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## ***Video boards change with the weather***



California's Leaping Horse wines took advantage of Outdoor Broadcast Network's (OBN's) video board technology in Ontario this summer, with a campaign using ads that changed with the weather.

OBN used full-motion video technology to program weather triggers into a video board campaign. The promoted product changed from Leaping Horse's merlot red wine when the temperature was under 20 C (68 F) to white chardonnay when the temperature exceeded 20 C (68 F).

The ads were designed to target customers when they may have been more receptive to one wine choice over another, as a chilled white chardonnay is more appealing in hot weather, while a room-temperature merlot is a better selection for cooler summer days.

The campaign started in mid-June and ran in Toronto, Hamilton and Cambridge.