

# Real-time international forecasts from The Weather Network

## THE AIM:

To raise awareness of The Weather Network's free app by improving the passenger experience with real-time destination specific weather updates.

## THE DETAILS:

The UK's local weather provider, The Weather Network worked with Eye Airports to offer real-time weather information at airport locations across the UK. Passengers flying to and from major UK destinations were able to see up-to-the-minute local and international weather forecasts on a network of advertising screens running state-of-the-art software within Eye's UK airports.

Following a successful campaign at Manchester Airport, the 70-inch high definition digital screens were rolled out exclusively to Eye Airports' advertising sites at London Gatwick, London Stansted, East Midlands, Newcastle International, Belfast International, Southampton and Bournemouth airports.

The campaign benefitted from a stream of live information from The Weather Network delivered and powered by BroadSign's latest cloud-based digital signage software. Along with frequently updated, relevant weather content including The Weather Network's unique "feels like" temperature indicator, passengers were also prompted to download The Weather Network's free app and obtain accurate local forecasts up to 14 days ahead for 30,000 cities across the UK, as well as more than 65,000 locations internationally.

## TESTIMONIAL:

Taylor Emerson, managing director of Europe for The Weather Network, said: "We aim to be the UK's local weather service by delivering relevant information in relevant locations. We are delighted to be working with Eye Airports in rolling out this new campaign and look forward to further opportunities to customise information relevant to travellers. Providing dynamic, local weather information on the go is an essential service and part of the modern connected world."

## KEY FACTS

Client: **The Weather Network**

Date: **April 2015**

Campaign: **Real-time Weather**

Location: **Digital 6-sheets across 8**

**Eye airports**

Target Audience:

**Departing Passengers**



Destination	Current Weather	Current Temp	Short Term Forecast	Short Term Temp
Aberdeen	☁	6	☁	6
Alicante	☀	13	☀	13
Amsterdam	☁	9	☁	12
Belfast	☁	6	☀	7
Charleroi	☀	7	-	-
Dublin	☁	6	☀	7
Faro	☀	15	☀	17
Isle of Man	☁	6	☁	5
London	☁	8	☁	9
Malaga	☀	16	☀	17
Palma	☀	12	☀	11
Paris	☁	8	☁	13

London: 0207 520 7419 | Manchester: 0161 219 7700  
Web: [eyeairports.com](http://eyeairports.com) | Twitter: @EyeAirports

