

PRESS RELEASE

Tokyo, Japan/ Jun 14, 2023, LIVE BOARD,INC.

Live Board

LIVE BOARD awarded with two 2023 Digital Signage Awards

Grand Prix 『Take a chance!』

Excellence Award 『RAPTORS' RULES TOKYO』



LIVE BOARD, INC. is pleased to announce that the "Take a Chance!" campaign (Advertiser: McDonald's Japan) has been recognized for the 2023 Digital Signage Award's Grand Prix award and the "RAPTORS' RULES TOKYO" campaign (advertiser: Toho Towa Co., Ltd.) has been awarded the Excellence Award at the "[Digital Signage Award 2023](#)" held in Tokyo on Wednesday, June 14, 2023.

◆About [Digital Signage Award 2023](#)

Organized by the Digital Signage Consortium, a general incorporated association, this contest aims to further revitalize the digital signage market by selecting and awarding outstanding digital signage works from among those submitted by the public. The call for entries was held on the Digital Signage Consortium website from April 17, 2023 (on Monday) to May 12, 2023 (on Friday), and recognized one Grand Prix winner in addition to 10 Excellence Awards, selected at the judging presentation held on June 14, 2023.

◆“Grand Prix” winning entry

Title : Take a chance!

Initiative Details:

Due to the COVID-19 pandemic, opportunities for people to experience new things and to meet in person have decreased, making daily life feel somewhat routine. Even when choosing a meal, the psychology of seeking familiar comfort often leads to ordering the same thing, accelerating the "menu fixation" mindset. The dissatisfaction and fatigue of young people were being recognized by McDonald's official Twitter, adding a sense of stagnation to what should have been an enjoyable lunchtime. In order to ignite people's sense of adventure, McDonald's developed "changing QR codes" that create unexpected encounters with menu items, overlaying multiple QR codes linked to the menu. These were broadcasted on digital out-of-home screens nationwide in Japan, adapting to real-time changes in climate, time, and other factors. When scanning the changing QR codes with a smartphone, random menu recommendations were provided, and users could directly place orders through mobile ordering. This initiative provided an exciting experience that broke the routine and offered unexpected thrills during lunchtime, transforming the sense of stagnation caused by the "menu fixation."

Initiative Period: April 11, 2022 - April 24, 2022

Advertiser: McDonald's Japan Corporation

Advertising Company: Dentsu Inc.

Creative Production Company: Dentsu Creative Cube Inc.

Media Company: LIVE BOARD, INC.

Ad Server provider: Hivestack Japan, Inc.

Introduction Video: <https://youtu.be/LbmnhgN1dqo>

Officialsite : <https://digital-signage.jp/openevent/award/dsa2023-1>



- Judges' Comments

This is an excellent example of a plan that embodies "serendipity," the unique value of OOH, which is not found in digital advertising, and induces the action of going to McDonald's for lunch through contact with expressions that capture sei-katsu-sha insights.

The project was an excellent example of how to induce people to go to McDonald's for lunch by using expressions and contact that capture the insights of consumers. The use of different messages for different situations is also likely to stimulate the appetite.

The addition of randomness to variable information such as time, place, and weather, as well as individual and timing information, makes it possible to make recommendations to the individual. This is a good example of

how the entire campaign, not just the signage, is well thought out and utilizes the characteristics of signage. This campaign maximizes the "public effect" and the "receiver effect" of OOH media through the power of technology. This is a model case of future OOH advertising that solves the advertiser's issues through DCO (Dynamic Creative Optimization) and mobile linkage according to time of day, weather, and area.

- Awardees' Comments

Naomi Ito, National Marketing Department, Marketing Division, McDonald's Japan Corporation

This was a new challenge for us as well. We wanted to provide an exciting experience for our customers by utilizing digital OOH to trigger a "QR code that keeps moving" and linking it to mobile devices as well. Although new challenges are always accompanied by anxiety, we were excited about this project from the moment we were presented with it and could not wait to roll it out, and I remember that we had a lot of fun during the preparation period. After the launch, we were able to get good results, with many of our customers using our various products and mobile ordering. We are very happy to have received such a wonderful award. We would like to thank Dentsu, LIVEA BOARD, and all those who were involved in this project. Thank you very much!

