



OUTDOOR BROADCAST
NETWORK

Case Study

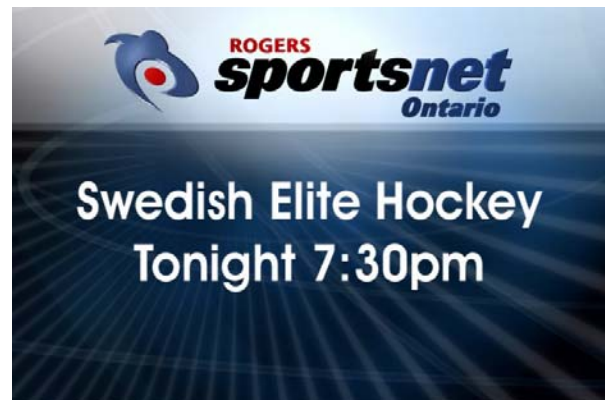
Rogers Sportsnet: Live Sports Update Campaign

Campaign Objective:

To offer consumers up-to-the-minute live sports headlines and station programming throughout the day, and to drive viewership to their evening programs (Raptors Games, Rogers Sportsnet News).

Program Details:

Rogers Sportsnet ran Live Sports News Headlines, Monday to Friday, from 9am-5pm. The client would type in the breaking headline and then post to a designated IP address. The OBN server would run out every 3 minutes and grab the current headline, drop it into the Rogers Sportsnet template ad, and run the spot on OBN's Video Boards. Between 5 pm and 9 am, and on weekends, Rogers Sportsnet ran daily program schedules.



Campaign Timing:

November/December 2004

Media Purchased:

LED Video – 10 second Spot on OBN LED Video Network (3 locations in Toronto) & Tribar (Toronto, Vancouver, Calgary/Edmonton)

Creative Executions:

2 ads (Rogers Sportsnet News and NBA Raptors)

Summary:

This was the first “Live Update” campaign to run a mix of both a full motion ad and static image to create a 10 second spot. Sportsnet delivered live updates to an audience of over 6 million weekly for this national campaign on a network of LED video boards. The dynamic full motion station identifier opened the spot which was followed by news and info input directly from Sportsnet.