

# Digilab Case Study

## Weather Feeds





## Weather Feeds with Lipton Iced Tea

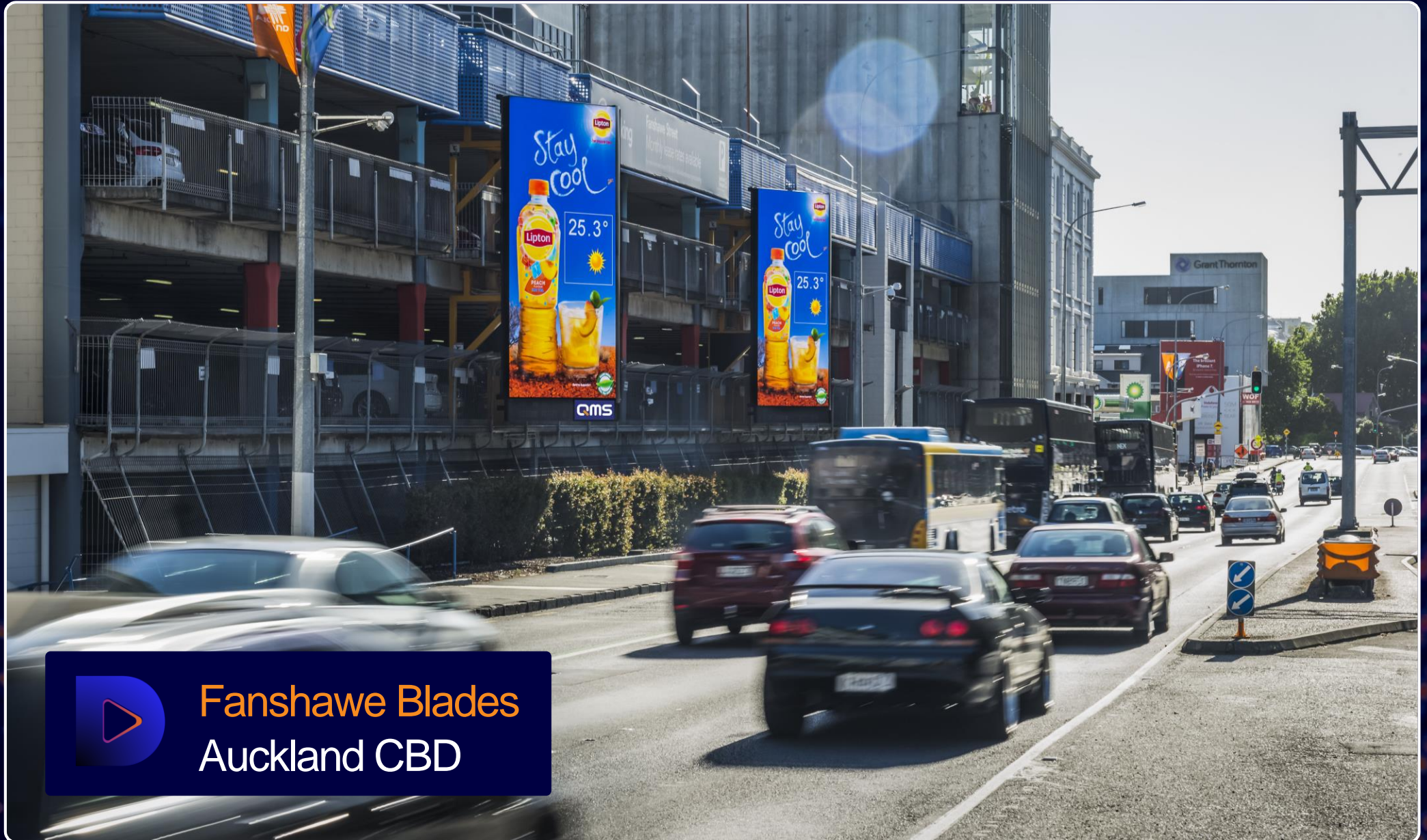
Lipton Iced Tea launched a refreshing campaign with QMS NZ designed help people to “Stay Cool” in the rising summer heat.

Powered by the Digilab, the campaign utilised real time weather information sourced from Accuweather to update each site when temperatures reached over 20 degrees. Each site displayed the temperature relevant to its location along with a cloud or sun icon dependent on the current weather conditions. When the evening hit the temperature would fade away leaving just the ‘Stay Cool’ message.

The campaign ran across a number of digital billboards across key locations within Auckland including ‘The Commuter Network’. The network captured commuters at a range of stations from Britomart to Albany - a key pedestrian audience close to point of purchase locations.







Fanshawe Blades  
Auckland CBD





## The Victoria Auckland CBD





**Commuter Network**  
Britomart Station



# Thank you

