

Video boards bring HDTV rinkside



Samsung Canada has launched a special nationwide video board campaign to promote its products as the official high-definition televisions (HDTVs) of Hockey Night in Canada. The campaign is running on Outdoor Broadcast Network's (OBN's) video board network, which includes several key hockey arena locations across the country.

"We were looking for a unique way to promote this," says Howard Thomas, general manager (GM) of Samsung's agency, Cheil Communications America. "Through OBN's national video board network, we were able to specifically target NHL hockey arenas with Samsung's message, in Vancouver, Calgary, Edmonton and Toronto."

Samsung's ad opens on a cloudy ice rink. Moving across the rink is a Zamboni, cleaning the ice as it goes, to reveal a huge Hockey Night in Canada logo underneath. The camera then pans out to show the image is actually on a television screen, with a tagline that reads, "Samsung. Official HDTV of Hockey Night in Canada."

The video will air throughout the hockey season until April 2008. It is being shown at BC Place in Vancouver, MacLeod Trail in Calgary, Northlands in Edmonton and on top of Ricoh Coliseum (pictured) in Toronto.