Flood Re takes 3D anamorphic DOOH tour of worst hit flooding areas

Friday 31 July, 2026

A 40 second 3D anamorphic living room fills with water on the side of the largest Digital EcoVan in the UK, delivering around 220,000 impacts in Manchester alone. The campaign moves Flood Re's message from insurance to resilience.

Flood Re has taken a 3D anamorphic DOOH tour across some of the areas worst affected by flooding in the UK, in a campaign delivered by independent out of home agency Loud! OOH.

The work, titled "The Living Room", runs on the largest Digital EcoVan in the country and forms part of ReThink Resilience, Flood Re's push to move the national conversation on flooding away from claims and repairs and towards protecting homes before the water arrives. Cavendish Consulting served as creative agency and led public affairs and PR.

The Manchester leg alone delivered around 220,000 impacts, running through the city centre past the retail streets and the cathedral gardens.

The 40 second animation opens on a brick wall breaking apart. Behind it is a room anyone would recognise. Striped wallpaper, an armchair, family photos on the wall and a child's teddy bear sat where a child left it. Then the water comes in and takes all of it. There is no voiceover and no statistics on screen.

Around 6.3 million properties in England sit in an area at risk of flooding, and that figure is forecast to rise by 2050. Flood Re was established under the Water Act 2014 as a joint initiative between the UK government and the insurance industry, and is ten years into its work making flood cover available and affordable for the highest risk homes.

"Six point three million homes is a number people nod at and forget by the next junction," said Jamie Roberts, founder of Loud! OOH. "An armchair and a kid's teddy bear is not. We did not want anyone reading a statistic off the side of a van. We wanted them watching a room they recognise disappear."

The creative deliberately avoids disaster spectacle. There are no collapsing ceilings and no floating cars, only an ordinary room and the water that removes it.

Touring rather than booking fixed sites was a deliberate media decision. Flood risk is a local problem rather than a national abstraction, and the campaign was routed to reach communities that have already had water through the door.

Holding anamorphic depth on a moving vehicle presented the campaign's central technical challenge. Fixed anamorphic screens are designed backwards from a single known viewing position, which is why the effect is usually strongest in the case study film. An Ad van in traffic has no such position, so the animation had to hold its depth from any pavement, at any angle, in daylight and in British weather.

The EcoVan runs entirely on eco fuel, a condition of the media plan rather than an afterthought given the campaign's climate resilience message.

"You can scroll past a post and skip a pre roll after five seconds," Roberts said. "You cannot skip a street. When the whole barrier is people assuming flooding happens to somebody else, the honest answer is to physically bring it to where they are standing. That is the argument for out of home and it is the reason this brief only worked outdoors."

Loud! OOH launched in 2026 as an independent challenger agency operating on published rates and zero markup for billboard advertising, London Underground advertising and DOOH advertising, with offices in Leeds and London. Flood Re is its first national campaign for a government backed scheme.

The campaign is published and highlighted on Ads of the World, where you can watch the video in full.

About Loud! OOH

Loud! OOH is an independent out of home advertising agency with offices in Leeds and London, founded in 2026 by Jamie Roberts. The agency publishes every rate on its website and adds no markup, with 48

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sheet regional billboards from £325. Roberts spent 20 years in advertising, including a period at Google and the last six in out of home, and founded the agency in response to pricing opacity across the sector. Rates are published in full at loudooh.co.uk/pricing.

About Flood Re

Flood Re is a joint initiative between the UK government and the insurance industry, established under the Water Act 2014 to make flood cover available and affordable for homes at the highest risk of flooding.

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