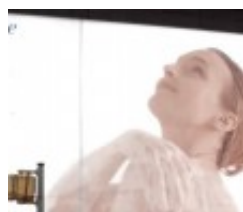


## When in Times Square, Dove goes weather proof!

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**Dove experiments with weather sensitive billboard in ‘April Showers’ campaign**

<https://youtu.be/VUHPwL3YIeE>

**Dove, Unilever's** personal care **brand**, unveiled a first-of-a-kind responsive ad in Times Square in April, which saw a **digital** billboard react to live changes in the weather.

The campaign, created by **Havas Helia**, saw **Dove's** real woman, Alice, address passers-by while checking for rain. When the rain started, weather-sensors activated new creative on the billboard to show Alice in **Dove's** 'biggest shower ever', promoting **Dove's** body wash.

The intention of the campaign was to raise awareness of the **Dove brand** in a contextually relevant way, by combining media, technology and hyper-accurate weather data from **Forecast.io** to create an ad that responds to its environment.

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