

EST

625

EN-DES

QUEBECOR

OOH AT ITS BEST

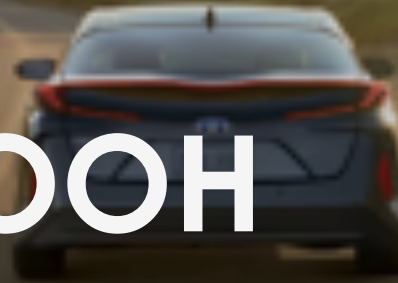
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6325

RECHARGEZ-LA
À DOMICILE.
AMENEZ-LA
PARTOUT.



OOH

PRIUS
PRIME
BY TOYOTA
BRAND-NEW

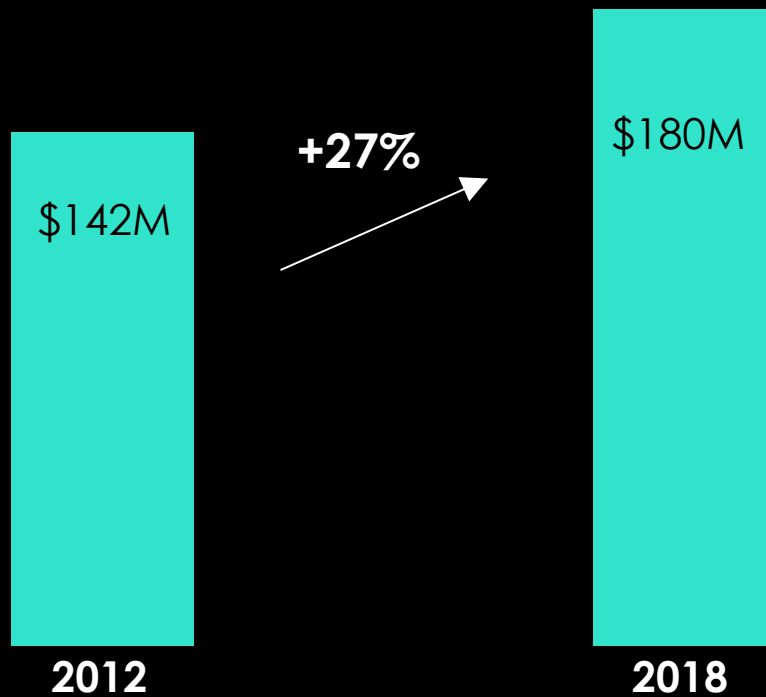
TOYOTA.COM/PRIME



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



LAVAL



SOUTH SHORE



LÉVIS



SHERBROOKE



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

- **147,807** inhabitants

A VALUABLE TARGET

- Median household income (2015): **\$85,518**
vs. \$69,843 in Quebec City
- **30%** of households are families
- **70%** homeowners / **30%** renters
- Student population : **13 000**

SUBURBAN-FOCUSED TRIPS

- **396,558** trips made each day (residents and non-residents)
- **68%** of trips are made within Lévis
54% of residents work in Lévis
- **↑ 15%** drivers in the Lévis region (2011-2017)
- **↑ 23%** public transit trips (2011-2017)

Sources: Statistique Canada, projection 2020 | Bulletin des écoles secondaires du Québec 2020 | Site officiel du Centre des services scolaire des navigateurs | Site officiel du Cégep de Lévis | Site officiel de l'université du Québec à Rimouski | Enquête Origine-Destination 2017, Région Québec-Lévis | Ville de Lévis, profil statistique novembre 2018, tiré de Statistique Canada 2016



