



QUEBECOR stm

Natrel

UN LAIT
— BIOLOGIQUE —
d'ici
CA MÉRITE
UN PETIT EFFORT

VOUS MÉRITEZ Natrel

QUEBECOR

OOH AT ITS BEST

TABLE OF CONTENT



stm

6325

RECHARGEZ-LA
À DOMICILE.
AMENEZ-LA
PARTOUT.

OOH

PRIUS
PRIME
HYBRIDE
BRANCHABLE

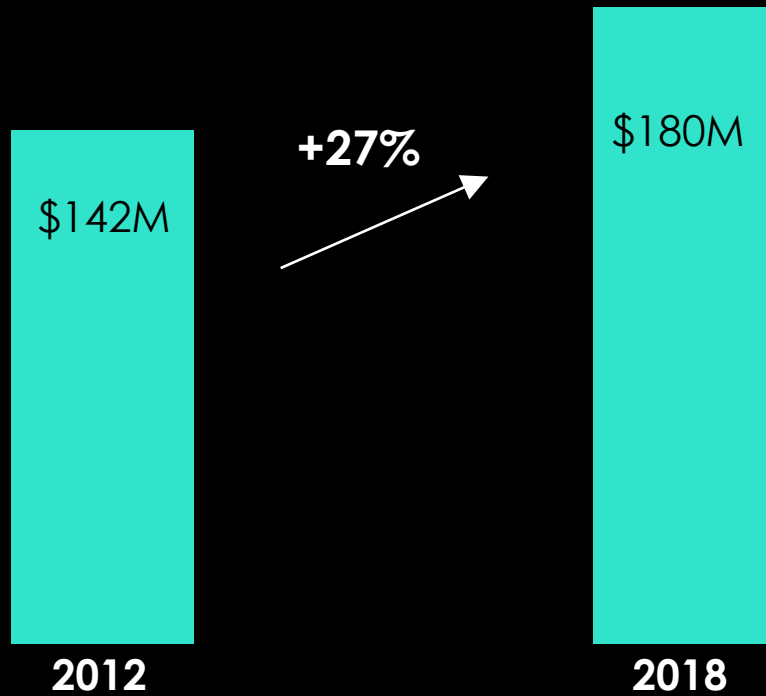
TOYOTA.CA/PRIME



OOH A MEDIA ON THE RISE

GROWTH FACTOR:
DIGITAL OOH

INCREASE IN ADVERTISING INVESTMENTS IN
QUEBEC OVER THE PAST 6 YEARS



OOH IN QUEBEC

RECALL AND ACTION

BIG VISIBILITY

79% notice OOH advertising

LEADS TO CONSUMPTION

59% are inclined to take action after seeing OOH advertising

INFLUENTIAL TOOLS

41% purchase products they hadn't planned on purchasing



OOH IN QUEBEC

A MEDIUM THAT ATTRACTS ATTENTION

79% of consumers pay attention to OOH

AMONG TECHNOLOGY USERS, THE ATTENTION RATE IS EVEN HIGHER:

SMARTPHONE USERS

81%

SOCIAL MEDIA
USERS

83% **83%** **87%** **92%**



AD BLOCKER USERS

74%

OUR MARKETS



OUR OOH NETWORK EFFECTIVE & GROWING

MONTREAL



STANDARD



DIGITAL

LAVAL



STANDARD



DIGITAL



SOUTH SHORE



STANDARD



DIGITAL



LÉVIS



STANDARD



DIGITAL



SHERBROOKE



STANDARD



DIGITAL



MORE THAN 13,000 ADVERTISING FACES



MONTREAL CMA

GROWING POPULATION

- **4,098,000** (2017)

VARIED TARGET GROUPS

- Total median household income (2015): **\$61,790**
- **32%** of households are families
- **56%** homeowners / **44%** renters
- Very large student population: **500 000**

HEIGHTENED EXPOSURE POTENTIAL

- **8.8M** trips made each day
- **90%** of daily trips made by island residents remain on the island
- **↑ 15%** car trips (2008-2013)
- **↑ 10%** public transit trips (2008-2013)





LAVAL

THIRD BIGGEST CITY IN QUEBEC

- **Population** (2017) : **437,413**

A VALUABLE TARGET

- Total median household income: **\$70,216**
vs. \$52,519 on the Island of Montreal
- **43%** of households are families
vs. 22% on the Island of Montreal
- **69%** homeowners / **31%** renters
vs. 40% homeowners / 60% renters on the Island of Montreal
- Large student population : **40 000**

SUBURBAN-FOCUSED TRIPS

- **809,400** trips made each day
- **66%** of trips are made within the City of Laval
37% of the population work within the City of Laval
- **13%** of the population are public transit users
- **↑ 7%** public transit trips (2012-2017)
- **↑ 20%** car trips (2008-2013)

SOUTH SHORE

FOURTH BIGGEST MARKET IN QUEBEC

- **Population: 415,350**

Includes: Boucherville, Saint-Lambert, Brossard, Saint-Bruno, Longueuil

A VALUABLE TARGET

- Total median household income in 2015: **\$66,932**
vs. \$52,519 on the Island of Montreal
- **36%** of households are families
vs. 22% on the Island of Montreal
- **63%** homeowners / **37%** renters
vs. 40% homeowners / 60% renters on the Island of Montreal
- Significant student population: 15,000
*University campuses (Sherbrooke, UQAM, UDEM),
Cégep Édouard-Montpetit, Champlain Regional College*

