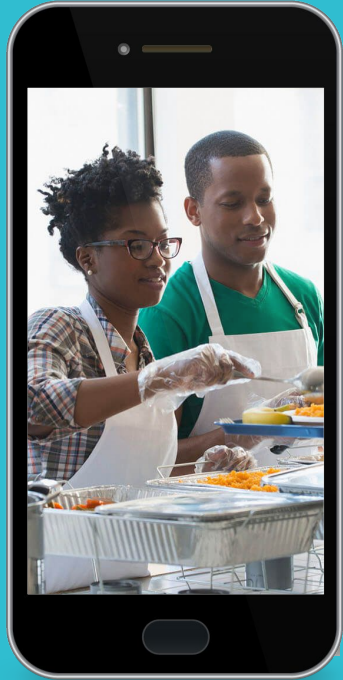


Ozone boosts homeless charity donations over Christmas

A homelessness charity briefed Ozone to raise awareness and consideration of its brand message, driving meaningful consideration that would ultimately convert into donations during a critical winter period when homelessness peaks and weather conditions are at their harshest.



- Targeting a 40+ ABC1, charity-engaged audience, we aligned activity with the Government's homelessness strategy announcement, colder weather and the run-up to Christmas, when generosity and emotional connection peak.
- Leveraging Studiozone, we created impactful Video Wraps with clear branding and strong calls to action, supported by a smart retargeting strategy using IAB formats to drive action among high-intent audiences.
- On-site pixel insights revealed valuable learnings around audience profiles and donation behaviour by browser and device, enabling optimisation for future activity and broader charity strategies.

+31%

Full Funnel
brand uplift

2.8x

Increase in
efficient use using
our PWID solution

270

donations as a
direct result of our
ads

2.6x

Over Video Wrap
CTR benchmark