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



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

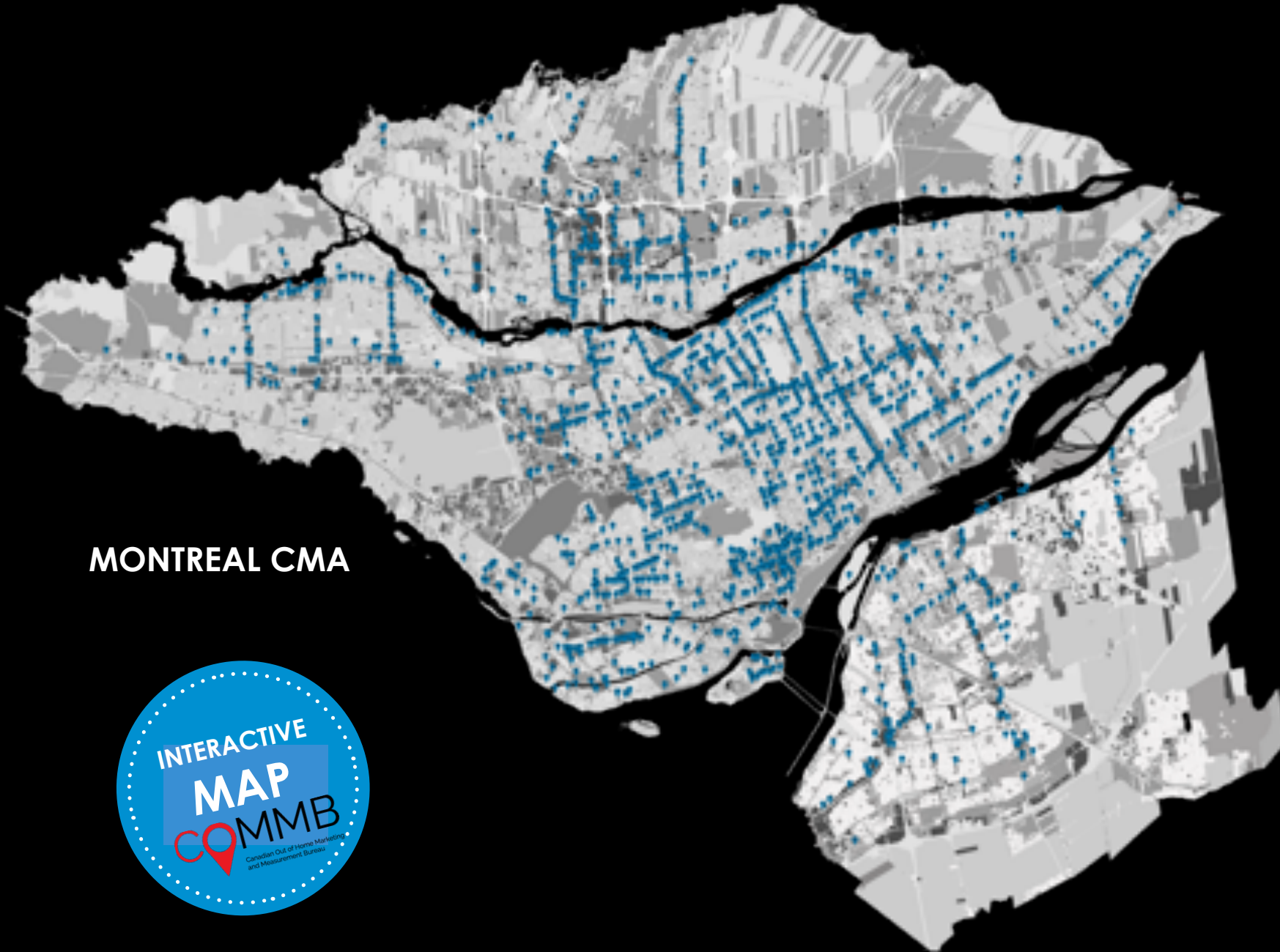
INFLUENCE MEDIA



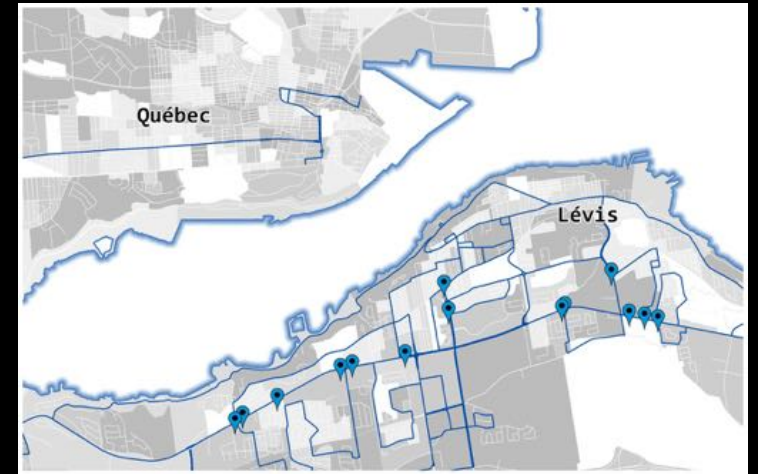
I took action related to the product/service I saw in a transit shelter ad*

