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## ***Leaping Horse wine campaign breaks in southern Ontario***

The **Lifford Wine Agency** has begun an out-of-home campaign in southern Ontario for Leaping Horse wines. Lifford is the Ontario agent for the California-based winery. The ads are running on **Outdoor Broadcast Network** video boards in Toronto, Hamilton and Cambridge. The company adapted previously-existing static ads to make video versions. The company also varies the creative displayed according to the current air temperature. When the temperature is below 20 degrees Celsius, the boards advertise Leaping Horse Merlot. When the temperature rises above 20 degrees, the boards switch to creative for Leaping Horse Chardonnay. "OBN has been very innovative in helping us develop a campaign that puts our fine wines in a relevant environment," says Steven Campbell of the Lifford Wine Agency.