



Case Study



Illuminating Environmental Awareness - Moving Hearts Embraces Earth Hour

Every year in March, millions of people across the globe unite to show that they care about the future of our planet, by switching off for one hour. WWF's Earth Hour is one of the world's largest grassroots environmental movements.

In a bid to inspire energy conservation, WWF India (World Wide Fund for Nature) launched its annual Earth Hour campaign. On March 23, 2024, the campaign lit up 520 digital screens in bustling areas of Mumbai, Noida, Delhi, and Bangalore wherein Moving Hearts supported in planning and activating their DOOH campaign. This initiative encouraged people to turn off their lights for one hour. The powerful collaboration highlighted the importance of collective action, showcasing how digital out-of-home advertising can drive meaningful change for a sustainable future.

Objective

The objective of the WWF India (World Wide Fund for Nature) - Earth Hour campaign was to educate residents about the importance of turning off lights for one hour to promote energy conservation through collective action. This is a symbolic initiative aimed at raising environmental awareness and inspiring individuals and organizations to take tangible action for a more sustainable future. Moving Hearts partnered with WWF India to amplify this message and raise awareness about saving one hour's worth of energy.



Solution

A collaborative effort between WWF India and Moving Hearts leveraged extensive digital out-of-home (DOOH) media assets to reach a vast audience visiting clubs, cafes and residential apartments. To maximise the reach and impact of the Earth Hour campaign, 520 screens located in high-traffic areas such as clubs, cafes and residential apartments in major cities like Delhi, Noida, Mumbai, and Bangalore were included to execute the campaign. Media owners such as AdOnMo and Eytalk collaborated to ensure that the campaign was displayed during peak hours of the day, to maximise visibility and engagement. This comprehensive approach effectively reached a diverse and extensive audience, promoting the message of sustainable living and collective action for the planet.

The campaign was efficiently planned using the OOH demand-side platform MAX, which features an in-built data management system. This demand-side platform helped to identify the right locations, inventories, and timings by providing our target criteria such as audience and geography. Simultaneously, the supply-side platform LMX was utilised to filter and select the optimal OOH inventories from a vast pool, ensuring an effective and impactful campaign.

Results



- India ranked #2 on the WWF Earth Hour Global leaderboard for the number of hours dedicated to the cause, equating to 30 years.
- The campaign had a total unique reach of over 70,000 people in cities namely Delhi, Noida, Bangalore and Mumbai.
- Achieved more than 156,000 digital impressions.

Duration
24 Hours



Locations
4 Cities



Impressions
156,000



Reach
70,000

