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VW launches powder reports on WSJ Office Network

Tags: Advertising, Corporate Communication, DOOH Advertising, Information/Wayfinding, Networks
2/19/11

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Volkswagen of America in January launched real-time ski reports on the Wall Street Journal Office Network, the network announced today.

The ski reports covering weather and trail conditions at local mountains as well as at some of the top ski destinations in the United States are a feature of Volkswagen of America's advertising campaign on WSJON for the new 2011 Touareg SUV.

When the Touareg's digital video ads appear on WSJON's high-definition digital signage displays in more than 760 U.S. office buildings, conditions at various mountains, sponsored by Volkswagen of America, replace the date, time and stock market indices that generally occupy the screens' upper right-hand sector.

The campaign and sponsored ski reports began running Jan. 3 on the WSJON in coordination with Volkswagen of America's Touareg marketing efforts around top ski locations.

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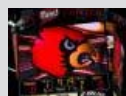
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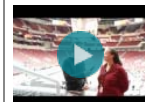
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