

billups x Cedara partnership

# Sequestering Carbon Through OOH Campaigns

[www.billups.com](http://www.billups.com)

Partnership launch campaign with POI targeting around a conference

## Campaign overview

# Sequestering carbon through sustainable DOOH

## Campaign objective

billups, the largest independent out-of-home managed services agency in North America, wanted to raise awareness amongst marketers of its partnership announcement with Cedara, the leading carbon intelligence platform.

This campaign demonstrated billups' commitment to both reducing and compensating for carbon emissions in OOH advertising.

## Campaign strategy

The campaign leveraged Firefly's DOOH Taxi and Rideshare Top Network across Miami during the 2024 Possible conference in Miami Beach, to (literally) drive awareness of the new partnership. billups applied the Cedara-enabled carbon emissions measurement and compensation to the campaign, using a methodology based on the industry standard framework.

Market

Miami

Flight Dates

4/14/24 - 4/18/24

Ad Plays

142,887



Total Impressions

986,562

Total Emissions

1.02 t. CO<sub>2</sub>e

This is equivalent to carbon sequestered by:

1.2 acres of U.S. forests in one year

Sustainability first

## Reduction before compensating

### Our approach

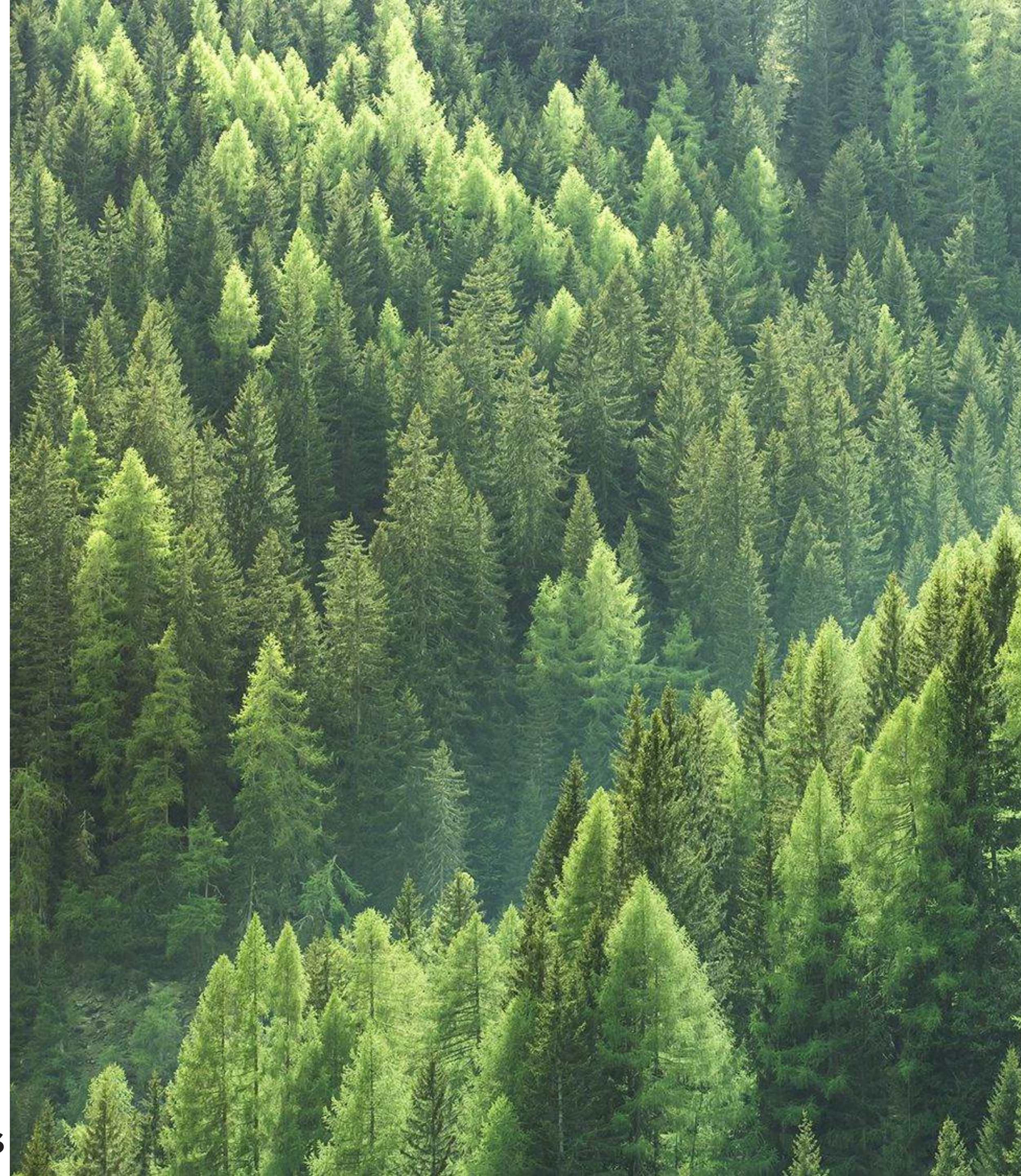
In alignment with billups' sustainability-first approach, the campaign began by optimizing media buying and placement.

The strategy prioritized high-impact locations with efficient emissions per impression, reducing the overall carbon footprint before any compensation took place. This emphasis on optimization ensures that the carbon emissions generated by OOH campaigns are minimized from the start.

### Carbon measurement and compensation with Cedara

Partnering with Cedara, billups tracked campaign emissions using a robust methodology based on the [Ad Net Zero](#) Global Media Sustainability Framework. The carbon output was calculated by considering materials, energy use, and display time.

billups then compensated the remaining emissions by supporting a certified environmental project.



## Sustainable impact

# Carbon compensation through reforestation

billups' sustainability program is dedicated to supporting projects that avoid or remove emissions from the atmosphere generated by OOH campaign activity.

### Sheep Creek Reforestation

[The Sheep Creek Reforestation](#) project aims to replant the Montana forestland impacted by wildfires and is certified by the [Climate Action Reserve](#).

billups' contribution to this project made this campaign sustainable. The total amount of emissions compensated was:

**1.02 t. CO<sub>2</sub>e**

Equates to 2,609 miles driven by an average gasoline-powered passenger vehicle

By linking campaign activity to tangible environmental impact, billups can help brands achieve their marketing goals and align with sustainable values that resonate with today's consumers.



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