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

OUR TSA INVENTORY



MONTREAL CMA

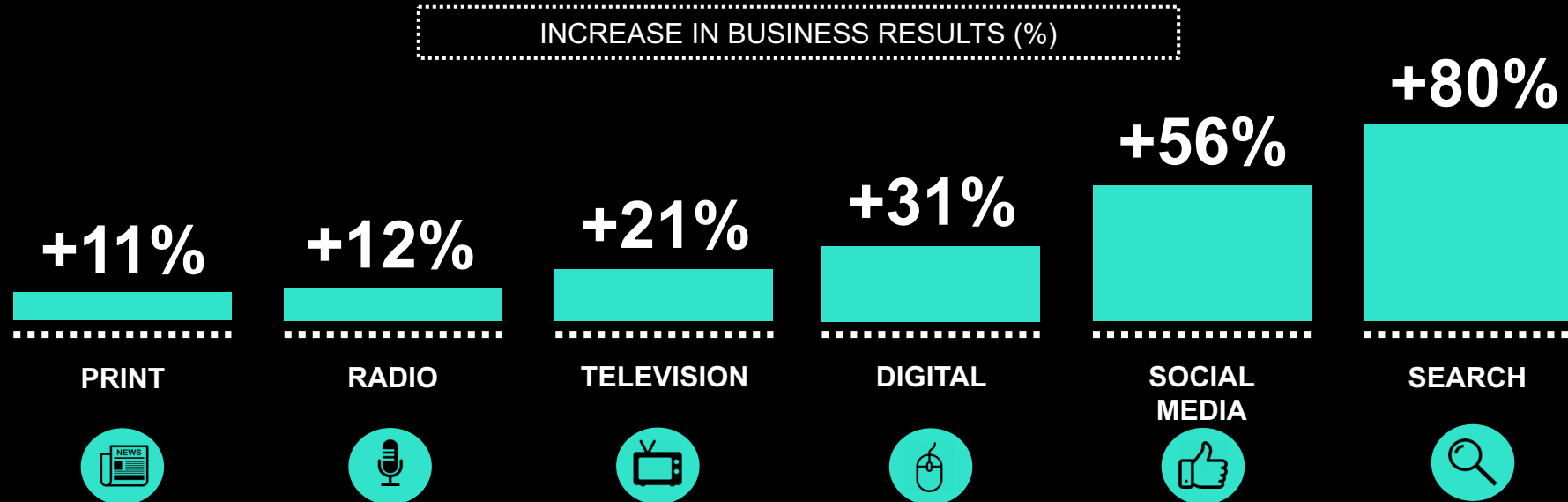


LÉVIS



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



\$20,000



\$15,000

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

