



Today's News

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## Diageo begins Johnnie Walker outdoor campaign in Toronto

**Diageo** has begun an out-of-home campaign for Johnnie Walker scotch in Toronto. The installation, located at Yonge-Dundas Square, is part of a global campaign for the brand called "Keep Walking." The animated creative depicts the silhouetted figure from the product's packaging walking across four video display boards at the corners of the square. **Diageo's** global "Keep Walking" campaign for Johnnie Walker scotch was jointly developed by **Starcom** and **Leo Burnett**. **OBN** adapted the creative into animated form and is coordinating the operation of the video boards in association with **Clear Channel Outdoor**, **Captive Audience Media** and **Titan Outdoor**. "The four-corner video board execution at Yonge-Dundas Square is a testament to our media strategy for Johnnie Walker," said Michelle D'Angelo, director of brown spirits at Diageo. "The partnership between suppliers of each of these four video boards was an essential ingredient to realizing strong impact messaging for the Johnnie Walker brand. The timing of the four cascading visuals is a big part of the notice factor and could not have been realized without the strong working relationships between Starcom and the four key video board suppliers." The four-week campaign will run until Dec. 24.