

THE INNOVATIVE EDGE

**DIGITAL**  
BACKLIT DOMINATIONS

# ARTERRA WINES DELIVERS AN AUDACIOUS CAMPAIGN WITH A DOWNTOWN DOMINATION!



To create an immersive and one-of-a-kind experience for commuters in Toronto's urban PATH, Arterra Wines promoted their signature wine, 'The Audacity of Thomas G. Bright', by transforming the MetroCentre Roy Thomson Hall underground tunnel into the scene of a hillside vineyard. Capturing the imagination of commuters and delivering over 1.2 Million\* impressions over the month, this ambitious campaign marvelled in the rich history of the wine maker.

To complement the 217 ft backlit LED wall and seamless microfabric, Arterra Wines installed a vinyl floor decal and live vines growing out of a series of physical wooden boxes to evoke the feeling of an organic wine tasting experience in a countryside vineyard.

30,000

50,000

63,250\*

75,000

Call **PATTISON** Production Services and put the power of Out-of-Home to work for your business!



Includes Install/Removal. Pricing subject to total sets included in campaign, location, approvals, and required lead time. Ask your production coordinator for more details!

\* Oxford Pedestrian Traffic Survey 2015.

M0019957 NOV19