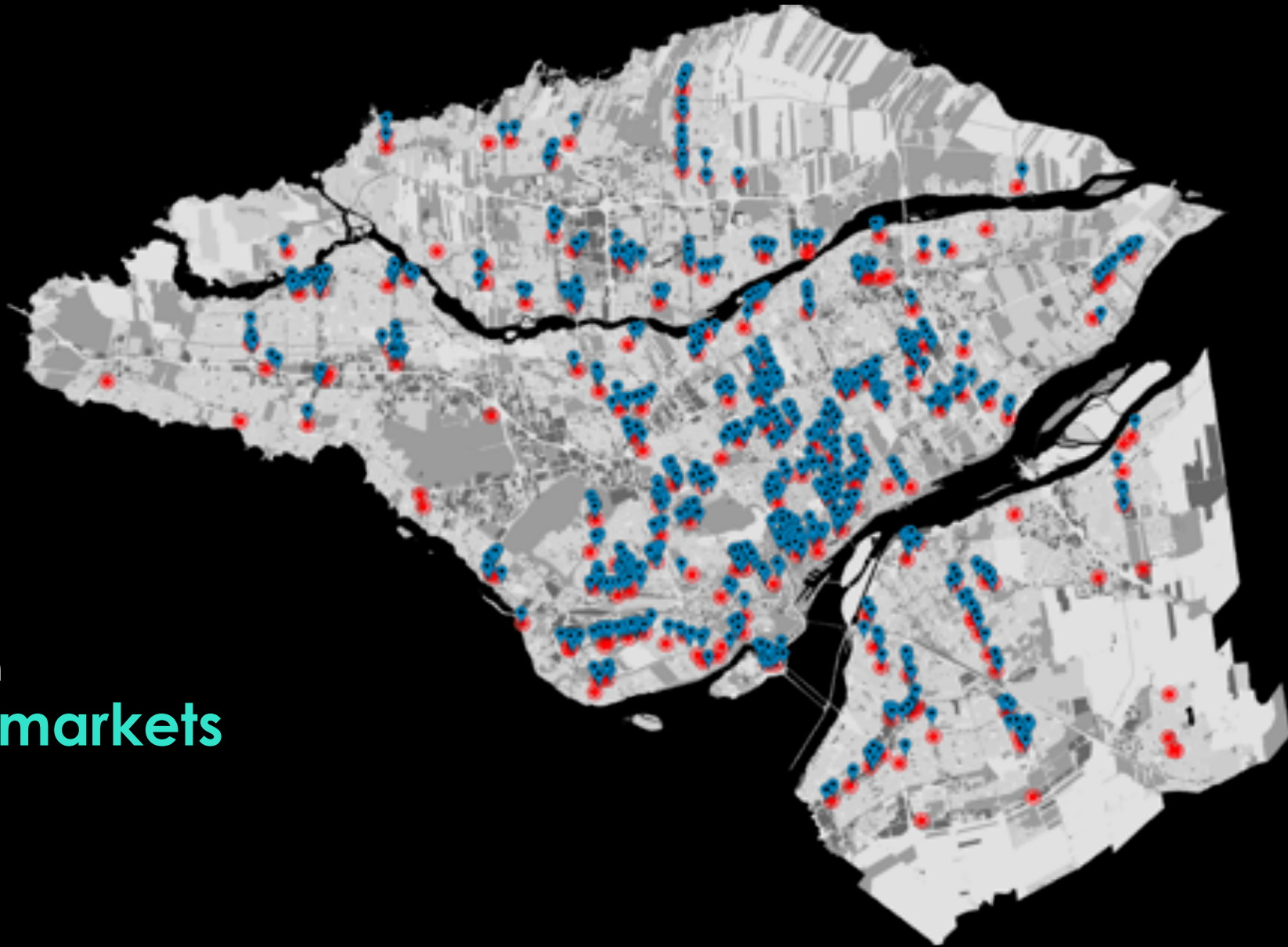
Facebook and OOH advertising are particularly effective in driving new product **awareness and consideration** with **younger audiences**.

— 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



LET YOUR CREATIVITY RUN FREE!



