

Beer company Crown Imports is linking a **digital billboard sign** in New York's Times Square to the Facebook page that promotes its Corona Light brand. It will hire the 40-foot-high **digital billboard**

from 8 November to 6 December as part of its campaign to encourage people to click the Like button on its Facebook page.



Already, the number of Facebook users “liking” Corona Light has jumped from 3000 in August to nearly 90,000 today. That may reflect its success as one of the few light-beer brands to have grown sales in the U.S. over the last year. And when the

digital billboard

goes live, Facebook members who “like”

Corona Light will be able to upload photos for to display in Times Square. Images of the **digital billboard**

will also be shown on Facebook.

The new campaign is not the first time that a **digital billboard** has been hooked up to Facebook – LocaModa, for example, has used a Times Square LED screen to display Jumbli, its game that can also be found on the social-networking site. But Corona’s decision to pair the two media appears to be confirmation that such linkages have moved beyond the proof-of-concept stage into commercial reality.

The campaign, devised by agency Pereira & O'Dell with media buying by Horizon Media, is part of a push to engage customers in their twenties and early thirties and position Corona Light as more dynamic than sister brand Corona Extra, which is promoted with a laid-back vacation theme. *“The long-term strategy is to have this programme help us build a base of consumers we can re-engage throughout the year, thus developing long-term relationships and dialogue,”* Jasmine Summerset, strategy supervisor at Pereira & O'Dell, was quoted as saying.

Crown Imports, a joint venture of U.S. alcoholic-beverages titan Constellation Brands and Mexico's Grupo Modelo, also used digital out-of-home screens in New York bars and clubs for a Corona Light promotion earlier this year. That campaign ran on Panel Media Group's displays at more than 100 locations, with technology from Blue Bite used to send content to consumers' mobile phones.