

AN INNOVATIVE OUT-OF-HOME PSA CASE STUDY FOR SMOKEY BEAR.



Ad Council Partners with Nickelytics and Serve Robotics to feature Smokey Bear Wildfire Prevention campaign on autonomous delivery robots in Los Angeles.

SPONSOR: UNITED STATES FOREST SERVICE AND THE NATIONAL ASSOCIATION OF STATE FORESTERS



Nearly **9 out of 10 wildfires** nationwide are **caused by humans** (87% in 2022)

THE CHALLENGE:

It's always wildfire season somewhere in the US. Whether we're passing the time in public lands or in our own backyards, we all have a role to play in keeping our safe places safe by acting responsibly and doing our part to prevent human-caused wildfires. With nearly nine out of 10 wildfires caused by humans, this campaign aims to prevent human caused wildfires by encouraging personal responsibility and imparting knowledge of individual actions people can take to help prevent fire starts.

OUR SOLUTION:

The Ad Council partnered with Nickelytics and Serve Robotics to execute a hyperlocal out-of-home advertising campaign on an innovative new format: delivery robots. The beloved Smokey Bear was wrapped around 5 Serve Delivery robots in Los Angeles in an effort to raise awareness around wildfire prevention during peak wildfire season in the region. Smokey Bear's message caught people's attention as their food was being delivered by these eye-catching robots in high visibility areas, sharing critical information in an unforgettable way. Using real-time GPS data from the delivery robots and consumers' mobile devices, the campaign could accurately measure the reach and impact of the PSAs.

OUR RESULTS:

The campaign ran from October 12 to November 28, 2022 and reached nearly 1.6 Million people. The delivery robots featured Smokey's "Only You can Prevent Wildfires" message in the high traffic areas of Los Angeles, Hollywood, Westwood and Koreatown, covering over 1,000 miles.

Additionally, the campaign created great buzz with pickup in major national news and technology publications including [Yahoo Finance](#) and [Venture Beat](#), as well as social media support from actors [Zach Braff](#) and [Cristal McLaughlin](#) and artist [Tracie Ching](#).

PARTNERSHIP ELEMENTS

- Developed and produced custom Smokey Bear creative to wrap around 5 autonomous delivery vehicles in high traffic areas of Los Angeles
- Developed custom highlight video to be promoted across social and press
- Provided real-time GPS location and digital measurement capabilities to understand the reach and impact of the ads
- First time an Ad Council campaign has ever been featured on this new innovative OOH format



AT A GLANCE:



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Autonomous
Delivery
Robots



Covering
over
1,000
miles

1.6M



People Reached

FOR MORE INFO, CONTACT: Laurie Keith | LKeith@AdCouncil.org