

## MONDAY NIGHT FOOTBALL CAMPAIGN

### AGENCY

Monster Media and MacDonald Media

### CREDITS

Wieden + Kennedy and Brand New School

### MARKETS

New York, NY

Boston, MA

Chicago, IL

### RUN DATES

9/8/09 – 10/5/09

### CAMPAIGN GOALS

ESPN, teamed up with Monster Media, Wieden + Kennedy and MacDonald Media to create a one-of-a-kind street-level digital game experience to create buzz and raise awareness around Monday Night Football's 40<sup>th</sup> season kickoff date.

### CREATIVE CONCEPT

As the global leader of full-body interactive advertising and storefront domination programs, Monster Media was able to present ESPN with a groundbreaking interactive game where everyone could really 'get in the zone'.

The goal of the Monster Storefront 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 utilized a combination of three technologies, including: projected capacitive touch, gesture based natural UI, 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.

This multi-city campaign ran in highly-trafficked areas in top markets across the country. 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.

### CAMPAIGN SUMMARY

ESPN's unique Monster Storefront campaign increased viewer awareness of the 40<sup>th</sup> season premiere and contributed to Monday Night Football receiving the largest audience in the history of cable television and the highest rating in ESPN's 30-year history.

### VIDEO SNAPSHOT

[www.monstermedia.net/portfolio.php?#291](http://www.monstermedia.net/portfolio.php?#291)

