



In reaction to a NFL Referee blown call during the Detroit Lions wild card playoff game against the Dallas Cowboys, some very disgruntled but anonymous Detroit area fans put up digital billboards throughout Michigan that simply read "Detroit Lyin'."

**Highlights:**

As soon as the boards went live, the phone began to ring and the Internet started to buzz. The two billboard designs have received non-stop media attention from local Print, Radio and TV as well as national media sites such as Yahoo Sports, Sports Illustrated, ABC Sports, Dallas News, Facebook and Twitter.

**Details:**

The day after the game, Digital billboards went live in Detroit, Flint and Grand Rapids markets. Immediate media attention followed.

**Rationale:**

The Detroit Lions have a passionate fan base throughout Metro Detroit. The combination of great creative and strategically placed digital units proved to be a successful way to activate buzz on-line and in the national marketplace.

**Results:**

All this attention from Digital billboards that had zero contact information or a client logo, just great creative that simply pushed the right buttons!