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“Where’s Koodo?” Makes a Subway Wait A Lot More Fun

New TAXI 2 Campaign for Koodo Mobile Uses State-of-the-Art iGotcha Media Technology in Metro Stations

AUGUST 25, 2008 (MONTREAL)—In a North American first, Koodo Mobile and agency of record TAXI 2 are transforming usually uneventful waits for a subway train into an opportunity for entertainment by allowing commuters to interact with out-of-home advertising displays.

“Where’s Koodo?” is an interactive game that can be accessed by touching the backlit display screens in any of twelve kiosks located in six of Montreal’s subway stations. The game encourages users to search for one of the iconic Koodo characters amongst a cluttered, illustrated, urban landscape and communicates the benefits of Koodo’s new Nationwide Talk & Text rate plan. Thanks to new, proprietary interactive digital signage software developed specifically by iGotcha Media for MetroMedia Plus, which sells media in the Montreal subway, commuters, in addition to playing “Where’s Koodo?,” are also able to navigate through Koodo Mobile’s phone and additional rate plan information.

“We were excited to lend an element of interactivity and engagement to what can otherwise be a fairly sleepy part of one’s daily routine,” said Lance Martin, creative director, TAXI 2 in Toronto.

“Learning from the great success we’ve seen with the interactive touchscreens at our Koodo kiosks, we jumped at the opportunity to bring elements of this experience and more to consumers through a mass advertising channel,” said Jennifer Robertson, Director of Marketing Communications for Koodo Mobile. “We feel we’re giving consumers the chance to find out more about Koodo and have a little fun at the same time.”

MetroMedia Plus recently completed upgrading twelve kiosks in six of Montreal’s busiest subway stations (Berri-UQAM, Place-des-Arts, McGill, Peel, Henri-Bourassa and Bonaventure)

to use the iGotcha Media software. Each kiosk's interactive display uses 42" LCD screens and an innovative through-glass touch technology that allows users to control the screen's content.

The Koodo Mobile campaign debuted in early August and runs through September 30.

About iGotcha Media

iGotcha Media develops interactive digital signage solutions for retail clients and operates the iGotcha Media Network of Hotspots. Founded in 2005, iGotcha Media is headquartered in Montreal. For more information, please visit www.igotchamedia.com, call (514) 667-5924, or write info@i-gotcha.com.

About Koodo Mobile:

Launched in March 2008, Koodo mobile is Canada's simple, affordable and flexible mobile alternative for those who just want to talk and text. Koodo Mobile offers a transparent approach to cellular service with per-second billing and no fixed-term contracts or activation fee. Service plans are pre-packaged or build-your-own. Customers have the option to purchase a phone or take advantage of the revolutionary Koodo Tab. Visit koodomobile.com for information and retailers.

About TAXI:

TAXI Canada Inc. and TAXI Inc. are independent, wholly owned companies with core expertise in Strategic Planning, Advertising, Design, Interactive, Relationship Marketing and Content. Founded in Montreal (1992), offices also include Toronto and TAXI 2 (1992, 2006), New York (2004), Calgary (2005) and Vancouver (2007). TAXI's business is built on a media-neutral approach that allows strategic and creative agility and a consistent brand experience across multiple consumer touchpoints. TAXI ranked 9th in the world per Creativity Magazine, August 2006, was named Canadian Agency of the Year by Marketing Magazine in 2001 and 2005, and won the Strategy Magazine Agency of the Year award in 2002, 2003, 2004 and 2005. TAXI was also named one of Canada's 50 Best Managed Companies for 2003, 2004, 2005, 2006 and 2007 by Deloitte. TAXI New York in 2007 and 2008 won the O'Toole Award for Creative Excellence from the American Association of Advertising Agencies. Client assignments in Canada include TELUS Consumer Solutions, MINI Canada, Pfizer's VIAGRA, WestJet, McCain's, Canadian Tire, Reitmans Group, Bombardier and Dairy Farmers of Canada. New York clients include Johnson & Johnson (Motrin, Children's Motrin), New York Life, Blue Shield of California, Rail Europe Group, OpenSkies and Versus.

Visual



iGotcha interactive subway platform display (Photo: iGotcha Media)