



NEWS BRIEFS

## Zip.ca OOH ties into mobile

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Online movie rental site [Zip.ca](http://Zip.ca) launched a new campaign across the GTA that ties OBN video board messaging to mobile texting as part of the co's first large scale offline media launch in the Toronto market.

The video board creative invites viewers to text a key word to a mobile short code that instantly shoots back an exclusive promo code that can be redeemed at [Zip.ca](http://Zip.ca) for a free 30-day movie rental trial delivered to their door. The campaign also provides the online rental co with digital tracking data on text messages received and the number of free offers extended and utilized.

The campaign, which targets both the 18-to-34 and 35-to-49 demos in the Toronto market, runs at major city intersections like Yonge and Dundas as well as along the Gardiner until April 26, with Toronto-based Jambo Mobile providing the technical components for the SMS program, with media buys handled in-house.



Similar to the American service Netflix, [Zip.ca](http://Zip.ca) provides DVD rental home delivery for a monthly membership fee, and runs automated distribution centers in Calgary, Vancouver, Ottawa and Toronto.

[www.zip.ca](http://www.zip.ca)

[www.obn.com](http://www.obn.com)