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Zip.ca breaks outdoor campaign

Online DVD rental service **Zip.ca** has begun an out-of-home campaign in the Greater Toronto Area. The initiative makes use of video boards to display creative inviting viewers to submit a code word by text message. Consumers who do so will receive another code that can be entered at the Zip.ca website for a 30-day free trial of the service. "This is our first large scale offline media launch in the Toronto market, and we are very excited about growing this market and about using outdoor digital media to create awareness," said Zip.ca CEO Curt Millar. The campaign was developed by **Outdoor Broadcast Network** of Toronto with text message support from **Jambo Mobile**. It will run until April 26.