



SEPTEMBER 11, 2008

NEWS BRIEFS

***Globe and Mail's* OOH headlines coming to Toronto**

by [Terry Poulton](#)

Globe and Mail announced yesterday that it plans to repeat in Toronto what's already met with success in Vancouver, i.e. flashing breaking news headlines on the giant video boards of the Outdoor Broadcast Network.

"Extending our agreement with OBN to reach Toronto audiences is a logical next step based on the proven success of using this medium to reach our target audiences in Vancouver," says Sean Humphrey, director, marketing for the *Globe and Mail*. "Having the ability to post breaking news is especially appealing to *Globe* audiences, who want to stay current and knowledgeable about what's happening in the world and in Canada."

The newspaper's headlines are updated throughout the day via a special RSS feed, with 10-second spots updated immediately whenever big news happens, or current news stories develop.

Gaggi Media handled the *Globe's* OBN buy, while creative is being done by Naked Creative. Both agencies are based in Toronto.

www.obn.ca