

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

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NEW YORK, Oct. 13 /PRNewswire/ -- The Out-of-Home Video Advertising Bureau (OVAB) has announced that the agenda for their 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, being held on October 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.

Last year OVAB's inaugural summit was a watershed event for the industry, drawing a sold out crowd of marketers and agency decision makers. 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 like BlackBerry, VH1, Starcom, Chrysalis, MPG, Brand Keys, Arbitron and many others.

"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. 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," said Suzanne La Forgia, president of OVAB. "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 - 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."

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, 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 & President, Brand Keys, Inc.

- Wendy Weatherford, VP Consumer Marketing, VH1
- Ray Rotolo, Sr. VP, 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. For more information or to register for the event at The New York Hilton in New York City, log onto <http://www.ovab.org/>.

ABOUT OVAB

Founded in 2007, the Out-of-Home Video Advertising Bureau (OVAB) represents leading out-of-home video networks and the advertising community that is actively engaged in planning, buying and evaluating the effectiveness of the medium. On behalf of its members, OVAB seeks to foster ongoing collaboration between agencies and out-of-home video advertising networks; provide standards, best practices and industry-wide research; and promote the effectiveness of out-of-home video advertising. For more information, please visit www.ovab.org.

SOURCE Out-of-Home Video Advertising Bureau

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