

Marketing

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by **Matt Semansky**

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If it's hot, it must be Chardonnay time

California winemaker **Leaping Horse** has launched an out-of-home campaign with billboard ads that change their message based on temperature.

The boards show a video advertisement for Leaping Horse's Merlot when the temperature is lower than 20 C, but switch to an ad for Leaping Horse Chardonnay when the temperature rises above that mark.

The creative is meant to convey the message that a cooler white wine is more appealing to consumers in warmer temperatures.

"I was very captured by the idea of the video billboard," says **Steven Campbell**, owner of **Lifford Wine Agency**, which represents Leaping Horse in Ontario. "And then to be able to add, with the temperature changing, the ability to do a red or a white [wine], it helps differentiate our products and give the consumer another reason to pay attention."

Creative for the billboards was developed by Toronto advertising agency **Stubbs Chapman** and adapted for the video boards by the **Outdoor Broadcast Network**. The campaign launches this week in Toronto, Hamilton and Cambridge, Ont.