

# ECAL Integrates with oOh! Media's Digital Advertising Screens

Brands connect directly into the consumers' calendar

ECAL, the world's leading calendar marketing platform, and oOh! Media, Australia's biggest and most innovative advertising media group, have teamed together to develop an exciting new digital marketing feature for retail brands. By integrating ECAL's 'sync to calendar' technology into oOh! Media's large format digital touch screens, brands can now engage consumers better, by offering valuable content that's delivered straight from the advertising unit and into their mobile calendar!

In a two-week test campaign at Emporium shopping centre in Melbourne, with the support of Cricket Australia, shoppers could interact with high impact screens to easily 'sync' the 'Big Bash' season schedule - of the Melbourne Stars or the Melbourne Renegades - directly into their smartphone. This creates an engaging experience for consumers, delivers highly valuable content, and creates a powerful new communications channel for brands.

The match schedule appears dynamically in the users' personal calendar, with handy alerts, game details (such as TV broadcast info and special offers), and with links directly to 'Buy Tickets', 'Latest Video', social media and more. As an added incentive, the campaign offered a free family membership to the Stars and the Renegades.

The opportunity for brands is compelling. The ECAL technology allows them to communicate dynamically with their fans ongoing, to deliver updates, new events and new communications to suit their profile - directly into their calendar, completely bypassing the email inbox. It's also a terrific data acquisition tool, so brands can better know and understand their consumers.

ECAL integrated digital advertising is an exciting innovation for brands, and is limited only by the imagination. "Touch here" for fitness training schedules (gyms), weekly recipes (lifestyle magazines), deals of the week (travel sites), show times (festivals), TV shows (media networks) are just some of the ideas being discussed at ECAL HQ. With the ability to easily extend these interactive campaigns online, via mobile, apps and social media, watch this space!

For sales information, please contact the team at ECAL via email [sales@ecal.com](mailto:sales@ecal.com), or contact your oOh! Media account representative.

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