

# THE MARKETING BLOG

REGULAR UPDATES AND COMMENTARY ON CANADA'S MARKETING  
AND ADVERTISING WORLD FROM THE EDITORIAL TEAM AT  
MARKETING, CANADA'S LEADING MARKETING AND ADVERTISING  
MAGAZINE

Friday, May 29, 2009

## [Media rockers in pictures](#)



Clear Channel, OBN and Penex Media put their heads (and real estate) together last night for a fund-raising rock-out at the Hard Rock Cafe in Toronto's Dundas Square.

Teams from a variety of media organizations took turns on a [Rock Band](#) setup, trying to rack up the highest score. The proceedings were broadcast on several digital boards out in the square itself, along with the competition's leader board and a few text-to-win messages.

Above is the winning team from OMD, who had the unenviable opening slot. Despite being the first to put themselves on the line, their rendition of Eye of the Tiger won the night.



One of several screens showing the competition in Dundas Square.



The boards would flash between live Rock Band footage and competition standings.



While OMD was top-notch, I think the team from Cossette (above) stole the whole show with their loud, audience-charging performance of Pinball Wizard. Nice job guys.

POSTED BY MARKETING MAGAZINE AT [2:17 PM](#) 