

Ginger Shot

See photo gallery [here](#)

Territory: UK
Date: January 2023
Category: Drink
Environment: Shopping Mall
Format: Large-Format DOOH
Campaign Objective: Consumer Activation
Agency/Specialist: Bicycle and Rapport



The Campaign

MOJU launched a ginger shot campaign on The Screen @ Canary Wharf. The campaign utilised Ocean's live data feed technology, detecting temperature changes in real-time. Whenever the temperature fell below 8 degrees, the creative ad on The screen would automatically change to prompt passersby to scan a QR code and receive a complimentary ginger shot.

Additionally, an ad was triggered when the temperature was above 10 degrees and within specific hours (9am-12pm, 4pm-5pm, 6pm-7pm, 8pm-9pm, or 10pm-11pm) to serve as a pick-me-up for commuters passing by. This feature encouraged people to try MOJU's ginger shot, even if they didn't necessarily need it to warm up. The campaign ran for two weeks starting from 30th January.

The Outcome

- ▶ 94% of the ad play-outs was when the temperature was below 8 degrees (Source: MOJU)

What the client said

“We have the big screen in Canary Wharf bringing wake share BOOM to some of the capital’s busiest people. Reacting to weather and time triggers, our ads may be smart but our shots hit harder! We’ve got every point of need covered - that morning wake up, post-lunch shake-up and a little boom to combat the cold and gloom once the temperature dips below 8 degrees.” - MOJU