



## Summary

Full-service creative agency Proximity relishes the opportunity to shine a light on a variety of environmental and social topics. For Germany's Organ Donation Day, Proximity partnered with the Association Against Death on the Organ Waiting List to launch the world's first wearable organ donor card – the Gegen den Tod Couture fashion collection.

Thanks to Ogury Personified Targeting, the agency and the association engaged the right audience and raised awareness on the importance of organ donation.

## Facts

82.7% VCR

92.7% Viewability (IAS)

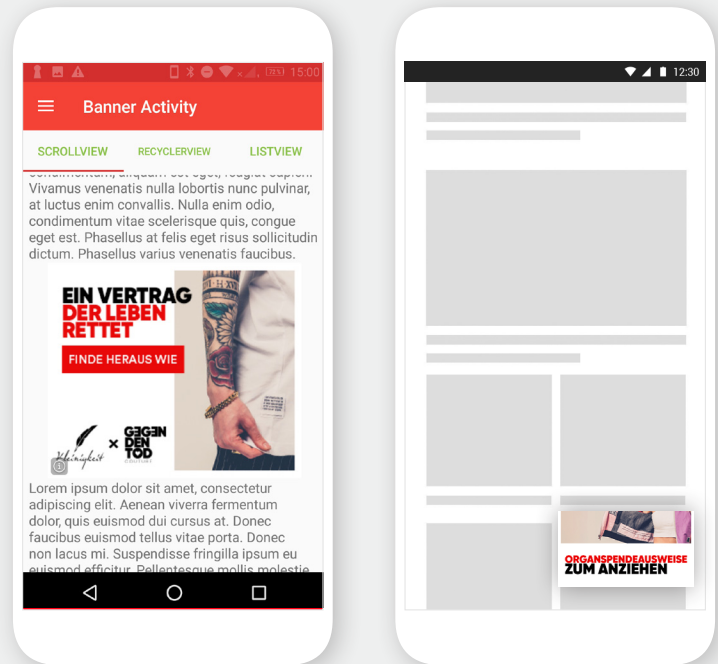
4.5% CTR

## Challenge

Germany doesn't have enough organ donors. There are 9,000 people in the country waiting for an organ to save their life. For years, the Association Against Death on the Organ Waiting List has been steadfast in its pursuit of generating awareness around the importance of organ donation. To ramp up its efforts and grab the attention of the right audience, the association partnered with Proximity to launch the world's first wearable organ donor card, and enlisted Ogury as the preferred mobile AdTech player.

## Solution

Ogury Personified Targeting was leveraged to accurately reach potential donors at scale. A two-phase mobile campaign was implemented where Ogury first engaged users interested in social responsibility, sustainability and shopping with fully visible and impactful video formats across mobile environments. In the second phase, these users were shown a CPC campaign that helped to drive consideration and redirect quality traffic to *Gegen den Tod Couture* website.



## Results

This pro-bono mobile campaign was delivered in a fraud-free and brand-safe environment. It produced exceptional results, achieving 82.7% VCR, over 51.5K completed views and 92.7% viewability (IAS standard). The display ad format received a 4.5% CTR, with over 15.5K clicks. Thanks to Ogury and the other partners, 72% of the produced items were sold, which represents an average of 13,000 lives saved.

“Thanks to Ogury’s support and ability to reach the right audience with multi-format video and static campaigns, we have achieved amazing results, while raising awareness of the organ donation shortage and saving many lives.”

**Susanne Reitmaier**

Chairwoman of the Association  
Against Death on the Organ Waiting List