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NEWS BRIEFS

## Digital tech lets Lexus go topless in the sunshine

by [Katie Bailey](#)



Lexus is using RSS-driven weather feeds in its latest OOH campaign to adjust its creative based on the weather conditions of the moment.

The ads appear on large-format outdoor video screens owned by the Outdoor Broadcast Network (OBN) and feature a shot of the Lexus ISC 250 with weather conditions in text underneath it. The screens adapt to the weather based on an RSS feed, so when it's warm and sunny, the screens show the car with its top down and when it's cool or rainy, the top is up.

With creative and media buying handled by Dentsu in Toronto, the campaign launched this month and extends to Oct. 4. The goal was to reinforce the convertible aspects of the vehicle using the weather-based digital technology, Peter Irwin, president and CEO of OBN, tells *MiC*.



"It's all about taking advantage of the digital out-of-home technology to be able to cater an ad to the specific environment," he says. "One thing with digital technology is that we're really

able to play around with the concept of getting the right message to the right people at the right time."

The screens are up in Toronto, Vancouver and Edmonton, with an estimated reach of two million people a week in Toronto and Vancouver and about 600,000 to 700,000 in Edmonton, Irwin says. The ads are also checked twice daily to ensure they are reflecting the correct weather conditions for that area.

[www.lexus.ca](http://www.lexus.ca)