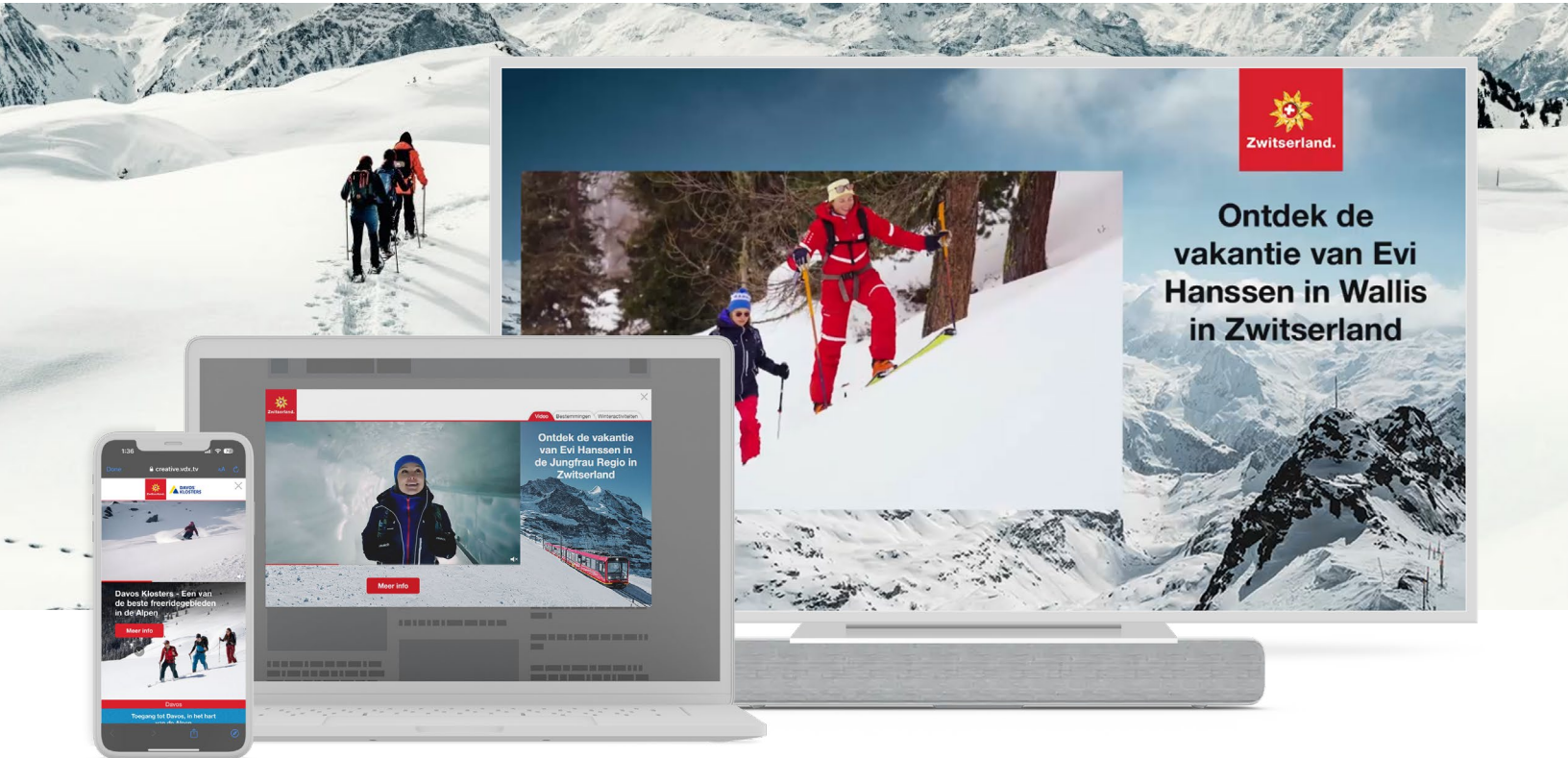


# Switzerland Tourism Ad Campaign Inspires Travel & Achieves Lower Carbon Footprint with VDX.tv and Scope3's Climate Shield



