



CLIC SARGENT PARTNERS WITH OOHYES

TO DRIVE AWARENESS FOR WORLD CANCER DAY
AMIDST PANDEMIC



AT A GLANCE

OBJECTIVE	Raise awareness, drive traffic to website
AUDIENCE	All Adults
PLATFORM	Out-of-Home
FORMATS	Large format Digital screens & Digital 6-sheets
DURATION	Short-term cover - 2-weeks
AGENCY	OOHyes

BACKGROUND

CLIC Sargent, the UK's leading cancer charity for children, young people and their families, approached OOHyes to help raise mass awareness of World Cancer Day on Feb 4th with the aim to raise donations to support children and their families during this tough economic climate.

**YOUNG LIVES
vs CANCER**
CLIC SARGENT



IDEA

The campaign focused on two key pillars: Drive mass awareness and website traffic. OOhyes utilised their strong supplier relationships to instantly deliver messages that were deployed on multiple formats in multiple cities overnight. All activity was created to help drive awareness and website traffic.

EXECUTION

Large format Digital screens placed on key arterial routes in and out of key UK cities enabled CLIC Sargent to reach a huge roadside and pedestrian audience Nationwide

Digital 6-sheets in key UK cities helped raise mass awareness for CLIC Sargent and World Cancer Day.

**OUT-OF-HOME CAMPAIGN DELIVERED
3.5M IMPACTS.**

TESTIMONIAL

"The pandemic is having a huge impact on the young people and families we support, but it has hit cancer charities like CLIC Sargent hard this past year and is having a significant impact on our ability to raise money. We're really excited to be working with OOhyes on this World Cancer Day campaign and can't thank them enough for everything they've done, this advertising space is going to help us reach audiences far and wide."

Joanna Hancock, Head of Development,
Philanthropy and Partnerships at CLIC Sargent

"We are proud to be supporting CLIC Sargent in their worthy cause to reach thousands of people across the country. With the pandemic placing even more financial strain on children, young adults and families affected by cancer, it's crucial that charities like CLIC are there to help. We encourage anybody who can spare it to make a donation."

George Rossides, CEO and Founder of OOhyes

RESULT

The charity experienced a 50% rise in web traffic on World Cancer day.

