

# Weather Trigger Worksheet

---

It is always best to not pick absolute values, i.e. don't make an exact temperature a trigger as it may not occur very frequently but rather user ranges wherever possible. Also keep in mind what you want to say for the opposite condition – here the answer may simply be to say nothing in which case a default /generic creative message will need to be served.

| <b>Current Weather Conditions</b>     | <b>Tag Line Messaging</b>   | <b>Image/Animation</b>   |
|---------------------------------------|---|--------------------------|
| Very Hot (Over 90 degrees)            | Hot? Nice time to toast to tailgate and try a JW on Ice!              | Sizzling Animation       |
| Very Cold (Under 30 degrees)          | Freezing? Toast to tailgate and warm up with JW                       | Frozen Face Animation    |
| Raining (priority over temperature)   | Raining? Toast to tailgate and warm up with a JW                      | Rain Animation           |
| Snowing (priority over temperature)   | Take the sting out of the snow. Toast to tailgate and warm up with JW | Snow Animation           |
| Perfect Weather (Sunny moderate temp) | Nice out? Toast to tailgate with JW and feel nice inside too.         | Sunny/Blue Sky Animation |
| Default Weather Creative              |   |                          |