

PRESS RELEASE

Tokyo, Japan/ Oct 26, 2023, LIVE BOARD,INC.

Live Board

DOOH-E AWARDS 2023 Most Creative Campaign sponsored by DPAA “Telepathic T-Rex” campaign – on the win!



LIVE BOARD,INC. was awarded the "DOOH-E (Digital Out-of-Home-Excellence) Award 2023," hosted by DPAA (Digital Place Based Advertising Association) in New York, USA on Tuesday, October 10, 2023. The campaign "Telepathy from Dinosaurs - THE TELEPATHIC T-REX" (Advertiser: TOHO-TOWA CORPORATION, Creative Production Company, FIELD MANAGEMENT EXPAND Inc. was selected as a finalist for the Most Creative Campaign, and we are pleased to announce that it has won the Grand Prize in the same category.

▼ About DPAA

DPAA is the leading global trade marketing association connecting out-of-home media with the advertising community while exploring the growing role of #DOOH in today's Omnichannel mix.

URL : <https://dpaaglobal.com/about-dpaa>

▼ Most Creative Campaign Winners

Campaign Name : THE TELEPATHIC T-REX

Campaign Details:

The campaign was a part of the larger promotion plan for the movie "Jurassic World". In keeping with the theme of the film, which is the coexistence of humans and dinosaurs, a T-REX was placed on a large scale screen in Shinjuku, Tokyo, one of the busiest areas in Japan, and a spot was created where passersby could hear the roar of the terrifying T-REX, mimicking a telepathic experience.

This was achieved by utilizing directional speaker technology, and by visiting the site several times to create an acoustic experience as if the T-REX were speaking directly into your brain. In addition, by utilizing programmatic functionality, a total of 21 voice patterns were delivered according to time and weather conditions. In addition, Nishikigoi, a Japanese comedian group, was used as the voice actor and narrator for T-REX. This resulted in a great deal of amplification on social networking sites.

Campaign Flight Period: July 25 – August 1, 2022

Advertiser: Toho Towa, Inc.

Advertising Company: Dentsu, Inc.

Creative Production Company: FIELD MANAGEMENT EXPAND, Inc.

Media Company: LIVE BOARD, INC.

Promotion Video : <https://youtu.be/SmgemvJlnrs>

DPAА DOOH-E AWARD2023 Official site : <https://dpaaglobal.com/dooh>



Comments from DPAА officials via LinkedIn:

“Our final DOOH-E award winner really showed off their creative side!

The last award of today’s #DPAАsummit is for the “Most Creative Campaign” - the nominees are exceptionally creative and made us go “wow”! The creativity can come across in a variety of forms – whether it is the messaging, the use of unique capabilities, the data applied, dynamic visuals or other impressive applications.”

Comment from Takuya Kurahashi, Creative Director, FIELD MANAGEMENT EXPAND, inc.:

“We were able to realize an out-of-this-world movie promotion by combining the media characteristics of the LIVE BOARD screens, which can produce many different materials depending on the time and weather, with the telepathic experience of the "super-directional speakers". We are very honored that the creative aspect of the project was highly evaluated. Thank you very much for the honorable 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

Website : <https://liveboard.co.jp/en/>

Media Contact : info_press@liveboard.co.jp