WATER SAFETY

Driving water safety awareness at a major city festival



AT A GLANCE »



Client: A large city council in England

Sector: Public Sector

Objective:

Raise awareness of water safety risks among adults attending a major annual city festival, targeting them directly in the highest-risk area.

Solution:

A geo-fenced Mobile Plus with Video campaign combining keyword and phrase targeting to reach people actively searching relevant terms around the specific location.

Outcome:

The campaign exceeded it's click forecast by 42% and achieved a 3.34% CTR with a 58% video view through rate, contributing to the council's wider water safety awareness efforts during a high-footfall event period.

THE CHALLENGE & APPROACH »

THE CHALLENGE

Large urban canal networks become significantly higher-risk environments during major public events, when high footfall and evening socialising increase the likelihood of accidents near water.

For a city council, reaching the right people in the right place with a safety message is both time-critical and location-specific. A broad campaign would waste budget; a poorly timed one would miss the moment entirely.

THE APPROACH

- **Precise timing to coincide with a large annual festival in the city:**

The campaign targeted adults aged 18 to 40 in the immediate vicinity of the canal network during a period of elevated footfall and risk.

- **A geo-fenced Mobile Plus campaign with video creative:**

Used to deliver an engaging video creative directly to mobile devices within a tightly defined radius, ensuring the safety message reached people in the relevant location rather than a general city-wide audience.

- **A keyword and phrase targeting strategy was layered on top of the geo-fence:**

To prioritise users actively searching for terms related to the event and area, concentrating spend where intent was highest and driving 67% of all clicks through this approach alone.

THE RESULTS »

42%

ABOVE BOOKED CLICK TARGET

Delivering enhanced visibility at no extra cost to the client

3.34%

CLICK-THROUGH RATE

Reflecting strong relevance between the audience, the message and the moment

58%

VIDEO THROUGH RATE

Indicating sustained engagement with the safety content beyond initial impression

HIGH-VALUE OUTCOMES »

67% OF ALL CLICKS FROM KEYWORD AND PHRASE TARGETING

Confirming that intent-based layering substantially amplifies performance in time-sensitive, location-specific campaigns

PEAK ENGAGEMENT AT 3PM ON THURSDAYS

Thursdays delivered the highest volume of clicks across the campaign week, providing clear day-parting intelligence for future activity

CAMPAIGN OVER-DELIVERY

Demonstrates strong inventory availability and the effectiveness of geo-fenced, intent-led targeting in a time-sensitive public safety context

WHY THIS MATTERS »

For councils and public bodies managing safety communications around high-footfall events, this campaign demonstrates that mobile can close the gap between message and moment in a way other channels cannot.

Geo-fencing combined with intent-based targeting allows a safety message to reach the right person, in the right place, at a point when it is most relevant. With a modest budget and a seven-day window, the campaign not only exceeded its click target but generated actionable insight around peak engagement times that can sharpen future campaigns.

Any public sector organisation looking to deliver targeted safety or awareness messaging during seasonal events or high-risk periods should consider this approach.



GET IN TOUCH »

Looking to reach high-intent audiences at the moments that matter most?

Talk to us about mobile-first campaigns designed around real-world outcomes.

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