

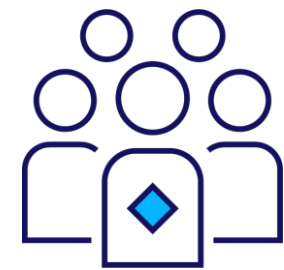
Programmatic showcase

Trigger based on weather conditions

Campaign objective

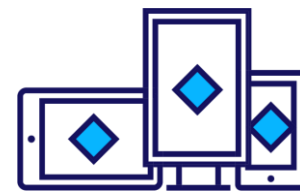
Adidas used a range of eye-catching and witty creatives on digital OOH screens to promote their new range of apparel.

The focus of the campaign was to buy advertising based on specific location and weather triggers. Using VIOOH, they aligned the creative to display the desired range of clothing dependent on weather conditions and different sale events.



Target audience

- All adults
- London, Liverpool and Manchester



Campaign specification

- Full motion and digital content
- Triggered based on weather: rain, snow and weather below 7 degrees

