

# Monster Media Wins 'Best Interactive Content' at 2009 DIGI Awards

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ORLANDO, FL -- (Marketwire) -- 11/12/09 -- Monster Media's interactive campaign to promote Oxygen's reality show, "Dance Your A\*\* Off," was awarded 'Best Interactive Content' at the 2009 DIGI Awards, which recognized outstanding achievements of companies active in the digital signage industry on Nov. 10.

Monster Media, the global leader of full-body interactive advertising and storefront domination programs, partnered up with Dom Camera & Company to create a highly interactive eye-catching display in a vacant storefront at Herald Square that promoted the launch of the weigh-loss, dance off reality show. This 67' long by 12' tall LCD infused Monster Storefront was triggered by the body movements of passers-by and featured video footage of the contestants as well as music and dialog from the show.

At the time of its launch, Oxygen's nine linked LCD interactive display area was Monster Media's largest LCD based window campaign to date.

This Monster Storefront increased viewer awareness of the premier date of the new series and contributed to "Dance Your A\*\* Off" setting a network record when it debuted to an average of 1.3 million total viewers. That's the largest audience ever for a series premiere on Oxygen.

"As the pioneers of edgy, interactive storefront displays, we always strive to be trendsetters in our niche market of digital out-of-home advertising," said Chris Beauchamp, CEO of Monster Media. "We are constantly reinventing ourselves and looking for new ways to integrate great creative concepts with the most advanced technologies available."

This award follows three other major awards Monster Media received this year including: the "Best Marketing Campaign" of the year at the 2009 Mobile Content Awards for their Samsung campaign, the "Most Innovative Campaign of the Year" award received at Infocomm 2009, also for their Samsung campaign and lastly, an OBIE Merit award in 2009 for their Travelers Insurance Monster Wall campaign.

For more information on Monster Media, please go to: [www.monstermedia.net](http://www.monstermedia.net).

About the company:

Monster Media remains the leader of advertising that responds to consumer's body movements and storefront domination programs. Their ability to deliver quality programs and customer service has allowed them to expand their presence across the globe with network applications including: storefront dominations, mass transit, airports, sport and entertainment venues and custom events. Since its inception in 2005, Monster Media has executed nearly 300 storefront ads globally and worked with clients such as HBO, Lexus, Target, Microsoft, MTV and Timberland to bring their messages to life. All campaigns are monitored and maintained around the clock by Monster Media.

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