SUBURBAN-FOCUSED TRIPS

- **876,000** trips made each day
- **72%** of trips are made within the South Shore
46% of the population work within the South Shore
- **↑ 13%** car trips (2008-2013)
- **14%** of the population are public transit users





LÉVIS

A MAJOR SUBURB OF QUEBEC CITY

- **146,794** inhabitants

A VALUABLE TARGET

- Median household income (2015): **\$68,071**
vs. \$59,881 in Quebec City
- **36%** of households are families
- **70%** homeowners / **30%** renters
- Student population : **13 000**

SUBURBAN-FOCUSED TRIPS

- **338,494** trips made each day
- **75%** of trips are made within Lévis
59% of residents work in Lévis
- **↑ 15%** drivers in the Lévis region (2006-2015)
- **↑ 7%** public transit trips (2006-2015)



SHERBROOKE

POPULATION

- **210,900** inhabitants

A STUDENT CITY

- Median household income (2015): \$53,747
- **30%** of households are families
- **54%** homeowners / **46%** renters
- More than **50,000** college and university students

HEIGHTENED EXPOSURE POTENTIAL

- **544,157** trips made each day
- **91%** of trips are made within Sherbrooke
- **↑ 25%** number of vehicles (2003-2012)
- **↑ 8%** public transit trips (2007-2016)

STANDARD TRANSIT SHELTERS

QUÉBECOR
Média

stm



Offert dans tous les faits à partir de 45,99 \$.
Au 8 septembre de la location.

Parce que votre vie est facile en couleur.

45,99 \$



exclusivement chez

RÉNO DÉPÔT

TSA STRENGTHS

EXCLUSIVE LOCATIONS

- Present in 17 districts of Montreal (out of 19)
- At the heart of trendy neighborhoods: Griffintown, Rosemont, Villeray, Downtown, Plateau, etc.
- Dominant in West Island

PROXIMITY TO THE CONSUMER

- Located on the sidewalk
- Positioned at eye level (higher than Canadian standard)
- Utility service: public transport users

TARGETED

- Over 4,000 ad faces
- Efficiently targets various consumers categories

REACHES EVERYONE

- Drivers
- Pedestrians and cyclists
- Public transport users



TRANSIT SHELTERS VS OTHER OOH FORMATS

MASS MEDIA



Monthly reach

MONTREAL CMA	98%
QUEBEC CITY CMA	68%
SHERBROOKE CMA	82%

ATTENTION MEDIA



Transit shelter advertising attracts my attention **always and/or most of the time**

