



DYNAMICALLY PAIRING WINE WITH WEATHER

The agency of record for an adventure-focused boxed wine company approached AccuWeather looking to reach audiences at scale, driving awareness, sales, and brand loyalty in Q4 2017.

SOLUTION

AccuWeather developed a weather-driven advertising package that reached adventurous travelers and wine enthusiasts with the brand's messaging in key cities across the nation. The package leveraged AccuWeather's proprietary lifestyle forecast information and allowed for dynamic messaging based on a user's local weather, matching wines to their current conditions. Viewable takeovers and video executions were part of the program in order to increase brand awareness.

RESULTS

The customized campaign yielded high performance well above industry benchmarks, with a total campaign exposure time of over 23,000 hours. Throughout the duration of the campaign, the highest performing dynamic execution was the cross-platform avalanche with an overall CTR of 0.53%, 3.1x the overall benchmark, and an expansion rate of 2.38%, 2.3x the overall benchmark.

Call +1.814.235.8600 today to request your free consultation about AccuWeather's Food & Beverage Partnerships.