dynamic creative in response to real-world events and demonstrating that Times Radio was at the forefront of debate and analysis on the most important and timely news stories to date - and often, within 1-2 hours of the news breaking!



Target audience

- ACBC1 adults aged 45+ with an interest in news and current affairs



Campaign specification

- Non-guaranteed

 kinetic + DOOH.COM

  [viooh.com](https://www.viooh.com)
hello@viooh.com



+

 m/SIX

+

 Hivestack

+

In collaboration with

 JCDecaux



VIOOH + Kinetic + News UK

Campaign results

+33%

uplift in audience penetration

Featured in UK trade press including The Media Leader, Performance Marketing World and OOH Today



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"To show people that Times Radio is The Times' live news station, we were looking for ways to react to the news. We were delighted to find this solution that allows us to be flexible and accountable."

Louise Agran
Marketing Director, Times Radio

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 global

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