

Advertiser Case Studies Drive Agenda for Second Annual OVAB Digital Media Summit

By: Digital Signage Expo

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The Out-of-Home Video Advertising Bureau (OVAB) recently announced that the agenda for its second annual Digital Media Summit will focus on presenting results-oriented success stories of brands that advertised on place-based video and digital advertising networks in 2009.

The half-day event, to be held Oct. 28 at the New York Hilton, brings together senior marketers and agency executives to see case studies, learn best practices and create valuable business contacts. Bob Garfield, editor-at-large at *Advertising Age* and author of the new book “The Chaos Scenario,” will keynote the event, and all summit attendees will receive a complimentary copy of his book.

Last year OVAB’s inaugural summit was a watershed event for the industry, drawing a sold-out crowd of marketers and agency decision makers, according to OVAB. The event was quickly labeled “a game changer” for its success in increasing the positive perception and consideration among the advertising community. This year’s agenda will build upon that success by highlighting how consideration became execution with never-before seen case studies from blue chip companies including BlackBerry, VH1, Starcom, Chrysalis, MPG, Brand Keys, Arbitron and many others, according to OVAB.

“Digital and video place-based advertising is second only behind the Internet in advertising revenue growth, and it’s clear that marketers and agencies are becoming more savvy in how they use this medium,” said Suzanne La Forgia, president of OVAB, New York. “OVAB’s event is designed to demonstrate how advertisers and agencies created and executed successful campaigns, and attendees will leave this event with actionable information and contacts. In addition to sharing case studies, we are especially excited to have executive leaders from the Association of National Advertisers, the American Association of Advertising Agencies and the Mobile Marketing Association join us for a frank discussion on how advertisers and agencies are addressing the challenges and opportunities of incorporating more ‘on the go’ digital media into their businesses.”

“The OVAB Digital Media Summit is an opportunity to get a clear snapshot of the innovation and progress that’s been made by the major players in the industry,” said Rob Jayson, president of strategy, Zenith Media and a member of OVAB’s Agency Advisory Board. “It’s also a chance to continue the dialog on how we can all improve how digital place based media is perceived in the marketing and agency community.”

The current lineup of speakers includes:

- Keynote Speaker: Bob Garfield, editor-at-large, *Advertising Age*, and author of the new book “The Chaos Scenario”
- Jonah Bloom, editor, *Advertising Age*
- Bob Liodice, CEO, Association of National Advertisers (ANA)
- Judy Vogel, Sr. VP and director of research, PHD (former chair AAAA’s Media Research Committee)
- Mike Wehrs, CEO, Mobile Marketing Association (MMA)
- Erin Simino, associate director, Starcom Worldwide
- Robert Passikoff, Ph.D., founder and president, Brand Keys, Inc.
- Wendy Weatherford, VP consumer marketing, VH1
- Ray Rotolo, Sr. VP and managing director, Chrysalis

The Summit is supported by the AAAA and ANA and sponsored by The Wall Street Journal Office Network, Nielsen, PRN, Arbitron, CBS Outernet, Samsung, Captivate Network and Zoom Media & Marketing.