

By Gail Chiasson

June 15, 2007

Wine Sign Changes Depending on the Temperature

When temperatures in southern Ontario exceed 20 degrees Celsius this summer and people are primed to want a cool beverage, a video board ad campaign for California's **Leaping Horse** wines is programmed to display an ad for their cool, white Chardonnay wine.

Toronto-based **Outdoor Broadcast Network's** technology allows the company to program weather triggers into the video board campaign so that creative changes from Leaping Horse's Merlot red wine (when the temperature is under 20C) to Chardonnay when it gets above 20C. This provides **Lifford Wine Agency** (the wine agent for Leaping Horse in the province of Ontario) with a new way to target consumers when they may be more receptive to one wine choice over another.

"OBN has been very innovative in helping us develop a campaign that puts our fine wines in a relevant environment," says **Steven Campbell**, Grand Fromage (his real title) at Lifford Wine Agency.

The campaign is running for four weeks from mid-June in Toronto, Hamilton and Cambridge. Production was handled in-house by OBN who took static out-of-home ads and created full motion video spots.

