

Watch how smiles spread

This campaign uses interactive digital billboards to combine instant gratification with visible impact. Each time someone donates, the billboard responds by adding a smile to its display. The more donations, the more smiles appear, creating a growing visual representation of kindness. Different billboards across the city will display varying numbers of smiles, reflecting the donations received at each location. This gamified approach encourages people to contribute and emphasizes the core mission of Danish Hospital Clowns: bringing smiles to children who need them most.



Initial state of the screen.



When a person donates, a smiley pops up together with a thank you note.



The smiley animates to the size of other sticker donations.



The state of a screen with many donations.

