

## Guinness

### Weather-triggered campaign using time-targeting

#### Region

APAC

#### Client

Guinness

#### Partners

JCDecaux Australia, Lion, UM, Vistar Media, Kinesso, Thinkerbell

#### THE CHALLENGE

Leverage the connection between the optimal temperature for a Guinness and winter temperatures in Australia.

#### THE OBJECTIVE

Create an entirely new weather platform based on the Bureau of Meteorology named the 'Brewery of Meteorology' app which would inform Australians when it was the perfect time for a pint.

#### THE SOLUTION

The campaign deployed DCO: when the temperature dropped and reached cold, the city-specific, weather-triggered creative would be displayed. The campaign also included careful geographic planning directing customers to their nearest pub to claim their free pint of Guinness, and time-targeting during peak hours.



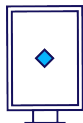
#### Target audience

- Australian Guinness drinkers



#### Inventory

- Street furniture and airports across Australian cities



#### Channels activated

- prDOOH



## Campaign results

17%

Increase in brand  
power.

13%

Increase in  
consumption year on  
year.

18%

Boost in revenue  
during key winter  
months.

