

PROGRAMMATIC
DOOH
AWARDS

PRESENTED BY

JCDecaux

ENTRY KIT 2026

PROGRAMMATIC DOOH AWARDS

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Welcome

“

The awards are open for 2026, and we're ready to celebrate the brands and teams pushing the boundaries of programmatic DOOH. If you've delivered standout work using pDOOH — either as a lead channel or as part of a truly integrated omnichannel campaign then these are the awards for you. Tell us how your brilliant strategy delivered impact, unlocked performance or drove brand goals to deliver measurable results. Entry is quick and easy this year and successful finalists will be celebrating with us at our awards in May. ”

— *Mark Bucknell*
Chief Commercial Officer,
JCDecaux UK

KEY DATES

Campaign eligibility period

1st January 2025 – 31st March 2026

Entries open

Open now

Entries close

31st March 2026

Shortlist announced

by 30th April 2026

Winners announced

12th May 2026 at an awards ceremony in London

FREE TO ENTER

Cost

All the categories are free to enter

ENTRY REQUIREMENTS

Advertisers must have booked and run a programmatic digital Out-of-Home campaign in the UK between 1st January 2025 and 31st March 2026.

Campaigns do not have to have run with JCDecaux and can be from any sector, B2B or B2C.

Entries are welcome from all parts of the programmatic ecosystem including from individuals, agencies, brands and technology platforms, including exchanges.

CATEGORIES

Best use of pDOOH for Brand

Recognising campaigns that use pDOOH to build brands, with best-in-class measurement of metrics such as reach, awareness, consideration, purchase intent and share of voice. Entries are welcome from any combination of channels or pDOOH alone.

Best use of pDOOH for Performance

Recognising campaigns that use pDOOH to drive performance metrics e.g. footfall, instore or online sales and ROI. Entries welcome from any combination of channels or pDOOH alone.

Best use of pDOOH and Social Media

Recognising the most effective and innovative use of pDOOH and social media in a single campaign to drive audience reach and performance. Campaigns do not need to have been bought via the same platform. Entries must show how the two channels worked together efficiently and effectively, with credit given for results and the consumer experience across channels.

Best use of pDOOH and CTV

Recognising the most effective and innovative use of pDOOH and Connected TV in a single campaign to drive audience reach and performance. Campaigns do not need to have been bought via the same platform. Entries must show how the two channels worked together efficiently and effectively, with credit given for results and the consumer experience across channels.

Best use of pDOOH and Online display/video

Recognising the most effective and innovative use of pDOOH and online display/video in a single campaign to drive audience reach and performance. Campaigns do not need to have been bought via the same platform. Entries must show how the channels worked together efficiently and effectively, with credit given for results and the consumer experience across digital touchpoints.

Best use of pDOOH and Search

Recognising the most effective and innovative use of pDOOH and Search (organic and/or paid) in a single campaign to drive audience reach and performance. Campaigns do not need to have been bought via the same platform. Entries must show how the channels worked together efficiently and effectively, with credit given for results and the consumer journey across search and pDOOH.

Best use of Dynamic Creative Optimisation

Recognising outstanding use of programmatic dynamic creative optimisation (DCO) in pDOOH. Entries should demonstrate how first-, second- or third-party data was used to deliver relevant, context-aware creative, with credit for strategic integration that is effective and sustainable.

Best use of Data

Recognising the most effective and innovative use, management and/or activation of data to drive outstanding pDOOH campaign performance. Entries should show how first-, second- or third-party data was applied strategically and responsibly to deliver measurable results.

Team of the Year

Recognising the team setting the standard for pDOOH — championing a culture of test-and-learn, collaboration and innovation. Judges will look for teams who create bold ideas, optimise performance and consistently deliver outstanding results for brands.

Grand Prix

Recognising the best of the best. All shortlisted entries are automatically eligible for the Grand Prix award, which will be chosen by our judges.

ENTRY — TELL US ABOUT YOUR CAMPAIGN

Your written or video entry is the basis on which your entry will be judged and shortlisted.

