

# South African digital agency contributes to winning UK OOH campaign

The UK NHS Blood and Transplant has launched a new digital OOH campaign in the UK, which uses innovative augmented reality technology to encourage the public to offer a virtual blood donation via an iPhone.



The campaign, one of the winners of Ocean Outdoor's annual digital out of home competition, was produced by UK creative agency 23red, using Cape Town based digital agency, Jolly Good Digital, on the augmented reality.

Virtual Blood Donation uses an AR app, which is connected to an image on the large format screens featuring an empty blood bag and an ill patient. Visual recognition is used to detect a sticker on a participant's arm which then overlays an AR needle, plaster and tube onto the participant's arm. This triggers the blood bag on the screen to fill up and the virtual donor can watch as the image of the sick patient gradually returns to health.

It is the first time that an augmented reality app has been used to trigger animation on Ocean Outdoor's large format screens. The app is hosted on Ocean's high-speed wifi network.

23red founding partner and creative director, Sean Kinmont, said, "This innovative use of media and technology brings to life the power of a blood donation and shows donors and potential donors how their gift of blood can save and improve lives."

Ocean Outdoor head of marketing, Helen Beacham said, "The use of an augmented reality app via the phone for donation is superb. The creative mechanism of filling up the bag on the big out of home screen is simple and powerful."

The NHS Blood and Transplant digital out of home campaign is amplified through online and social activity including a Canvas advert for Facebook, sponsored posts on Facebook, Instagram and Twitter and organic social activity. Experiential activity will support the campaign with advisors at both out of home locations signposting members of the public on how to

register and become a blood donor.

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