

PRESS RELEASE:

Printed on: Wednesday, September 19, 2007

Source: Media In Canada

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If a picture's worth a thousand words. . .

by [Terry Poulton](#)



Montreal's Zoom Media, in collaboration with Toronto media agency OMD Canada, is pioneering the use of electroluminescent paper in a campus campaign for SoBe Canada's Arush energy drink. The Mega Lit technology enables multiple billboard images to be individually illuminated in a pre-set sequence.

Running until the end of October, the Arush campaign - for which BBDO Toronto did the creative - is targeting students at 21 universities and colleges across Canada with 400 electroluminescent-enabled boards (as well as 27 standard boards).

"We found the electroluminescent paper and technology to be a perfect fit with both our creative and our brand overall," comments Andrea Houston, marketing manager for SoBe's energy drinks. "We are proud to be among the first companies utilizing this technology in Canada to showcase its products." [VIEW ALL STORIES FROM SEP 19, 2007](#)

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PRESS RELEASE:

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Source: PubZone.com

The One-Stop Shop For The Canadian Communications Industry

PubZone.com

By: Gail Chiasson
Sep 12, 2007

SoBe, in collaboration with OMD Canada is currently running a ZOOM Campus campaign to promote *SoBe's energy drink Arush*, using a new technology with **electroluminescent paper posters**.

ZOOM Classic frames are being installed using boards equipped with electroluminescent paper posters that are designed to sequentially illuminate different images throughout the ad.

The national campaign, running to the end of October, targets students on campus in ZOOM partner institutions. In addition to these special boards, Mega Lit boards are also being used to promote Arush.

"We found the EL paper and technology to be a perfect fit with both our creative and our brand overall," says Andrea Houston, marketing manager for energy drinks at SoBe. **"We are proud to be among the first companies utilizing this technology in Canada to showcase their products."**



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