

MARKETING

MEDIA NEWS

[ZIP.CA USES OUTDOOR VIDEO TO DRIVE AWARENESS]

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Online DVD rental service **Zip.ca** is bringing new meaning to the term “movie phone.”

The service has partnered with Toronto out-of-home advertising company **Outdoor Broadcast Network** (OBN) and mobile solutions provider **Jambo Mobile** on a new initiative intended to drive trial of the service.

Ads appearing on OBN videoboards invite viewers to text a keyword to a mobile short code. A text message is immediately sent back with an exclusive promo code offering a free 30-day trial that can be redeemed at the Zip.ca website.

The 15-second ad runs every two minutes on five OBN screens in Toronto, including its flagship Dundas Square property and secondary screens along the Gardiner Expressway and Yonge and Bloor streets.

CEO **Curt Millar** said Zip.ca’s previous advertising has been confined largely to the online space, but the company was eager to run a campaign aimed at the general public.

“This campaign is really about trying to create, on a fairly massive scale, awareness that DVD [rental] through the mail exists in Canada,” he said.

Toronto represents roughly 16% of the country’s population, but only about 13% of Zip.ca’s subscriber base, he added. The campaign runs until April 26, and is aimed at a group ranging from young families to boomers.

The Canadian equivalent of U.S. online rental service **Netflix**, Zip.ca launched in 2004. The service currently offers 72,000 titles, including out-of-print movies and an extensive library of specialized genres such as anime.