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BlackBerry, VH1 case studies to drive second-annual OVAB Summit

by [Bill Yackey](#) * • 14 Oct 2009

One year after the Out-of-Home Video Advertising Bureau (OVAB) [released its Audience Metrics Guidelines for measuring digital out-of-home \(DOOH\) advertising media](#), the association will again convene at the end of this month in New York City to discuss how the guidelines are performing in the marketplace. But this time, the focus will be on real-world DOOH advertisers and the impact the medium has had on their recent ad campaigns, rather than on theories of measurement.



OVAB's "Digital Media Summit: Focus on Out-of-Home," is a half-day event that will feature case studies of place-based video and digital advertising campaigns from BlackBerry, VH1 and Chrysalis.

BlackBerry, Boomerang Media and StarCom teamed up this summer to promote the Research in Motion brand alongside U2's concert tour, which BlackBerry also sponsored. The United Kingdom's HealthClub Channel featured the campaign in 620 U.K. health clubs.

View the creative here:

VH1 and Zoom Media & Marketing also [partnered this summer](#) for an interactive ad campaign promoting VH1's show "The Great Debate," where users could text messages to a huge Viacom screen in Times Square using a LocaModa platform. Chrysalis is a division of the global media agency MPG and has been involved in numerous DOOH campaigns over the years.

"The difference between this year and last year is that last year we showed what we were going to do, and this year we are showing what we have done," said OVAB president Suzanne La Forgia, referring to release of the Audience Metrics Guidelines.

PHOTO GALLERY: [OVAB Digital Media Summit 2008: Focus on OOH](#)

The focus of the guidelines is a recommended currency metric, named the "Average Unit Audience," which is designed to be used as a common unit of measurement during discussions between networks, advertisers, researchers and agencies involved in digital out-of-home media.

OVAB also has organized a kick-off panel discussion entitled "A 360° View of Marketing and Media Today," featuring members of media associations, who will talk about the changing dynamics in today's media and discuss best practices for reaching "on-the-go

consumers.”

In addition to OVAB's La Forgia, the panel will include Bob Liodice of the Association of National Advertisers (ANA), Judy Vogel, former chair of the AAAA's Media Research Committee and Mike Wehrs of the Mobile Marketing Association (MMA).

“The impetus for this session was to have the executives from the associations talk on a high level about what marketers and advertisers are doing to reach mobile and on-the-go consumers in more effective ways, especially in this recession,” La Forgia said. “We invited the Mobile Marketing Association because the mobile industry is closely related to place-based video and advertising networks. They also are in front of a mobile, on-the-go consumer, who is more discerning and who is being fueled by digital innovation and opportunity.”

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Following the association panel will be the keynote address, delivered by Bob Garfield, editor-at-large at Advertising Age and author of the new book “The Chaos Scenario.” All summit attendees will receive a complimentary copy of the book.

“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 – Strategy, Zenith Media and 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.”

Agenda at-a-glance	
OVAB Digital Media Summit: Focus on Out-of-Home Oct 28, 2009, 8:00 AM - 12:00 PM, New York Hilton	
8:00 AM	Registration and breakfast
8:45 AM	Conference Welcome and OVAB Update, Suzanne La Forgia, CEO, OVAB
9:00 AM	Panel Discussion — 360° View of Marketing and Media Today Moderator: Jonah Bloom, Editor, Advertising Age Suzanne La Forgia, CEO, OVAB Bob Liodice, Association of National Advertisers (ANA) Judy Vogel, former chair AAAA's Media Research Committee Mike Wehrs, Mobile Marketing Association (MMA)
10:00 AM	Keynote Speaker: Bob Garfield, Editor-at-Large, Advertising Age and author of The Chaos Scenario
Case Studies	
10:30 AM - BlackBerry	

Erin Simino, Starcom Worldwide
Robert Passikoff, Ph.D., Brand Keys, Inc.

11:00 AM - VH1

Wendy Weatherford, VH1

11:30 AM - Chrysalis

Ray Rotolo, Chrysalis

To register, visit www.ovab.org.

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