

Holiday Cheer: Santa Claus vs. Zip the Elf

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ORLANDO, FL -- (Marketwire) -- 12/16/09 -- While Santa is still in his slumber, a jolly, dancing Elf named Zip has beat him to the punch this year and is already spreading holiday cheer throughout the country.

Shoppers at the Ridgedale Mall in Minn., and the 16th Street Mall in Denver, have received an early present, as one of the storefront windows has been transformed into a festive interactive holiday display complete with a little elf eager to delight all who pass by.

Monster Media, the global leader of full-body interactive advertising and storefront domination programs, partnered up with DraftFCB to create a one-of-a-kind, touch display promoting Qwest's internet services. Users are able to create unique holiday cards to email to their family and friends directly from the display. Each passerby has the chance to bring Zip to life by choosing his dance routine, festive soundtrack and personalized message. After the recording process users are then directed to type in the email addresses of their loved ones and send.

Monster Media is tracking how many times the display is activated as well as the number of emails sent from the display, providing Qwest with a tangible return on their investment. The campaign has reaped positive results so far, as the kiosks have been activated 968 times and nearly 10 percent of all who activate the kiosk send emails to their friends and family.

"This is an enormous step for our niche market of 'on-the-go' advertising," said Chris Beauchamp, CEO of Monster Media. "With this ad we have successfully bridged the gap between out-of-home advertising and online."

The touch screen display is ideally placed in a highly-trafficked area of the mall and users are directed to the screen by eye-catching static signage surrounding the touch kiosk. Monster Media unveiled the ad on Nov. 16 and it will run through Dec. 16.

To view a video of consumers interacting with the display visit:

http://www.monstermedia.net/video.php?qwestelf_promo

For more information on Monster Media, please go to: 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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