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'Bands' battle on billboards



Photos courtesy Joanne Ingrassia

In a recent virtual battle of the bands, staff of several ad agencies competed in the hit video game *Rock Band*, with live footage streamed onto digital billboards at Yonge-Dundas Square in downtown Toronto.

Out-of-home (OOH) ad firms Penex Media, Clear Channel Outdoor and Outdoor Broadcast Network (OBN) invited the agencies to play on May 28 at the Hard Rock Café adjacent to the square. The prize was a four-week digital campaign for the charity of the winners' choice.

Video footage of their gameplay appeared on the outdoor digital signs to help showcase the square as a social hub. The winners, from media agency OMD, played on behalf of the National Advertising Benevolent Society (NABS), a charitable organization that provides assistance to Canadian professionals in communications and related industries.