

Stay Connected at Night

See photo gallery [here](#)

Territory: UK
Date: February/March 2023
Category: Telecoms
Environment: High Street
Format: Small-Format DOOH
Campaign Objective: Broadcast Awareness
Agency/Specialist: Saatchi & Saatchi



The Campaign

EE launched its campaign, "Stay Connected at Night," in Manchester, providing real-time travel information for safe routes home at night. The campaign was live every night for two weeks, from 8pm to 3am, and was inspired by Manchester City Council's Women's Night-time Safety Charter, aimed at making the city safer for those in the night-time economy. The campaign utilised Ocean's live data feed, displayed on 42 billboards, including The Loop network and nine large format screens, to provide geo-located travel information, taxi waiting times, and train, tram, and bus schedules. The screens also used dynamic creative and augmented reality to offer helpful travel options and directions, while some screens detected pedestrians and brightened the surrounding space for safety.

The Outcome

- ▶ Created by Saatchi & Saatchi London, the work won first prize in the brand category of Ocean's annual [Digital Creative Competition](#) 2022.
- ▶ This campaign solves a real problem and demonstrates digital-out-of-home's power, reach, and role as a responsible community channel in Manchester and the broader public realm, which makes it a worthy winner of our annual digital creative competition.

What the client said

Pete Jeavons, marketing communications director at EE, said: "This campaign is a brilliant example of how our Stay Connected Data can play an important role in our customer's lives. We're excited to be using cutting edge advertising technology in a new and creative way to make the streets safer."

Franki Goodwin, CCO, Saatchi & Saatchi "Ocean's Digital Creative Competition allowed us to harness the technological capabilities of DOOH to play a really meaningful role in a city's nightlife and the journeys home for people that live there. We hope that our work is the beginning of even more integration between these amazing sites and their citizens."