



the definitive source of intelligence
for an industry with an identity crisis

Outdoor Broadcast Network Joins Mobile Components for Exclusive Offer

22 Mar 2009



In a unique and creative partnership between large format out of home and mobile texting, Outdoor Broadcast Network has launched a new campaign in Greater Toronto that will provide tracking data for digital out of home while providing consumers with an exclusive offer for free video rentals.

The dynamic creative on the video boards invites viewers to text a key word to a mobile short code. Seconds later, they receive a text back with an exclusive promo code they can use to redeem at the Zip.ca website, offering them a 30-day free trial for movie rentals delivered to their door by Zip.ca.

The target audience reaches across all age groups including young starters (24 to 35, tech savvy, starting their careers and families), midlife families (36 to 49, living their lives, working, looking for family time activities), boomers (50+) and movie geeks (love movies, want lots of selection). Jambo Mobile is the company providing the technical components for the sms program.