

# Marketing

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by Marketing Staff

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## Johnnie Walker is on the move in Toronto

**Diageo's** Johnnie Walker brand is taking a stroll around downtown Toronto in a new outdoor effort from the spirits company.

As part of a global campaign for the whisky label, four video boards (owned by four different companies) at Toronto's Yonge-Dundas Square feature an animated Johnnie Walker "striding man" icon, moving from one screen to the next. The tag line: "Keep walking."

The sequence runs at the top and bottom of each hour. The campaign was a joint effort from media agency **Starcom** and creative shop **Leo Burnett**.

Toronto's **Outdoor Broadcast Network** was brought on to coordinate, with three other video board companies involved: **Clear Channel**, **Captive Audience Media Inc.** and **Titan Outdoor**.

The campaign runs until Dec. 24.