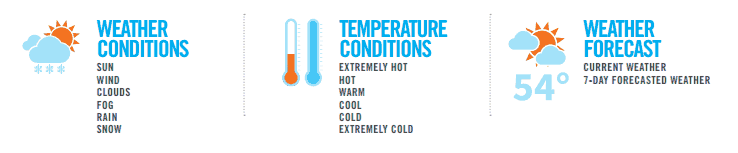
**Dynamic Weather Ads - Internal One Sheet**

The tourism vertical benefits from a direct alignment between weather and consumer travel, which creates a unique opportunity for us to showcase a different kind of personalization to make our creatives stand out over product-based personalization. In the display industry, few advertisers in other verticals leverage weather data to dynamically inform creative; this offering helps clients stand out from verticals, of whom this type of creative is less relevant.

* Showcase seasonal activities by aligning content and imagery to cold or hot weather.
* Take advantage of forecasted weather conditions by urging viewers to book vacation now!
* Pull the exact temperate into the ad based on an individual’s location to grab the user’s attention.

Temperature, temperature conditions, and weather conditions are the foundation of this display product, and each can be used independently to fulfill nearly all weather-related ad solutions.



Add the actual temperature ranges to this image:

Extremely Hot: >=104

Hot: 86 to 103

Warm: 68 to 85

Cool: 50 to 67

Cold: 32 to 49

Very Cold: (-5) - 30

Extremely Cold: <= (-6)

Change “sun” to “clear”

Replace “Weather Forecast” with “Temperature”.

Order by Temperature, Temperature Conditions, and Weather Conditions.

However, making unique combinations of these options, such as combing temperature and weather conditions to drive content and imagery separately calls for a little more strategy, but can result in much better ad.

**FOLLOW THE STEPS BELOW TO DESIGN YOUR DYNAMIC WEATHER AD SOLUTION.**

There are two things to keep in mind: i) ad logic and ii) dynamic elements. The ad logic will define ***when*** we want to pull the dynamic elements into the creative leveraging temperature and or weather. The dynamic elements are ***what*** we will pull into the ad. For example, when we see a “hot weather condition” we will look for ***what*** dynamic element this triggers: perhaps a “beach scene”. We don’t necessary pull the “hot weather condition” itself into the creative.

**Step 1; GOAL:** Identify the goal of the campaign.

* Clicks – leverage multi-frame ad concept
* Conversions – leverage single or multi-frame ad concept

**Step 2; CREATIVE OBJECTIVE:** Identify what the client is trying to feature.

*Most often, the client will have specific product categories or products to feature. Less often, the client will have specific messaging or imagery that they are approved to run, and we’ll need to work around this.*

* Product categories
* Products
* Pre-Approved Content
* Imagery

**Step 3; DYNAMIC ELEMENTS:** Go to the client site and identify dynamic elements that align to client goals.

*You’ll want to select at least 5-7 product categories or products, so that you have at least one item per temperature or weather conditions. Recommend selecting no more than 2-3 items per condition.*

* Exact Temperature
* Headline
* Content
* Imagery
* CTA

**Step 4; AD LOGIC:** Identify whether you want to leverage the user’s origination weather or the weather of the destination.

*Determine which is more important for your solution: identifying where the user currently is, or where they could go. Note: destination temperature will be more consistent than origination, so you may not see all test variables go into rotation over a short span of time.*

* User origination
* Target destination

**Step 5; AD LOGIC:** Identify whether you want to leverage current or 7-day forecast temperature/weather.

*If you are using user origination weather, recommend leveraging the current temperature/weather; using destination weather, recommend leveraging 7-day forecasted temperature/weather.*

* Current Temperature/Weather
* 7-Day Forecast Temperature/Weather

Note: 7-day forecast is recommended; we do capture the daily forecast for 7-days out. Thus, we could select a 4-day out forecast.

**Step 6; AD LOGIC:** Identify which weather condition you want to build your headline / content ad logic on.

*Leverage temperature or weather conditions for building headlines/content for different scenarios. Leverage temperature AND weather only if you have sufficient test variables and impression volume.*

* Rotation / Optimization
* Temperature Conditions
* Weather Conditions
* Temperature + Weather Conditions

**Step 7; AD LOGIC:** Identify which element you want to build your image ad logic on.

*Imagery will most often tie directly into the product; however, if you don’t want to use a specific product or product category image, you can select imagery that instead aligns with the temperature or weather condition.*

* Product - related
* Temperature condition - related
* Weather condition - related

**Step 8; BRING IT ALL TOGETHER:** Identify the content & imagery you want to pull into the creative.

*Create a matrix with content & imagery for scenarios you checked in Steps 5 & 6. See Appendix for samples.*

*Don’t forget about the non-dynamic elements! E.g., CTA,*

**Step 9; MOCKS:** Obtain mocks for proposal by attaching this form to the [Dynamic Creative Request](http://www.sojern.com/creative-requests/dynamic-creative.php).

