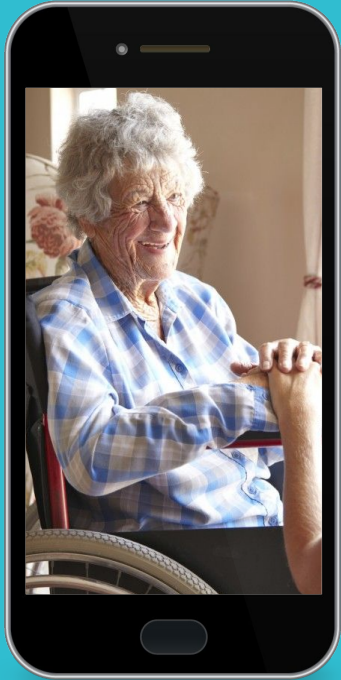


Turning colder weather into warmer support for elderly persons charity

Ozone were briefed to support this charity during the critical Christmas fundraising period, the charity partnered with Ozone to test the effectiveness of digital display in driving awareness and consideration for donations.



- The client had not run display before. They wanted to test whether digital and weather signals could influence engagement and donations, marking their first campaign with Ozone and the agency's first DCO activation with us.
- The objective was to drive awareness and consideration during a key Christmas fundraising period, using Studiozone's creative capabilities to deliver relevant messaging in the right context.
- We launched a DCO campaign linked to weather data, serving different creatives for above and below 10 degrees to test engagement. Activity targeted 65+ audiences and those engaging with charity, Christmas and weather content, supported by Video Skins and Video Wraps. We exceeded the agency's forecasted numbers, including CPC and CPV, with our activity performing stronger than YouTube, leading to YT budget shifting to Ozone and tested on a reactive campaign with new creatives!

+4.4x

CTR for 'cold weather' creatives

+14%

Brand uplift

+69%

Donation consideration

38

Donations directly attributed to ad consideration