DIGITAL TRANSIT SHELTERS

DIGITAL TRANSIT SHELTER

FLEXIBLE AND INNOVATIVE

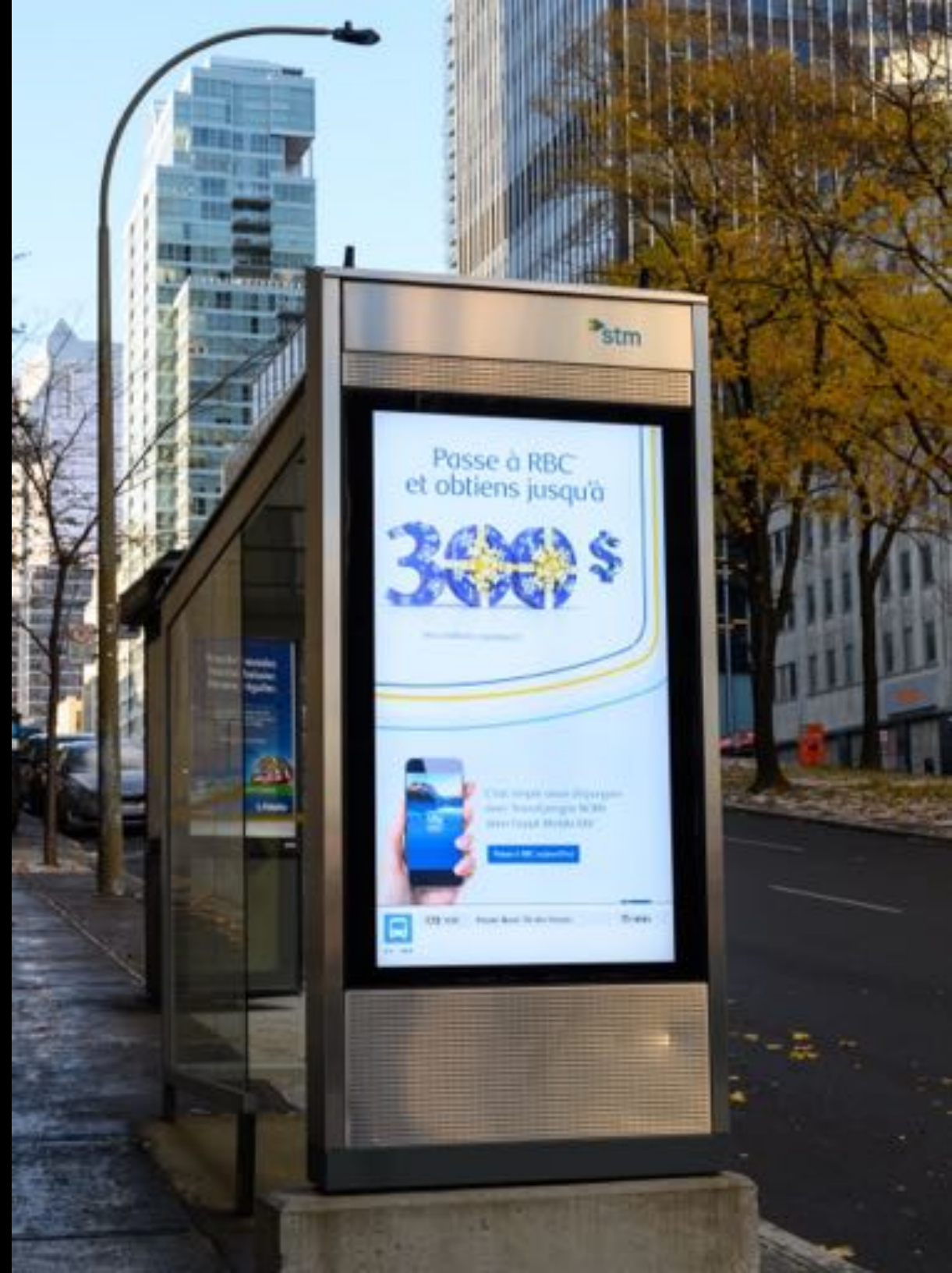
- Advertising content contextualized according to time, temperature, location, and other available data
- Possibility of having a countdown or unveiling campaign
- Visuals quickly updated

