



INDUSTRY WATCH

June 4, 2010 (OBN)

Agency 59 Wins Battle of the Agency Bands Charity Event

TORONTO, CANADA — [OBN](#) and Clear Channel have announced that [Agency 59](#) has won a 4-week digital screen campaign from OBN and Clear Channel for their charity of choice, Amnesty International. The 2nd annual "Battle of the Bands" was held on Thursday, June 3rd between Toronto's top ad agencies to compete in the popular digital game "Rock Band". The winning team played for a 4-week digital campaign in Toronto for the charity of their choice. Winning Rock Band members also received a Samsung PL150 digital camera. Last year, a team from OMD won a digital board campaign for their charity of choice, NABS.

The winning team was made up of Michelle Thompson, Skyelar Menard, Ketan Manohar, and Mitchell Stratton (left to right) receiving prizes from Dora Alexander from OBN. Agency 59 scored an impressive 1.2 million points on their first of two songs.



The event also enabled event participants to use their mobile phones to play real-time games on OBN and Clear Channel's large digital screens in Dundas Square. Live video was streamed from the party onto the digital screens. Participants were photographed and their images transmitted to the digital screens. Software randomly selected the winner's picture that displayed on all Dundas Square screens simultaneously. An array of other digital prizes was also presented from GPS devices to digital picture frames. The event is a showcase for OBN and Clear Channel's digital board networks, demonstrating just some of the key features digital screens offer.