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News Brief

## Volkswagen, Journal Office Network Partner

Feb 08, 2011 02:57 PM

Volkswagen of America has a new media deal with Wall Street Journal Office Network (WSJON) that touts ski and weekend vacations in office building lobbies. The VW-branded content includes real-time reports from leading ski resorts.

The campaign which centers on VW's SUV the Touareg, has weather and trail conditions at local mountains national ski destinations in the U.S. The WSJON network is in some 760 office buildings.

The automaker says that when ads for the Touareg run on the high-definition digital screens the usual ribbon of stock market prices and indices get pushed aside for more relevant content about mountain snow cover, weather and the like at places people who invested wisely are likely to go, perhaps even for the weekend.

The ski information is in the upper right-hand-corner of the screen, per VW. Digital out-of-home remains one of the fastest-growing advertising venues in the United States. Advertising revenues at WSJON rose more than 40% in 2010.

The network said viewers spend an average of three and a half minutes per day viewing its screens.