

Lexus Uses the Weather and OBN to Promote New Model

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A digital outdoor campaign that changes with the weather is gathering attention in Toronto and Vancouver.

To promote its new convertible model, **ISC 250**, and stand out from the crowd, **Lexus** chose **OBN's** large format outdoor digital screens to help engage audiences with creative that changes, depending on the weather.

When skies are sunny, the weather forecast is displayed on the digital screen along with a larger than life image of the ISC 250 convertible with the top down. But when the weather turns cold or rainy, the top of the convertible zips up.

The weather content is provided to OBN through an RSS feed that provides real time ongoing weather updates in each city. Creative and media are by **Dentsu Canada**, Toronto.