MONTREAL CMA	142	Index
QUEBEC CITY CMA	136	Index
SHERBROOKE CMA	154	Index

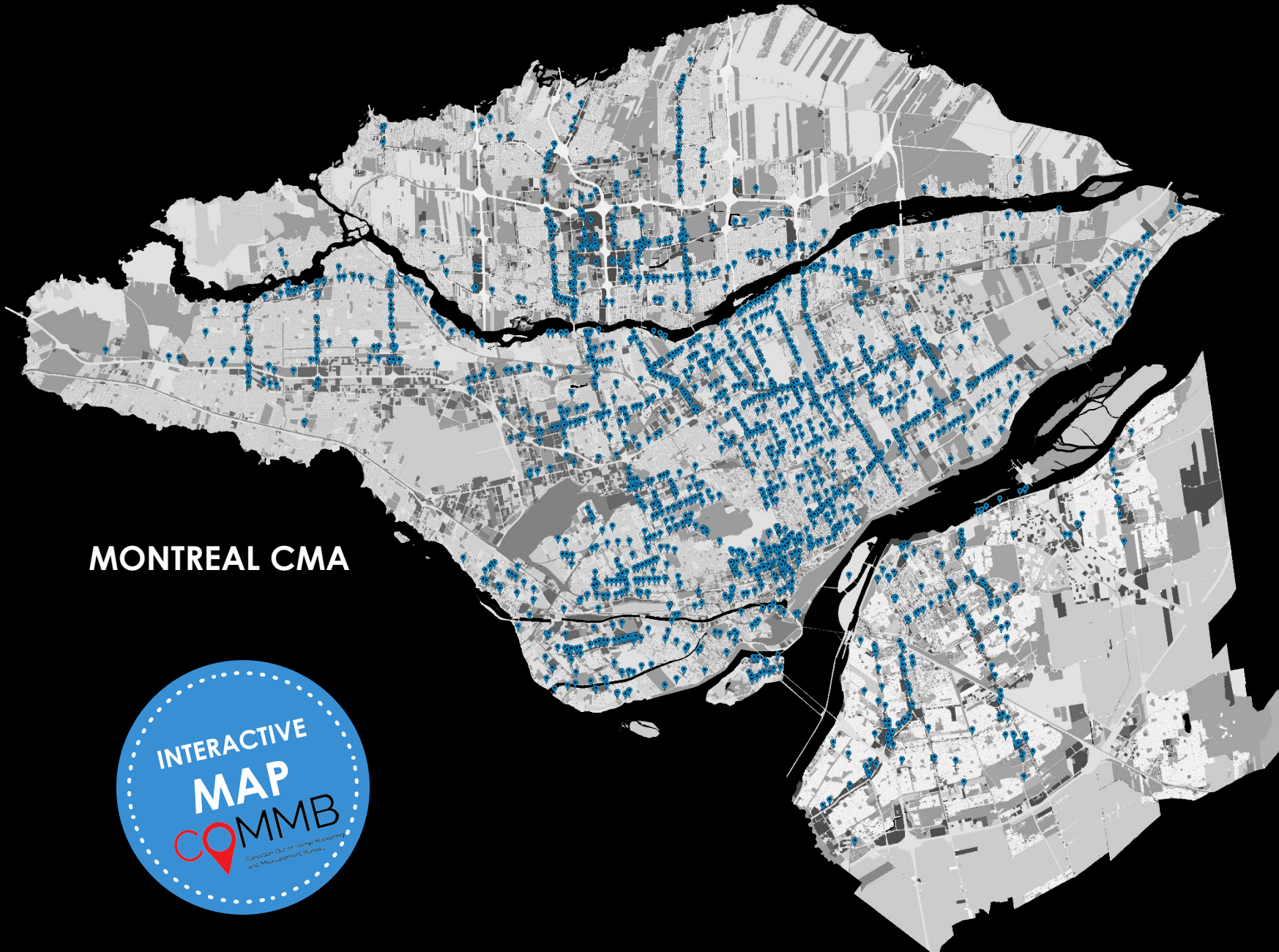
INFLUENCE MEDIA



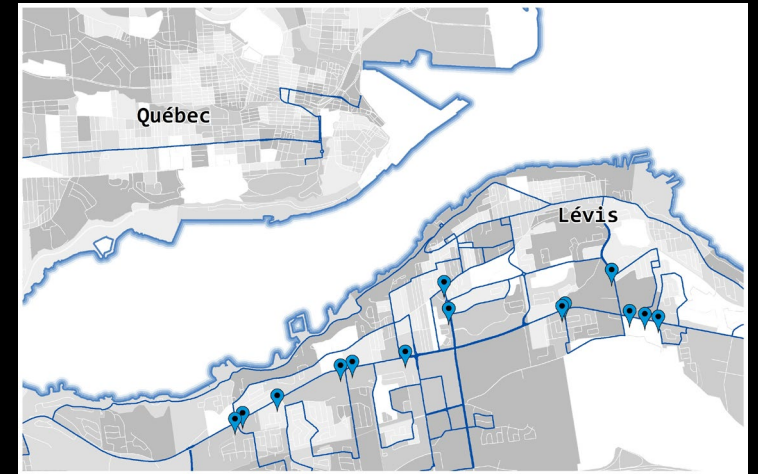
I took action related to the product/service I saw in a transit shelter ad*

