

Port of Amsterdam

Location-based, data driven, programmatic DOOH campaign

Region

Europe

Client

Port of Amsterdam

Partners

JCDecaux Netherlands, Vistar Media, Yune, Kinesso NL

THE CHALLENGE

SAIL Amsterdam, a maritime event held every 5 years wanted to bring the parade to crowds who couldn't reach the waterfront.

THE OBJECTIVE

Turn static urban screens into windows to the nautical wonder happening close by.

THE SOLUTION

The campaign transformed the entire city into a live extension of the harbour during SAIL by integrating real-time ship tracking data with a network of digital screens. As majestic vessels navigated the water, their journey simultaneously unfolded across screens citywide, with those closest to the harbour receiving priority feeds to create immersive 'circles of engagement'. This high-impact, real-time streaming experience instantly turned pedestrians into front-row spectators, further guiding them via location-based messaging to optimal waterfront viewing spots.



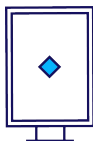
Target audience

- Pedestrians in Amsterdam.



Inventory

- JCDecaux Urban Panel network in Amsterdam in close proximity to the waters.



Channels activated

- DOOH.



Campaign results

The campaign pioneered live, location-specific programmatic DOOH, streaming the SAIL Amsterdam maritime onto high-traffic city screens.

This integration drew audiences out of their routine to participate, successfully bridging modern life with ancient maritime heritage.

The unique real-time content generated organic social media buzz, turning the city's screen network into an active part of the event and vastly extending its reach.

