

World Out of Home Organization Awards 2023

『Take a chance!』 wins 1st place in the Digital Creative category



LIVE BOARD, INC. is pleased to announce that our entry "Take a Chance!" (Advertiser: McDonald's Japan) has been awarded WINNER in the Digital Creative category at the "[World Out of Home Organization Awards 2023](#)" held in Lisbon, Portugal on Thursday, June 8, 2023.

◆About World Out of Home Organization (WOO)



※reference : <https://www.worldooh.org>

The World Out of Home Organization (previously FEPE International, established in 1959) is the only global Out of Home Association, working to promote and improve the OOH industry on behalf of our members. Board members include JCDecaux, Clear Channel, Global, Ocean Outdoor, Ströer, Picasso, OUTFRONT Media, oOh!Media, the OAAA, Alooh and Selvel One. Membership is open to all companies who operate in the OOH sector. As a non-profit Federation surplus funds are reinvested in industry issues such as research and the annual WOO congress. WOO are members of EASA in Europe as well as a founding member of ICAS, the global organization for advertising self-regulation. We actively work to help our membership with legislation issues within their own countries as well as advising on wider industry matters.

◆About [World Out of Home Organization Awards 2023](#)

In 2015, at the Budapest Congress, the first-ever Awards were launched with 4 categories - Lifetime Achievement, Leadership, Technical Innovation and Creatives Classic.

The category of Creatives Digital was added in 2017 and then, in 2018 the Rising Star category was introduced.

◆WINNER in the Digital Creative category

Title : Take a chance!

Initiative Details:

Due to the COVID-19 pandemic, opportunities for people and things to meet have decreased, and daily life has become routine. Even when choosing a meal, the psychology of seeking familiar comfort often leads to ordering the same thing, accelerating the "menu fixation" mindset. The dissatisfaction and fatigue of young people were also reaching McDonald's official Twitter, adding a sense of stagnation to what should have been an enjoyable lunchtime. In order to ignite people's sense of adventure, McDonald's developed "changing QR codes" that create unexpected encounters with menu items, overlaying multiple QR codes linked to the menu. These were broadcasted on digital out-of-home screens nationwide in Japan, adapting to real-time changes in climate, time, and other factors. When scanning the changing QR codes with a smartphone, random menu recommendations were provided, and users could directly place orders through mobile ordering. This initiative provided an exciting experience that broke the routine and offered unexpected thrills during lunchtime, transforming the sense of stagnation caused by the "menu fixation."

Initiative Period: April 11, 2022 - April 24, 2022

Advertiser: McDonald's Japan Corporation

Advertising Company: Dentsu Inc.

Creative Production Company: Dentsu Creative Cube Inc.

Media Company: LIVE BOARD, INC.

Ad Server provider: Hivestack Japan, Inc.

Introduction Video: <https://youtu.be/LbmnhgN1dqo>



◆Judges' Comments

The content of the measures was wonderful, and where everyone in the world was closed and traumatized during the pandemic, they developed their own QR code and successfully created a sense of doing something interesting and new (to the menu) in the world. The best part is that it not only provides a playful experience, but also leads to a visit to the store. Very fantastic and sustainable, and we appreciated it.

We would like to express our sincere appreciation and congratulations to all the companies and people involved in this award.

LIVE BOARD will continue to make every effort to revitalize the OOH and digital signage markets.

◆About LIVE BOARD, INC.

An operator of a digital OOH ad network that achieves data-driven targeting and effectiveness verification.

LIVE BOARD is the first company in Japan to achieve impression-based advertisement delivery in OOH. We deploy advertisement delivery and billing systems in accordance with actual conditions that are based on the estimated number of viewers "at that time, in that place, and for that specific ad," even during the COVID-19 pandemic, when people's movement patterns are prone to change. In addition, by combining big data from Japan's largest carriers with our own network, which includes a wide range of digital OOH across Japan, including outdoor, indoor, train, and station OOH ads, we have been able to deliver personalized ads, such as targeting by gender and age, that was not possible with traditional OOH.

Company Name : LIVE BOARD, INC

Business Details : DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sales

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