MONTREAL CMA	132	Index
QUEBEC CITY CMA	123	Index
SHERBROOKE CMA	-*	Index

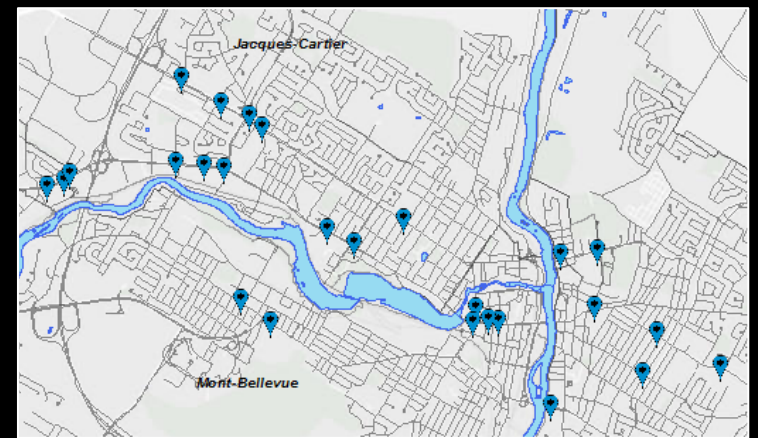
OUR TSA INVENTORY



MONTREAL CMA

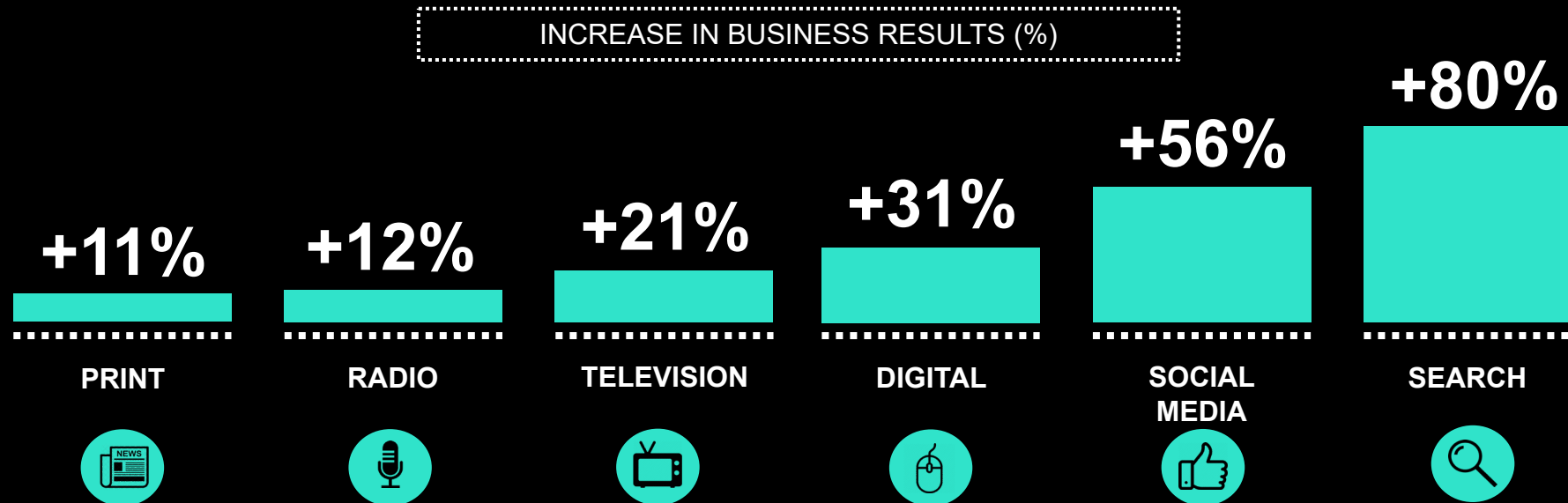


LÉVIS



SHERBROOKE

COMBINING FORMATS INCREASES PERFORMANCE



ADVERTISERS WHO SPEND 15 % OR MORE OF THEIR AD BUDGET IN OOH
get better results

SHORT TERM SALES
+ 22 %

FAME
+ 50 %

BRAND STATURE (ESTEEM)
+ 62 %

COMBINE OOH FORMATS TO IMPROVE A CAMPAIGN'S REACH

Reach (%): 4 weeks – A25-54
Quebecor TSA + Billboard
Montreal CMA



COMBINING MEDIA TYPES

OOH + TV

Montreal market – February



\$150,000

	A18+	A18-34	A25-54
REACH (%)	70	53	62
FREQUENCY	13	7	8



\$50,000

+



\$100,000

	A18+	A18-34	A25-54
REACH (%)	92	81	90
FREQUENCY	14	12	13

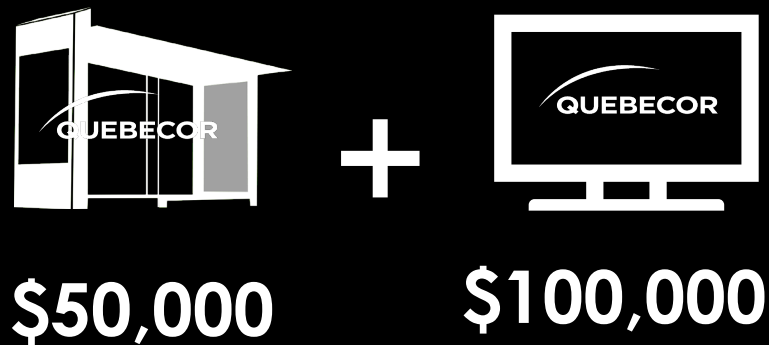
COMBINING MEDIA TYPES

OOH + TV

Montreal market – July



	A18+	A18-34	A25-54
REACH (%)	63	49	56
FREQUENCY	16	10	13



	A18+	A18-34	A25-54
REACH (%)	93	79	90
FREQUENCY	22	17.7	21

COMBINING MEDIA TYPES

OOH + TV

Marché de Montréal – October



\$150,000

	A18+	A18-34	A25-54
REACH (%)	71	62	66
FREQUENCY	12	7	8



\$50,000

+



\$100,000

	A18+	A18-34	A25-54
REACH (%)	93	81	89
FREQUENCY	15	11	13

COMBINING MEDIA TYPES

OOH + DIGITAL

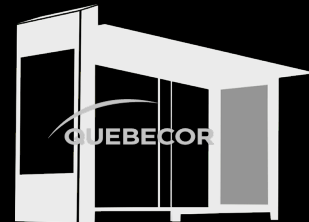


\$35,000

	A18+	A18-34	A25-54
REACH P.Q.	14%	10%	17%
FREQUENCY P.Q.	2	1,4	1,7



\$20,000



\$15,000

	A18+	A18-34	A25-54
REACH MTL RMR	78%	61%	74%
FREQUENCY MTL RMR	8,3	8,7	9,6

Québecor – Insights

Sources : Web; Comscore, Avril 2020, PQ franco, mix site web/médias sociaux/sites de recherche (SEM). 100% display, multiplateformes (desktop / mobile OS & android / tablette OS), Affichage; COMMB Hiver 2020 (janvier) et Numeris-RTS Automne 2019, Montréal rmr, abribus standard. Campagne, 20 PEB sur 4 semaines.

OOH + DIGITAL

A WINNING COMBINATION

61% say **digital media have a low influence** on them
(including 1,6 millions of A25-54)

66% of them **notice OOH**

26% use **Adblocker** softwares (52 % of A8-34)

83% of them **notice OOH**

“ When comparing different approaches, **using both Facebook and OOH ads worked best.** [...] ”

A combination of OOH and Facebook ads can increase a campaign's **reach and efficiency.** [...]

