



[Print](#) | [Close this window](#)

Who's Ready for Some Football?

Wed Oct 7, 2009 9:01am EDT

ORLANDO, FL, Oct 07 (MARKET WIRE) -- ESPN created buzz around Monday Night Football's 40th season by taking game play to the streets and allowing millions of pedestrians the chance to play on an NFL field.

ESPN promoted the football season by creating a ground-breaking digital experience that allowed anyone who walked past the displays the chance engage in a one-on-one challenge with a selected quarterback. The goal of the street-level game was to catch as many footballs as possible, and high scoring game players were able to submit their scores in real-time and see how they measure up to users in other cities.

The quarterback selection capability was paired with real-time updates that showed a countdown to the next game. This proves the display was not only innovative and attention-grabbing, but smart.

Each installation uses a combination of three technologies, including: projected capacitive touch, gesture based natural UI, and real-time dynamic data. The fusion of these high-tech features allowed the displays to deeply immerse the user on a level that exceeded any other interactive advertising of its kind.

To present ESPN with this one-of-a-kind digital experience, Monster Media, the global leader in storefront body responsive advertising, teamed up with Wieden & Kennedy and MacDonald Media and developed a game where everyone could really 'get in the zone.'

These cutting-edge displays were strategically located in highly-trafficked areas in New York, Boston and Chicago. Users were drawn to the massive displays by vibrant static signage surrounding an interactive custom LCD wall that enticed users to approach the unit and interact with the game.

To check out the complete Monday Night Football schedule and coverage please go to: <http://sports.espn.go.com/mnf/>.

For more information on Monster Media, go to: www.monstermedia.net.

About Monster Media:

Monster Media remains the leader of advertising that responds to consumer's body movements and storefront domination programs. Their ability to deliver quality programs and customer service has allowed them to expand their presence across the globe with network applications including: storefront dominations, mass transit, airports, sport and entertainment venues and custom events. Since its inception in 2005, Monster Media has executed over 250 storefront ads globally and worked with clients such as HBO, Lexus, Target, Microsoft, MTV and Timberland to bring their messages to life. All campaigns are monitored and maintained around the clock by Monster Media.

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1081510

Media Contact:

Lauren Hyer
407-478-8163 ext. 131
Email Contact
Monster Media