**Cool Idea: ‘Baywatch’ Billboards that React to Weather**

Digital signs are placed in the 16 coldest U.S. markets. Playing on those cold weather frustrations is the key to a cute new out of home campaign that plays on the desire for warmer temperatures. It actually uses the weather to trigger the ads in more than a dozen cold-weather markets.

***MediaLife 1.26.17***

<http://www.medialifemagazine.com/baywatch-billboards-react-weather/>