

## CATEGORY: BUSINESS & INDUSTRIAL

# THE GREENER GRID

### Challenge

There is a lack of awareness about the 'greener moments' to use energy and many may be unfamiliar with how the grid operates, this knowledge is crucial for individuals to adjust their energy consumption habits to reduce their carbon and nuclear footprint.

### Brief

Educate the nation about the greener moments to use energy, boost sign-ups for the Power Move initiative, and reduce OVO's overall carbon and nuclear footprint.

### Solution

OVO created Power Move, an industry-first dynamic out-of-home campaign that activates when a higher proportion of renewable energy is powering the grid, informing consumers on the best moments to use energy, to reduce the carbon impact of media activity.



### Execution

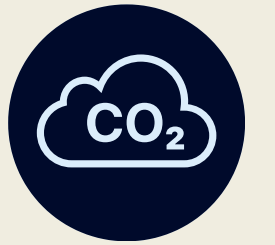
- Developed and built the world's first programmatically traded out-of-home campaign connected in real-time with National Grid ESO to determine the greenest moments in the day.
- Created a custom algorithm to determine the proportion of renewable energy in the grid every 30 minutes and activated the campaign during green and very green moments.
- Delivered the campaign across 2,000+ screens nationwide, including small and large format screens, roadside, rail, and mall environments.

- Used a custom-built dashboard to track the status of the grid and adjust campaign spend based on the availability of renewable energy.
- The campaign delivered the message: "If you're seeing this, it's a greener time to use energy," during optimal renewable energy periods.

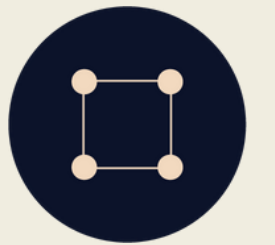
## Results



681,521 kWh of electricity shifted into renewable energy periods, avoiding 58.1 tonnes of carbon emissions.



82% of the campaign was delivered in greener moments, avoiding 6.6 tonnes of CO2e emissions



16,928 sign-ups to OVO's Power Move.

