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## **Samsung Uses OBN's Video Board Network to Spread Message**

Taking advantage of the Outdoor Broadcast Network's national video board network - which includes several key hockey arena locations across the country - Samsung Canada has launched a special campaign to promote its HDTV as the official HDTV of Hockey Night in Canada.

"Hockey has never looked better than on a Samsung HDTV," says Howard Thomas, general manager, Cheil Communications America, Mississauga, Ont.. "We were looking for a unique way to promote this. 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. We are attempting to own the best HD at home viewing experience."

The spot opens on a clouded ice rink. A Zamboni moves across the ice, cleaning the ice as it goes, revealing a huge logo for Hockey Night in Canada. The spot then pans out to show this image is actually on a television screen, with the tagline, 'Samsung. Official HDTV of Hockey Night in Canada'.

The Samsung spot is airing in Vancouver at BC Place, in Calgary at MacLeod Trail, in Edmonton at Northlands, and atop the Ricoh Coliseum in Toronto.

The spots will run through throughout hockey season, until April, 2008.