## Overview

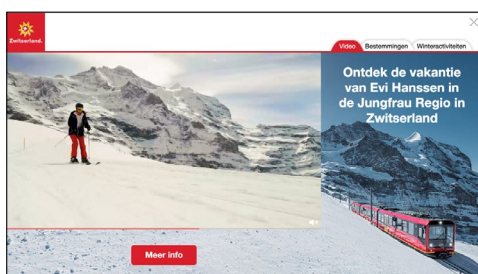
For its 2024 winter campaign, Switzerland Tourism sought to promote three unique holiday destinations within the country. The tourism board partnered with VDX.tv to generate awareness and boost traveler consideration for the Swiss destinations with inspiring video-driven experiences. It was important to the brand that the campaign not only effectively engage consumers, but also deliver the ads in a way that would minimize carbon footprint and environmental impact.



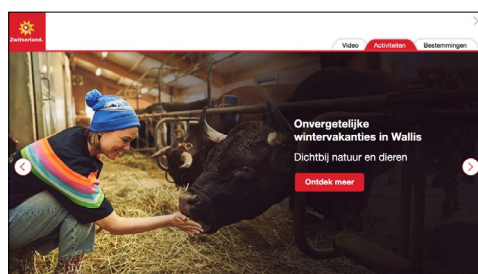
## Campaign Details

To monitor and optimize carbon emissions of the ad units across CTV, desktop and mobile placements, VDX.tv utilized Scope3's Climate Shield solution, which blocks high emissions ad inventory considered "climate risk". VDX.tv provided Scope3 with all domains, countries, and devices where the campaign would be served, and Scope3 generated a list of Climate Risk domains to exclude during the campaign. This approach enables more efficient advertising with a lower carbon footprint.

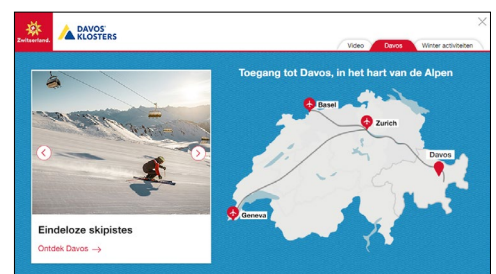
For the Switzerland Tourism campaign, VDX.tv built three different video ad experiences to showcase three Swiss destinations - Valais, Davos and Bern. Each ad unit housed an inspiring video about the destination on a custom branded canvas. Secondary interactive tabs on the ad unit contained video/info galleries and clickable hotspots, which invited prospective travelers to explore top attractions and activities. The VDX ad units enabled each creative execution to be delivered across screens in a cohesive and consistent manner to consumers, no matter which device they were using or where they were.



Video Tab



Activities Tab



Hotspots Tab




## Campaign Results

**4.0%**  
Engagement Rate

**1.6%**  
Click-through Rate

### Results

With Scope3's Climate Shield solution, the VDX campaign for Switzerland Tourism campaign was able to deliver high performance while minimizing carbon emissions through lower carbon inventory. A series of tests showed that VDX ad units coupled with Climate Shield resulted in the campaign emitting a total of only 1.02 tons of carbon – 81% less than an average digital ad campaign\*. VDX.tv's commitment to high-quality, premium inventory, is underscored by the fact that less than 0.5% of impressions were categorized as 'Climate Risk', meaning that views were effectively targeted and had a lower environmental impact. Even with Climate Shield being leveraged to block 'Climate Risk' inventory, the campaign succeeded in capturing attention and generating increased awareness and consideration, evidenced by high Engagement and Click-Through Rates.




**Zwitzerland.**



**81%**  
less carbon emitted, compared to average digital campaign

---

**1.02**  
Tons of Carbon Emitted  
(5.4 tons for average digital campaign)




**Only 0.4%**  
Total 'Climate Risk' Impressions

Climate Results Validated by  
**Scope3**



\*The average digital ad campaign releases 5.4 tons of carbon, according to [Playground xyz study](#)



For more information, please contact us at [hello@vdx.tv](mailto:hello@vdx.tv)

© 2024 VDX.tv. All rights reserved. VDX.tv, the VDX.tv logotype, and other products and services of VDX.tv are trademarks, service marks, or registered trademarks of VDX.tv. 0314 Part No. 20240314

[WWW.VDX.TV](http://WWW.VDX.TV)