

THE INNOVATIVE EDGE

DIGITAL
WALL CANVAS: LED

THE AUDACITY OF THOMAS G. BRIGHT BRINGS THEIR RICH HISTORY TO LIFE IN TORONTO'S BUSTLING PATH!



Arterra Wines delivered a digital domination for The Audacity of Thomas G. Bright by creating an extended brand story around the brand's rich and unique history. By placing aged barrels in St. Andrew Tunnel of Toronto's PATH system, Arterra was able to build the illusion of a well-stocked wine cellar.

To deliver a story, rich in the brand's history, Arterra Wine delivered a fullmotion digital execution on the 48' LED Canvas Wall, complemented by vinyl decals and real, aged barrels of the prestigious wine within the glass enclosures of St. Andrew's Tunnel. This opportunity offered a 100% share-of-voice in the urban pathway and represented a one-of-a-kind campaign.



5,000

10,000

15,000*

20,000

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!

¹ Oxford Pedestrian Traffic Survey 2015.



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