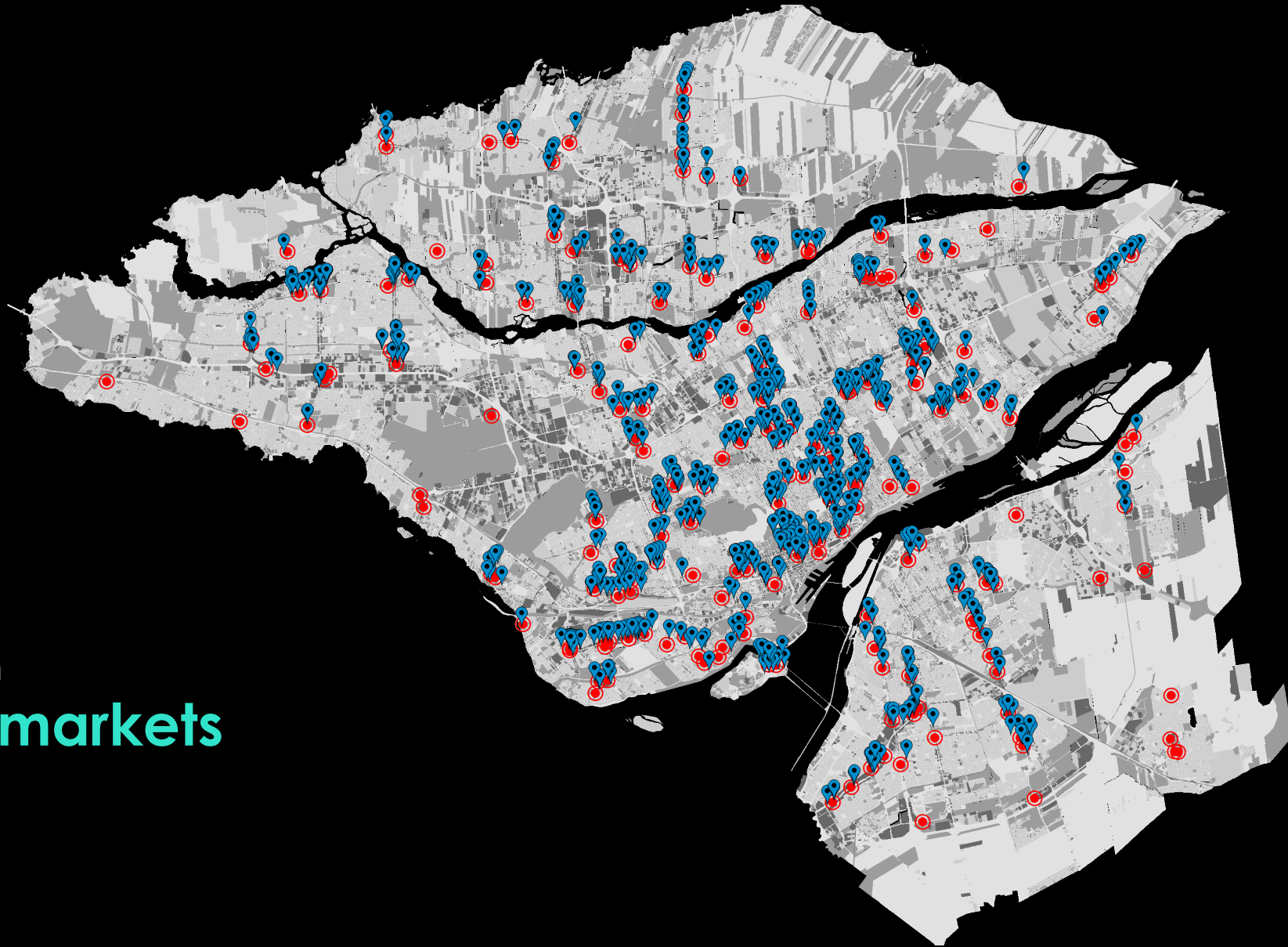
Facebook and OOH advertising are particularly effective in driving new product **awareness and consideration** with **younger audiences.**

— Facebook for business



GEOTARGETING STRATEGY

BY RADIUS OR BY NEIGHBOURHOOD



Quebecor TSAs reach
90 % of supermarkets
within a 500m radius

OOH CREATIVITY

THE GOLDEN RULES

- Brief message
- Readability
- Colour
- Contrast
- Brand promotion



CREATIVE CONCEPTS



GEOTARGETED CONCEPTS



LINE OF SIGHT



3D CONCEPT

VIDEO!



INTERACTIVE TSA

VIDEO!

LET YOUR CREATIVITY RUN FREE!

