



Rogers Wireless conducts video board game promotion in Toronto

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Rogers Wireless is conducting an out-of-home campaign in Toronto promoting the BlackBerry smartphone. The creative takes the form of a game played on a 40-by-30-foot video board at Yonge-Dundas Square. The game can be played by interacting with the board via a BlackBerry phone. Promotional workers will be at the square until the end of the year, encouraging passers-by to try the game. The board is operated by **Outdoor Broadcast Network**. The game software is from **IGotcha Media**. The campaign was developed in association with Rogers agencies **MediaCom** and **Publicis**. According to the company, this game promotion is the first of its kind in Canada.