◆ "Excellence Award" winning works

Title : RAPTORS' RULES TOKYO

Initiative Details:

In order to reflect the Jurassic World theme of "coexistence of humans and dinosaurs" in the city, we focused on Tokyo and used LIVEBOARD's digital OOH to blend in with the city and make the dramatic creative realistic, which can be dynamically changed depending on weather and time of day. We thoroughly researched the environments such as the walls of four locations in central Japan (Ikebukuro (two locations), Roppongi, and Aoyama), and created a total of 16 creative patterns, which changed dramatically depending on location, time of day, and weather conditions. The highly contextual and organic blending of the screens with the surrounding walls across all locations, at all times of the day, and in all weather conditions, while creating an aspect of surprise to passersby "like being suddenly attacked by a dinosaur" was memorable and impactful. The dinosaur, which suddenly appears when you think it is the outer wall of a building, is the very same spontaneous content as in the movie. The production was designed to entertain passersby and at the same time encourage interest in the film itself.

Initiative Period: July 25, 2022 – August 1, 2022

Advertiser: Tohotowa, Inc.

Advertising Company: Dentsu Inc.

Creative Production Company: FIELD MANAGEMENT EXPAND Inc.

Media Company: LIVE BOARD, INC.

Ad Server provider: Hivestack Japan, Inc.

Introduction Video: <https://youtu.be/KR7dKpzpHTw>

Official site : <https://digital-signage.jp/openevent/award/dsa2023-10>





- Judges' Comments

This is an example of creativity that truly shines, with ingenious ways to blend in with the location, depending on where it is displayed. Compared to overseas OOH creative cases, it is difficult to create impactful projects in Japan due to the size issue, but I felt that this was a very good example that could be presented at overseas venues.

I felt that the creators were very particular about creating content according to the location and weather conditions in order to pursue a sense of realism.

Creative content was delivered at multiple locations according to the time of day and the color of the walls. It also showed that it is possible to create a 3D-like effect even on a flat surface. This is a new way to utilize digital signage that combines creativity and technology.

This was a very well thought-out advertising plan that made the most of the signage in the city and included a movie tie-in. Once again, I felt that such an interesting plan is necessary for signage advertising.

- Awardees' Comments

Takuya Kurahashi, Creative Director, FIELD MANAGEMENT EXPAND, Inc.

We worked on the theme of "blending in" as in the film and were able to implement the world of the work with a high degree of precision in the city by utilizing the characteristics of the LIVE BOARD medium and using many different materials in various locations. We would like to express our sincere gratitude to all the companies involved for this award.

Award-winning works can be viewed on the official website of the Digital Signage Awards.

URL : <https://digital-signage.jp/openevent/award>

LIVE BOARD official website : <https://liveboard.co.jp/case/award>

We would like to express our sincere appreciation and congratulations to all the companies and people involved in this award.

LIVE BOARD will continue to make every effort to revitalize the OOH and digital signage markets.

◆About LIVE BOARD, INC.

An operator of a digital OOH ad network that achieves data-driven targeting and effectiveness verification. LIVE BOARD is the first company in Japan to achieve impression-based advertisement delivery in OOH. We deploy advertisement delivery and billing systems in accordance with actual conditions that are based on the

estimated number of viewers "at that time, in that place, and for that specific ad," even during the COVID-19 pandemic, when people's movement patterns are prone to change. In addition, by combining big data from Japan's largest carriers with our own network, which includes a wide range of digital OOH across Japan, including outdoor, indoor, train, and station OOH ads, we have been able to deliver personalized ads, such as targeting by gender and age, that was not possible with traditional OOH.

Company Name : LIVE BOARD, INC

Business Details : DOOH Advertising Distribution Platform Management, DOOH Advertising Media

Development, DOOH Advertising Space Sales

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