QUÉBECOR
Média

stm

L'APPAREIL
MOBILE DE L'ANNÉE

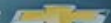
LA TOUTE NOUVELLE
CHEVROLET SPARK

DIGITAL TRANSIT SHELTERS

DÉCOUVREZ DE NOUVEAUX HORIZONS

4G LTE
Wi-Fi™
DE SÉRIE

CHEVROLET



DIGITAL TRANSIT SHELTER

FLEXIBLE AND INNOVATIVE

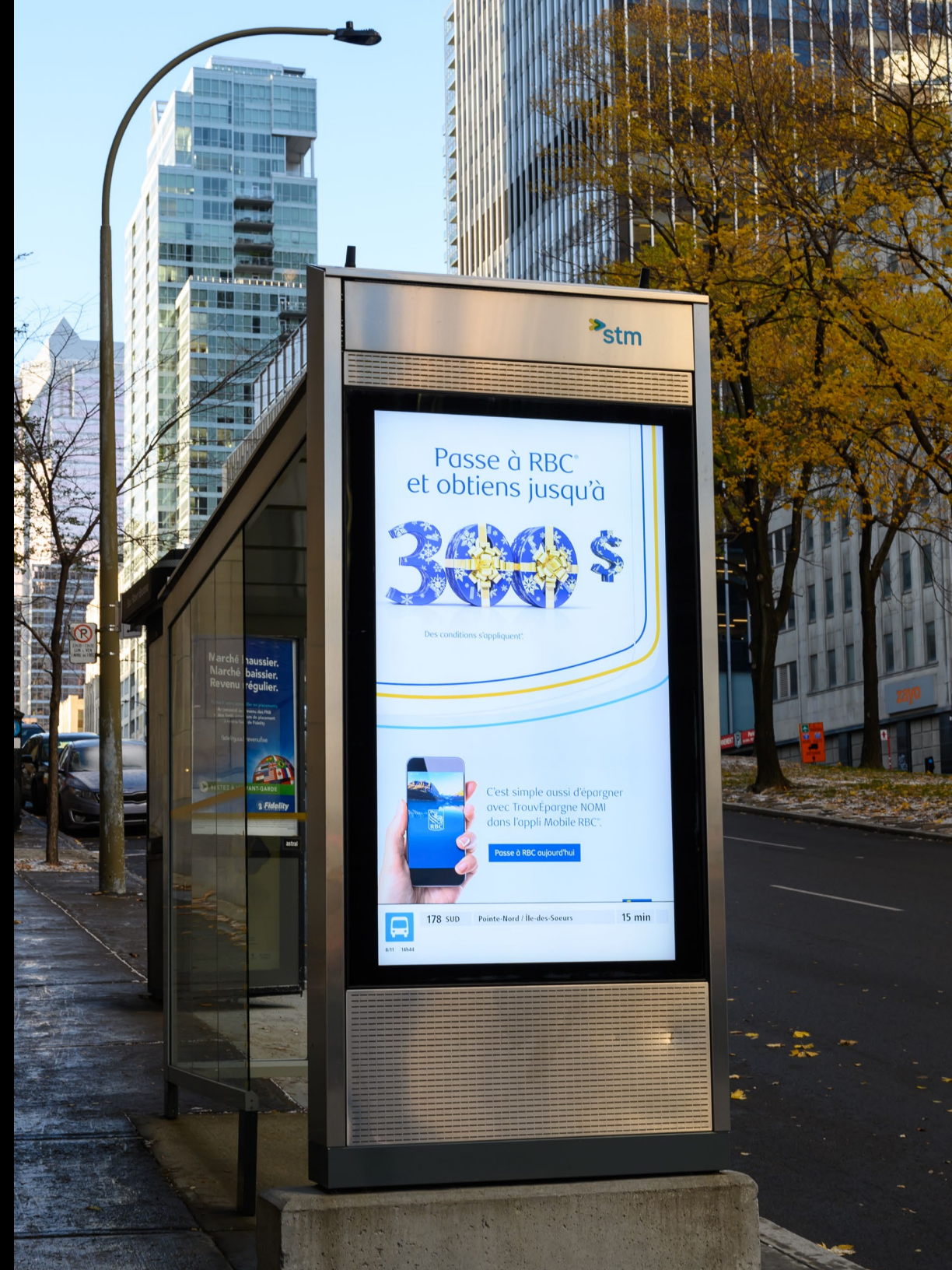
- Advertising content contextualized according to time, temperature, location, and other available data
- Possibility of having a countdown or unveiling campaign
- Visuals quickly updated

URBAN

- Comprehensive networks that reach the entire urban population
- Bus schedule displayed in real time (Montreal and Laval)

HOW IT WORKS

- Loops: 6 inserts x 8 seconds
- Networks predefined according to 3 relevant strategies for advertisers



OUR DIGITAL NETWORKS - MONTRÉAL CMA



DOWNTOWN - COMPLETE NETWORK

- 22 transit shelters
- Emphasis on pedestrians: 120,070
- Daily traffic: 555,828

HIPTOWN – COMPLETE NETWORK

- 48 transit shelters
- Emphasis 18–34-year-olds
- Predominantly pedestrian: 177,090
- Daily traffic: 1,125,730

GOTOWN – COMPLETE NETWORK

- 64 transit shelters – inc. 5 Laval + 9 South Shore
- Main roads
- High daily traffic: 2,153,464

DOWNTOWN - HALF NETWORK

- 11 transit shelters
- Emphasis on pedestrians: 48,560
- Daily traffic: 276,699

HIPTOWN – HALF NETWORK

- 24 transit shelters
- Emphasis 18–34-year-olds
- Predominantly pedestrian: 79,850
- Daily traffic: 562,382

GOTOWN- HALF NETWORK

- 25 transit shelters
- Montreal only
- Main roads
- High daily traffic: 926,789

OUR DIGITAL NETWORKS

LAVAL – SOUTH SHORE – LÉVIS – SHERBROOKE



LAVAL NETWORK

- 5 transit shelters
- Gotown strategy
- Daily traffic: 87,771



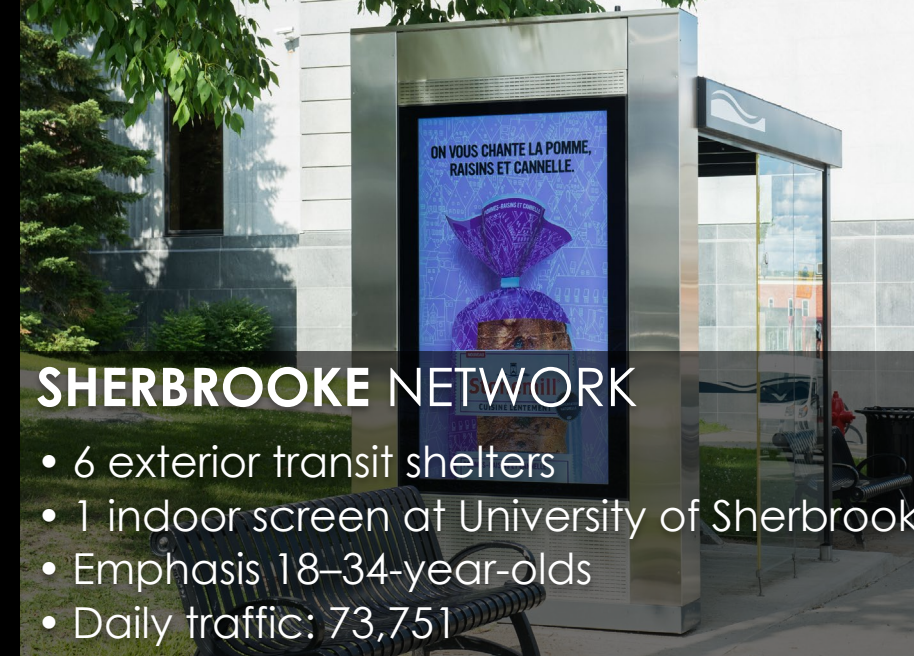
SOUTH SHORE NETWORK

- 9 transit shelters
- Gotown strategy
- Daily traffic: 209,551



LÉVIS NETWORK

- 2 transit shelters
- Emphasis 18–34-year-olds
- Workers
- Daily traffic: 11,060