Your entry must be submitted via our awards portal on the [JCDecaux Marketing Hub](#), the questions are detailed in this kit under 'Entry Form'.

Please note that in addition to your entry, you must provide an Executive Summary which will be published in full.

Please mark anything confidential in your entry as 'not for external use'.

SUPPORTING MATERIAL

For all categories, at least one campaign image of at least 1MB (and no larger than 5MB) is required, as well as logos for all companies to be credited. If you wish to submit a supporting video, please include a link to Vimeo or YouTube in the Awards Portal and any relevant passwords. You are welcome to upload any other supporting material.

ENTRY FORM

Executive Summary (max. 200 words)

An overview of your campaign and its success that will be published in full. This field is required.

Objective

An overview of the brand, challenges, and the campaign objectives? (max. 300 words)

Please provide an overview of the brand/product, the challenges, and the objectives the campaign aimed to achieve.

Strategy

How did you use pDOOH as part of the strategy? (max. 300 words)

Tell us how you leveraged the capabilities of pDOOH. Did you use data to apply audience, time-of-day or location (proximity) targeting? Was it a trigger-based buy? Did you explore DMP integrations or run an omnichannel campaign across online and offline channels? Did you use any innovative measurement or optimisation?

Creative Activation

Explain the creative concept as part of your pDOOH activation (max. 300 words)

Was your creative message strategically tailored to particular locations, times of day or audiences? Did you run multiple creative messages or use dynamic creative optimisation? Was your creative aligned to a particular moment/event or always-on? How did the creative idea work with the media strategy to drive effectiveness.

Results and Key Metrics

How did the campaign perform — what were the results? (max. 300 words)

Share any results or feedback the campaign achieved, including overall marketing results (as a percentage or number) such as increases in sales, web traffic or in-store footfall, and/or brand metrics such as awareness, consideration or purchase intent or client quotes. Where possible, specify results attributable to the pDOOH portion of the campaign. If the results relate to the entire campaign, please state the other channels that ran.

HOW THE JUDGES WILL RATE ENTRIES

For all categories apart from the Grand Prix, judges will rate entries as follows:

Strategic

- How clearly you defined your objectives, and how thoughtfully you planned your approach.
- How you used pDOOH and, where relevant, other channels, data and/or measurement to answer the brief.

Creative activation

- The strength and originality of the creative idea and how well it suited the audience, context and channels.

Results

- Measurable outcomes, against the stated objectives (brand, performance and/or other defined metrics).
- Quality of the measurement approach and clarity of the story you tell around success.

All decisions of the judges are final.

Frequently Asked Questions

Can I enter if my campaign and results incorporate other media channels/ Out-of-Home media owners?

Yes, this award is not limited to advertisers who only used JCDecaux Programmatic.

Can I enter if some of my campaign ran in non-UK markets?

Yes, as long as part of the pDOOH campaign ran in the UK.

If I am shortlisted, will I have to present at the awards ceremony?

No — we have changed the awards format this year. We will have a short awards presentation by our host at our event to announce the winners.

Do I have to pay to enter the awards or to attend the presentation event?

There is no charge to enter the awards or to attend the presentation event and you can enter as many categories as you like. We will invite guests to the presentation event.

What do I do if I don't have an image of my campaign, and what are the image requirements?

If your campaign ran with JCDecaux and you don't have an image, please contact your JCDecaux Sales lead. Please provide an image that is minimum size: 1MB and maximum size: 5MB.

I would prefer to do a video entry.

Is this possible?

Yes, you can do a video entry. First complete the written Executive Summary, write n/a into each of the questions in the Entry Form and then paste your video link (either YouTube or Vimeo) into the supporting materials section. All entries must have an Executive Summary as we will publish this in full.

Is the entry information private, or will JCDecaux be able to use it?

JCDecaux will publish the Executive Summary in full, including on our website and social media pages. For the full submission, entrants should mark confidential information as 'not for public use'.

If you have any questions about the awards or the entry process please contact:

rishveer.padda@jcdecaux.com