



Agency News

[Are you ready to Rock Band?]

June 03, 2010 | By Kristin Laird | Media companies **Clear Channel** and **OBN** are once again challenging Toronto agencies to a Rock Band showdown tonight to secure a four-week digital campaign for the charity of their choice.

Agencies can bring their best guitarists, bassists, drummers and singers to play the musical video game at the Hard Rock Cafe at Toronto's Dundas Square at 6 p.m.

Last year, a team from **OMD** won a digital board campaign for NABS.

In addition to the prize for their charity, members of the winning team will receive digital cameras.

Live footage from the competition will be shown on digital billboards in the square, which will also be used for real-time games that participants can play using their mobile phones.

There will also be a draw for a Samsung 3D TV and Blu-ray player.

To enter, participants will be photographed, and then a spinning software will randomly select the winner whose image will flash up on all the screens in the square simultaneously.