SHERBROOKE NETWORK

- 6 exterior transit shelters
- 1 indoor screen at University of Sherbrooke
- Emphasis 18–34-year-olds
- Daily traffic: 73,751

CREATIVE CONCEPTS



HABS GOALS



COUNTDOWN



SURVEY RESULTS

LET YOUR CREATIVITY RUN FREE!

QUÉBECOR
Média



PROGRAMMATIC

FIESTA ST

#PLUS POUR TOUS

Allons plus loin

QUEBECOR OUT-OF-HOME PROGRAMMATIC PARTNERS



« **Open market** » and **private deals**, featuring a robust suite of geotargeting insights and campaign planning tools.



A **complete programmatic buying ecosystem**, allowing users to program automated buys based on campaign performance data.



The programmatic platform that will allow us to **establish private deals** through a connection with **30 different buying platforms** (DSP), such as:



Easy-to-use « **Open market** » platform featuring a wide variety of inventory, all while offering the most advanced demographic targeting tools.

INVENTORY TO DATE

Daily circulation
over 3,755,000

140 screens available

Markets	Number of screens	Total daily circulation
Montreal	120 screens	3,373,387
Laval	5 screens	87,771
South Shore	9 screens	209,551
Sherbrooke	4 screens	73,751
Lévis	2 screens	11,060

Source: COMMB



TYPES OF BUYS

	OPEN MARKET	PRIVATE DEALS
Description	<ul style="list-style-type: none"> • Self-serve buying • Fixed CPM ¹ • Inventory available simultaneously to everyone • Platform targeting only (no Quebecor data) 	<ul style="list-style-type: none"> • Personalized agreements <ul style="list-style-type: none"> • “1 to many”: open to everyone • “1 to 1”: specific to a single client • CPM specific to each offer • Addition of a Quebecor targeting layer
Guarantees	Neither inventory nor investments are not guaranteed	Neither inventory nor investments are not guaranteed
When to use	<ul style="list-style-type: none"> • Occasional purchase depending on your needs • Without committing to an investment • Subject to inventory availability for the period 	<ul style="list-style-type: none"> • Access to pre-defined premium packages • Without committing to an investment • Subject to inventory availability for the period • Use of Quebecor's precise targeting data, free of charge • To connect to a digital or omnichannel DSP



¹ Quebecor reserves the right to modify the CPM without notice.

