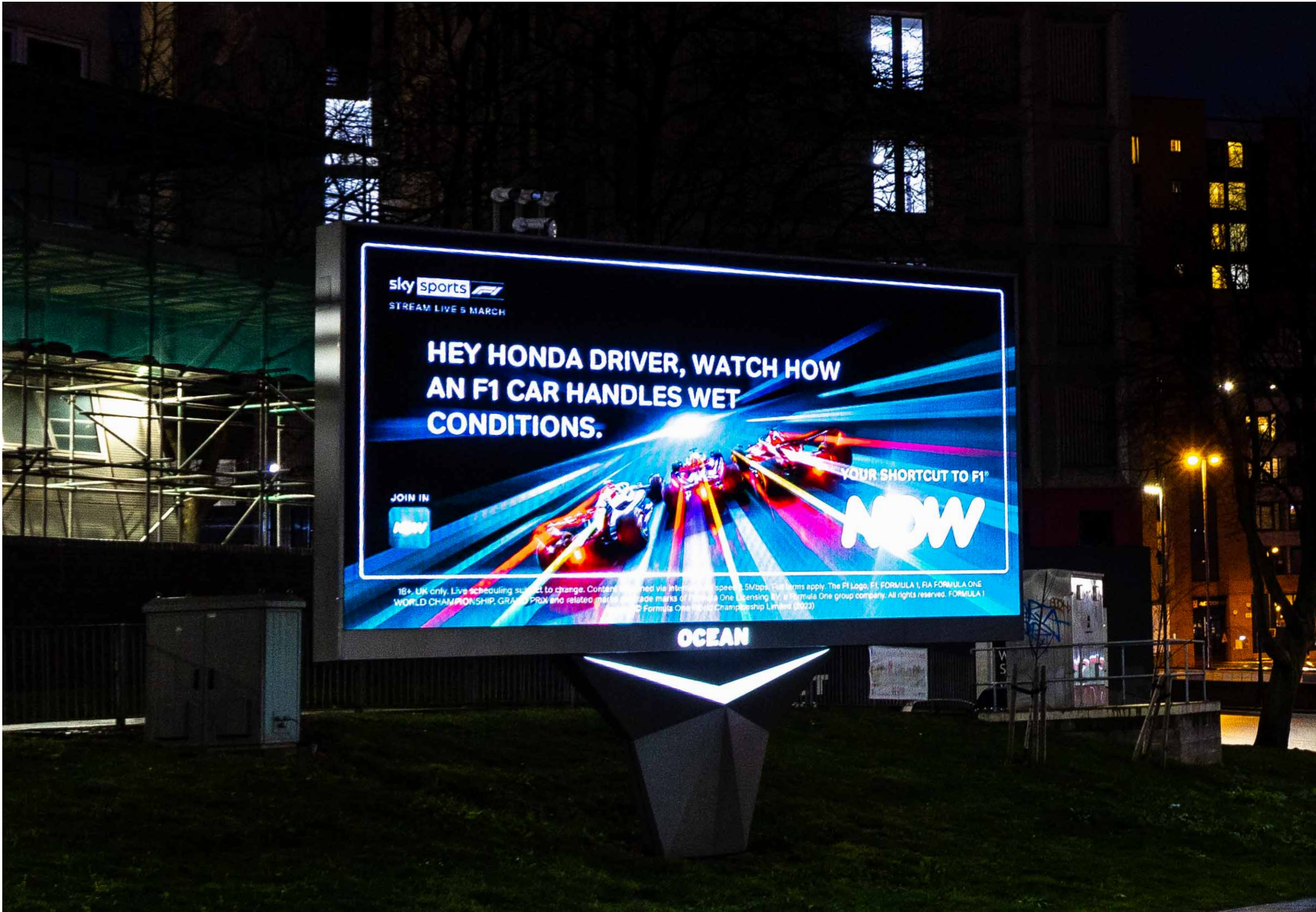


Now TV | F1

See photo gallery [here](#)

Territory: UK
Date: February/March 2023
Category: Ents/Leisure
Environment: Roadside
Format: Multi-Format
Campaign Objective: Creative Solutions
Agency/Specialist: Rapport



The Campaign
NOW TV used Vehicle Detection Technology (VDT) to promote Formula 1 and target different drivers with dynamic messaging. The campaign targeted popular car brands with dynamic headlines and a further trigger for the weather, a first for VDT!

The headlines '0 - 200mph in 3.2s? Not in that XX' and 'Hey XX driver, bored of life in the slow lane?' would trigger for select car brands. Along with contextual messaging, NOW TV made the F1 prominent in drivers' minds. Unique headlines such as 'Hey XX driver, watch how an F1 car handles wet conditions' were only triggered when it was raining.

- The Outcome**
- ▶ During the 3-week campaign, we delivered a significant number of play-outs, with over 20% at Holland Park Roundabout. Across the entire network, we saw a remarkable average per day, with over 14% of play-outs going to Ford drivers.
 - ▶ We utilised the dynamic trigger to optimise play-out delivery, with the weather trigger used to target specific audience triggers within the VDT system, allowing us to improve the effectiveness of the campaign.