

# Climate neutral DCO

LichtBlick is the leading green energy provider in Germany.

The goal for this campaign was to build awareness of green energy, using only selected DOOH screens with low CO2 emissions.

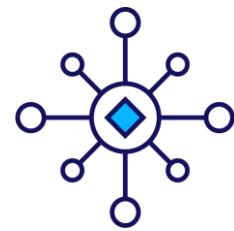
**Climate neutrality** as theme:

1. Campaign run only on selected **screens with the lowest CO2 emission** / "CO2 per impressions index"/
2. VAST **DCO Text Element** differ for:
  - Districts (Hamburg & Berlin)
  - Social and political events (federal elections and global climate strike)
3. Quick messaging adjustments based on **social and political context**



## Target audience

- Young and middle- aged target group interested in sustainability, climate and green energy



## Inventory

- Street furniture in Hamburg and Berlin



In collaboration with

# Results & DCO ad examples

8%

Uplift in the target group

2688

Ad variations displayed during the campaign



**Was wir von  
der nächsten  
Regierung  
erwarten?  
Nichts.**



**Was  
macht  
Hamburg  
schöner?  
Nichts.**



**Was  
macht  
Berlin  
schöner?  
Nichts.**