* VISTAR MEDIA will be available from end of Septembre/early October 2020



21507

VOYAGEZ VERT - AUTOBUS HYBRIDE

BUSES

Réseau de transport de Longueuil

Famille futée 4 EN VENTE PARTOUT

VOTRE GUIDE POUR SURVIVRE AUX SOIRS DE SEMAINE

PLUS EXPERTISE PAR L'HOMME

UN LIVRE DE CUISINE 100%

Longueuil
RTL

TRANSIT

GLOBAL MARKET COVERAGE

LEVIS



89



3.97 millions / year

SHERBROOKE



94



9.6 millions / year

LAVAL



318



22 millions / year

SOUTH SHORE



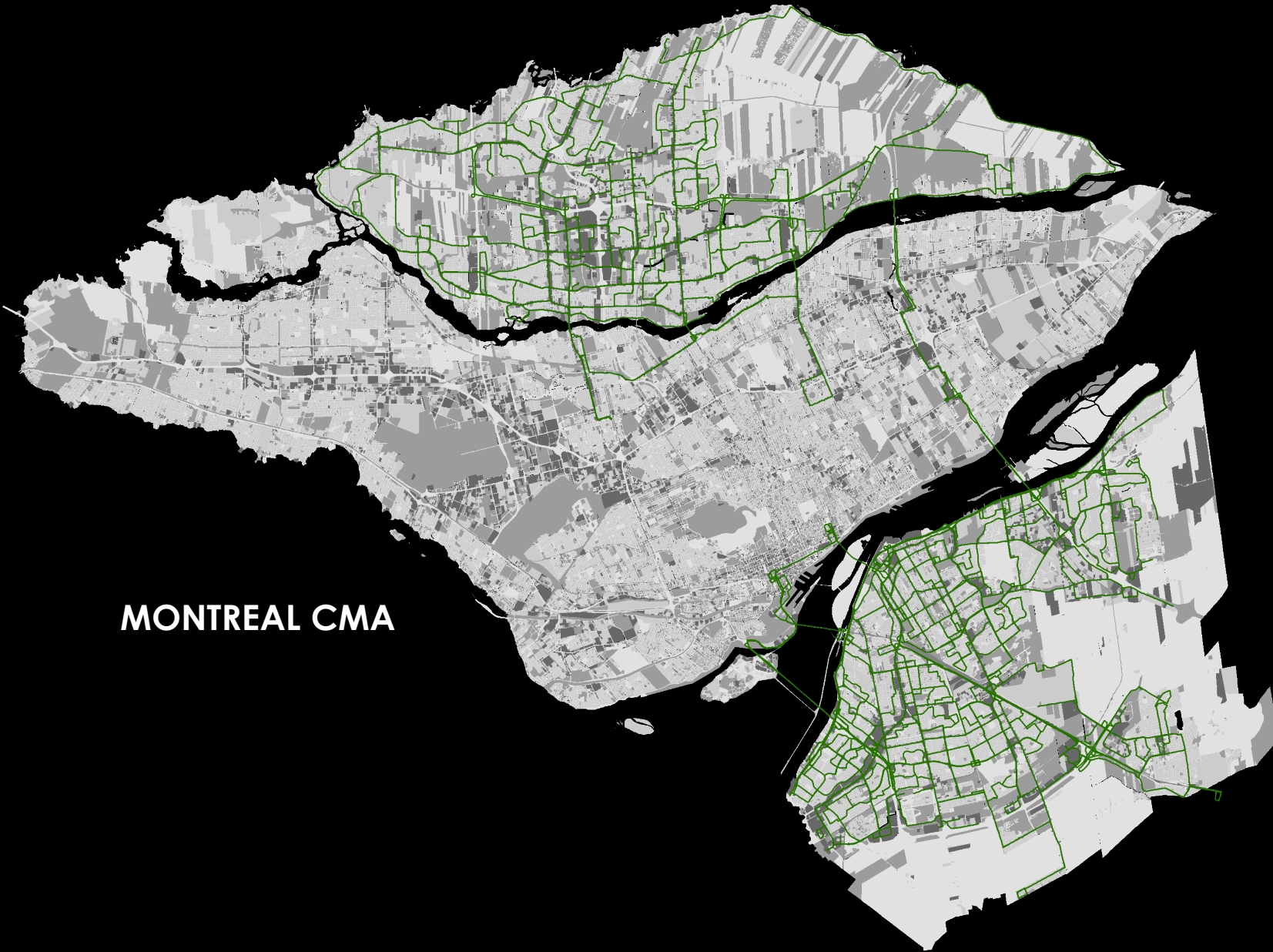
435



36.5 millions / year



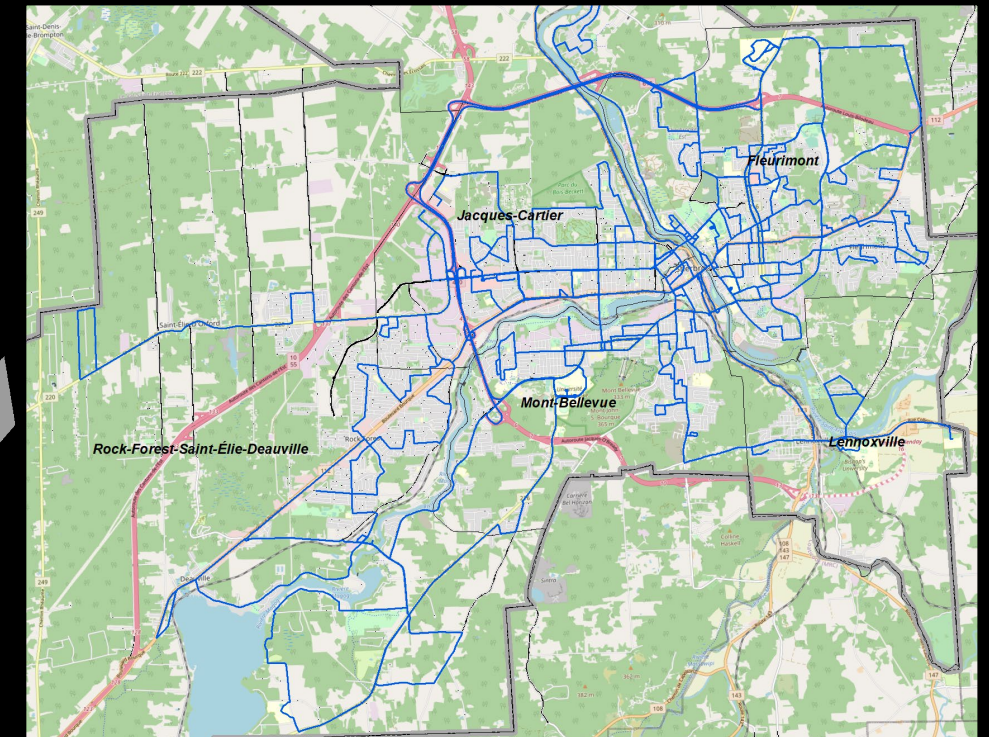
OUR TRANSIT COVERAGE



MONTREAL CMA



LÉVIS



SHERBROOKE

ADVERTISING OFFERS



SEVENTY

- Works well for reaching drivers
- Possible to combine with a rear mural



KING

- Works well for reaching drivers, pedestrians, users
- Possible to combine with various side mural formats



INTERIOR

- Frequency with bus users
- Strength: Proximity and waiting time
- Possible to wrap interior upon request



IMPACTFUL FORMATS



REAR MURAL



SIDE MINI-MURAL



SIDE MURAL AND SUPERBUS

CREATIVE CONCEPTS



LET YOUR CREATIVITY RUN FREE!

PUT US TO THE TEST: CONTACT US.

TORONTO

toronto@quebecormedia.com

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MONTRÉAL

montreal@quebecormedia.com

514-526-9251 X3196

QUEBECOR
