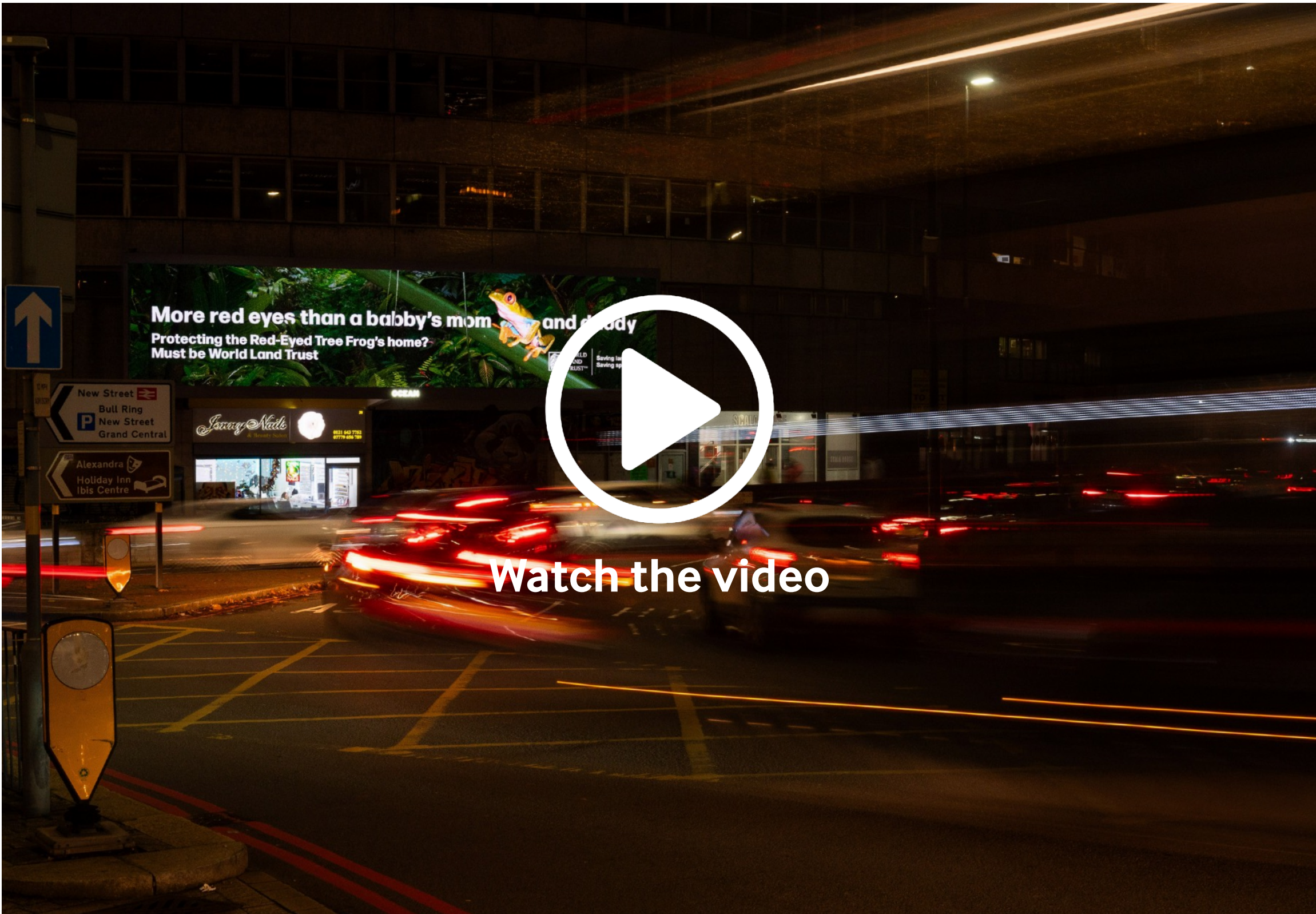


World Land Trust

See photo gallery [here](#)

Territory: UK
Date: September 2023 - November 2023
Category: Charity
Environment: Multi-Format
Format: Static
Campaign Objective: Broadcast Awareness
Agency/Specialist: Media Bounty



Watch the video

The Campaign

As part of our Drops in the Ocean initiative, we donate 2% of our reported revenue to environmental charities through advertising value across our digital screen network. This year, World Land Trust, one of the 12 charities we supported in 2023, launched an integrated DOOH campaign across Edinburgh, Manchester, Leeds, Newcastle, London, and Birmingham to build awareness around the environmental charity's work to protect wildlife species and save threatened habitats.

The campaign was supported by three full-page advertisements in The Guardian newspaper, and images of it on our screens were shared across social media.

The Outcome

- Website traffic increased by 199%, 95% of from new visitors
- 93% increase in income from the cities targeted

What the client said

Dan Bradbury, director of brand and communications, World Land Trust, said: “Amid the climate and biodiversity crises, World Land Trust maintains an unwavering faith in the power of people who care. This digital advertising will spur curiosity and hope in observers, raising awareness of WLT’s role in tackling these crises. Thanks to a brilliantly imaginative campaign by Media Bounty, we are excited to see the successes of our local conservation partners be so widely broadcasted.”