



## **Lexus promotes ISC 250**

**September 22, 2009**

**Lexus** is conducting an out-of-home campaign in Toronto and Vancouver in support of its ISC 250 convertible. The campaign makes use of large-format digital screens from **Outdoor Broadcast Network**. During sunny days, the screens display an image of the car with its top down, while during cold or rainy days, the images switches to one of the car with its top up.