**Dynamic Weather Ads - APPENDIX**

Example: Go Hawaii

<http://www.gohawaii.com/LivingInTheMoment/>

1. **Goal:** Clicks
2. **Creative Objective:** Feature each of the product categories (destinations); optimize to clicks
3. **Dynamic Elements:** Exact Temperature, Headline, Content, Imagery, CTA
4. **Target Destination weather**
5. **Current Temperature**
6. **Headline / Content ad logic:** rotation / optimization
7. **Imagery ad logic:** align to product category
8. **Matrix:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Exact Temperature** | **Headline** | **Content** | **Imagery** | **CTA** |
| 71°F | Kauai | Refresh your soul with the timeless beauty of Kauai | Waimea Canyon | Explore Kauai |
| Dawn in Waimea |
| 70°F | Oahu | Savor the mix of city excitement and beach escapes | Catamaran Sail | Explore Oahu |
| Haleiwa Town |
| 63°F | Lanai | Expect the unexpected in this island of contradictions | Horseback riding | Explore Lanai |
| Rock Climbing |
| 66°F | Molokai | With nothing taller than a coconut tree, life is refreshingly simple | First horse image | Explore Molokai |
| First landscape image |
| X°F | Maui | Off the beaten path can be just around the corner | Kapalua | Explore Maui |
| Sacred Iao Valley |
| X°F | Hawaii | Witness the majesty and mystery of Hawaii’s youngest island. | Pink/Purple first image | Explore Hawaii |
| Black Sand beach |

Mock the first 3 examples.

**Dynamic Weather Ads - APPENDIX**

Example: Visit Mexico

<http://www.visitmexico.com/>

1. **Goal:** Clicks
2. **Creative Objective:** Feature top 5 product categories (destinations); optimize to clicks
3. **Dynamic Elements:** Headline, Content, Imagery
4. **Target Destination weather**
5. **Current Temperature**
6. **Headline / Content ad logic:** Temperature condition - related
7. **Imagery ad logic:** product - related
8. **Matrix:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Temperature Conditions** | **Headline** | **Subline (Content)** | **Imagery** |
| Extremely Hot | Fun in the sun in | Cancun | (beach image) |
| Tijuana | (beach image) |
| Rivera Maya | (beach image) |
| Mexico City | (beach image) |
| Los Cabos | (beach image) |
| Hot | Experience the vibrant city of | Cancun | (image of city life) |
| Tijuana | (image of city life) |
| Rivera Maya | (image of city life) |
| Mexico City | (image of city life) |
| Los Cabos | (image of city life) |
| Warm | Take a walk on Mexico’s wild side in | Cancun | (image of outdoor adventure) |
| Tijuana | (image of outdoor adventure) |
| Rivera Maya | (image of outdoor adventure) |
| Mexico City | (image of outdoor adventure) |
| Los Cabos | (image of outdoor adventure) |

CTA: Explore today

Mock Cancun for the Extremely Hot, Hot, and Warm scenarios.

The imagery kept changing on the site, so it is tough to provide you with the exact URL; there are so many images, any relevant to the category will do.

**Dynamic Weather Ads - APPENDIX**

Example: Visit Telluride

<http://www.visittelluride.com/>

1. **Goal:** Clicks
2. **Creative Objective:** Feature top 5 product categories (destinations); optimize to clicks
3. **Dynamic Elements:** Headline, Content, Imagery
4. **Target Destination weather**
5. **7-day Forecast weather**
6. **Headline / Content ad logic:** Weather condition - related
7. **Imagery ad logic:** product - related
8. **Matrix:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Weather Conditions** | **Headline** | **Content** | **Imagery** |
| Clear | Current forecast: Clear and action packed | Glider Rides | http://www.visittelluride.com/things-to-do/glider-rides |
| Helicopter Ride | <http://www.visittelluride.com/things-to-do/helicopter-skiing-cat-skiing> image 4 |
| Fly Fishing | http://www.visittelluride.com/things-to-do/fly-fishing |
| Rain | Current forecast: Soul-cleansing rain | Alpine Massage | (Health and Wellness image) |
| Telluride Pilates Center | (Health and Wellness image) |
| Telluride Yoga Center | (Health and Wellness image) |
| Snow | Current forecast: fresh powder | Backcountry Huts | http://www.visittelluride.com/things-to-do/backcountry-huts |
| Snowmobiling | http://www.visittelluride.com/things-to-do/snowmobiling |
| Big Tire Bike Rides | http://www.visittelluride.com/things-to-do/big-tire-bike-rides |
| Wind | Current forecast: Breezy and blooming | Photography Tours | http://www.visittelluride.com/things-to-do/photography-tours |
| Hiking | <http://www.visittelluride.com/things-to-do/hiking> - image 7 - flora |
| Basin Trail | http://www.visittelluride.com/things-to-do/trails-huts/basin-trail |
| Cloudy | Current Forecast: Cloudy with a touch of culture | Telluride Historical Museum | http://www.visittelluride.com/things-to-do/heritage-cultural/telluride-mountain-museum |
| Anasazi Heritage Center | http://www.visittelluride.com/things-to-do/anasazi-heritage-center |
| Hovenweep National Monument | http://www.visittelluride.com/things-to-do/hovenweep-national-monument |

CTA: Explore today

Mock the first example, the “Clear” scenario