

UK Government

pDOOH campaign uses real-time grid data to decarbonise ads and boost Electric Vehicle (EV) adoption

Region

Europe

Client

UK Government

Partners

JCDecaux UK, Displayce, Flux, OmniGOV @ MG OMD, Posterscope

THE CHALLENGE

The UK government (DESNZ and DfT) aimed to accelerate EV adoption for its Clean Energy Mission and Net Zero targets, but many drivers still viewed electric vehicles as a future option rather than a realistic present choice.

THE OBJECTIVE

Raise awareness of the practical, financial and environmental benefits of switching to EV, while proving that lower-carbon media delivery requires no compromise in campaign effectiveness.

THE SOLUTION

The UK government (DESNZ and DfT) launched a pDOOH campaign to accelerate EV adoption while reducing media-generated emissions. Utilising real-time National Energy System Operator (NESO) data, ad delivery automatically paused when local grid carbon intensity exceeded seasonal thresholds, ensuring ads only displayed during cleaner energy periods. Featuring six dynamic creative variants tied to live grid conditions, the campaign proved lower-carbon media delivery can operate at scale without compromising effectiveness.



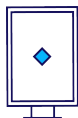
Target audience

- UK drivers actively considering switching to EVs



Inventory

- 40 JCDecaux roadside screens in UK major cities including Manchester, Liverpool and Birmingham



Channels activated

- pDOOH



Campaign results

5.5M Impressions.

534K Individual
DOOH plays.

86% Reduced carbon
intensity by 86%.

+7pts In EV
consideration.

By determining campaign delivery through real-time grid conditions, changing when the creatives ran, the campaign was able to reduce carbon intensity and CO2e emissions compared to a standard DOOH delivery model on the exact same screens and dates.

