



Meteo Advertising

WHAT IS IT?

Meteo advertising responds to the current weather forecast to give weather-dependent advertising.

HOW DOES IT WORK?

All of our websites carry a current weather reading for the local area. This forecast is fed into the ad-server using a keyword such as "snowy", which the server recognises and shows a relevant advertisement. This ensures users see ads for garden furniture when it's sunny and wellies when it's raining.

It also allows advertisers to capitalise on the weather for emotional response from their advert; for instance, in a particularly rainy spell a restaurant company could promote their special offers as a cheerful antidote to the miserable weather.

WHY USE METEO ADVERTISING?

Many companies, from clothing to hardware stores, produce seasonal stock. To reduce waste in advertising, Meteo allows you to have different adverts for different climates.

SO FOR EXAMPLE

When it's sunny in Kingston upon Thames, users of kingstonguardian.co.uk may see advertising for barbeques, camping gear and swimwear.