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



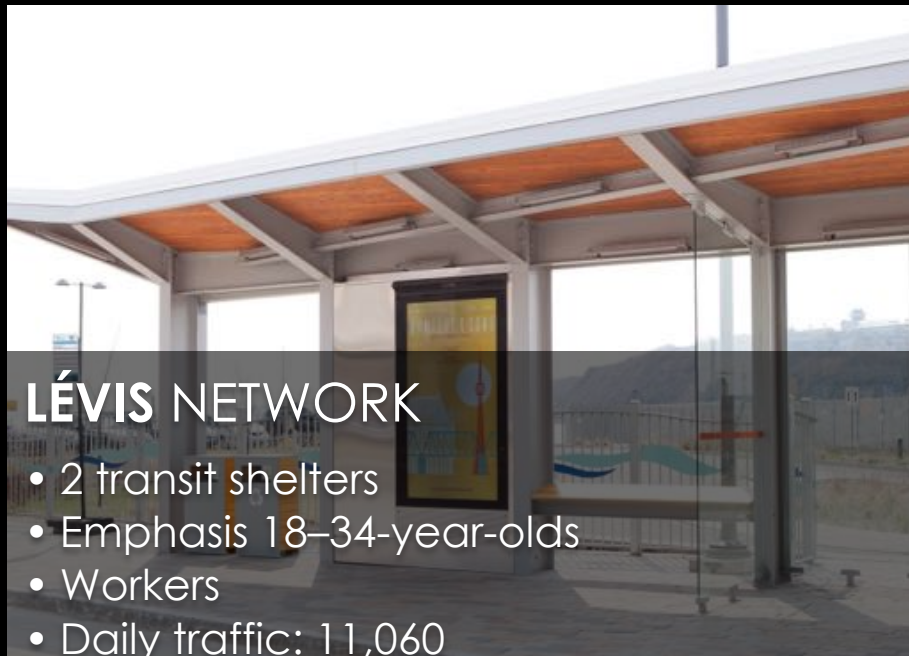
LAVAL NETWORK

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



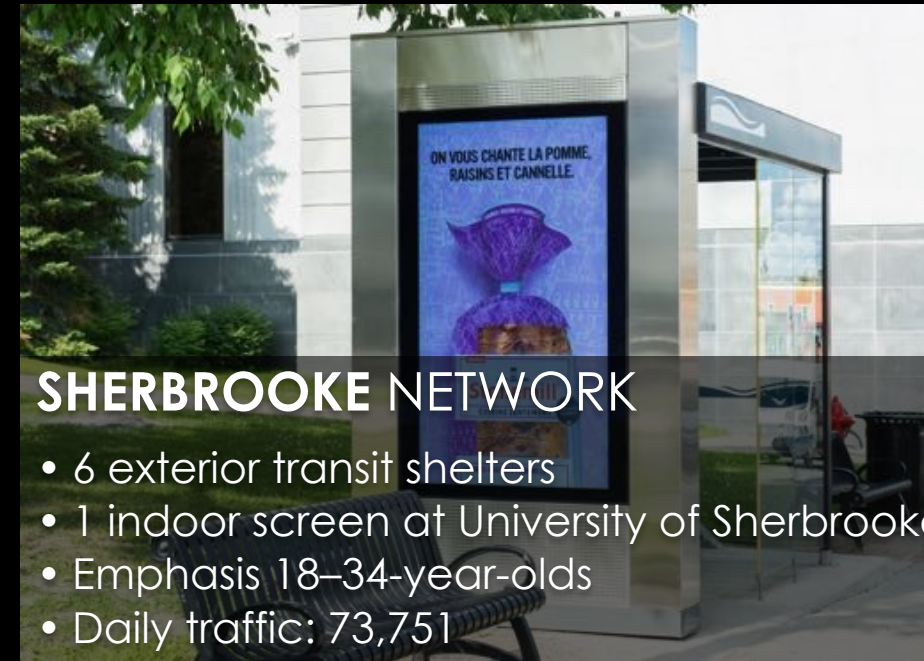
SOUTH SHORE NETWORK

- 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



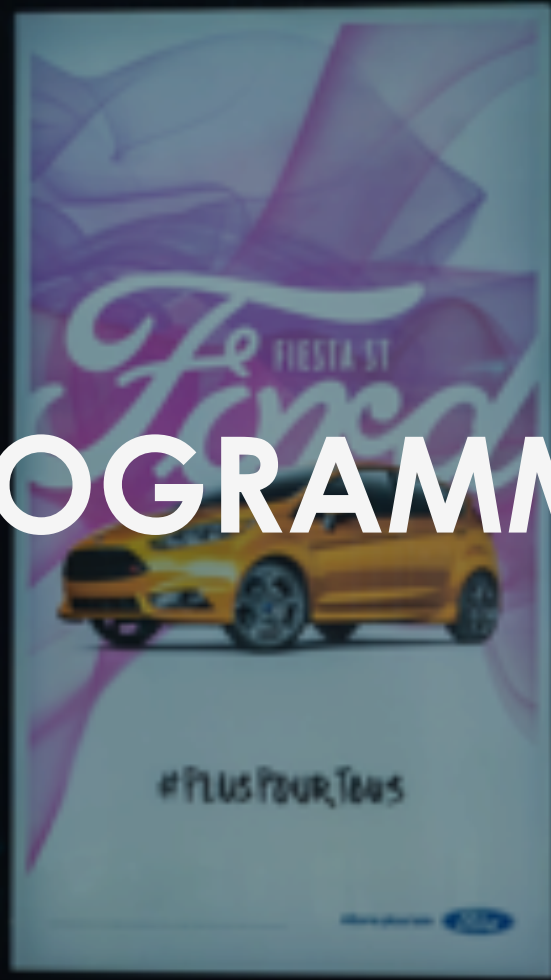
COUNTDOWN



SURVEY RESULTS

LET YOUR CREATIVITY RUN FREE!

PROGRAMMATIC



QUEBECOR OUT-OF-HOME PROGRAMMATIC PARTNERS



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



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



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



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 3,9M**

139 screens available

Markets	Number of screens
Montreal	119 screens
Laval	5 screens
South Shore	9 screens
Sherbrooke	4 screens
Lévis	2 screens

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.

BUSES



TRANSIT

GLOBAL MARKET COVERAGE

LEVIS



89



3.97 millions / year

SHERBROOKE



94



9.6 millions / year

LAVAL



318



22 millions / year

SOUTH SHORE



435

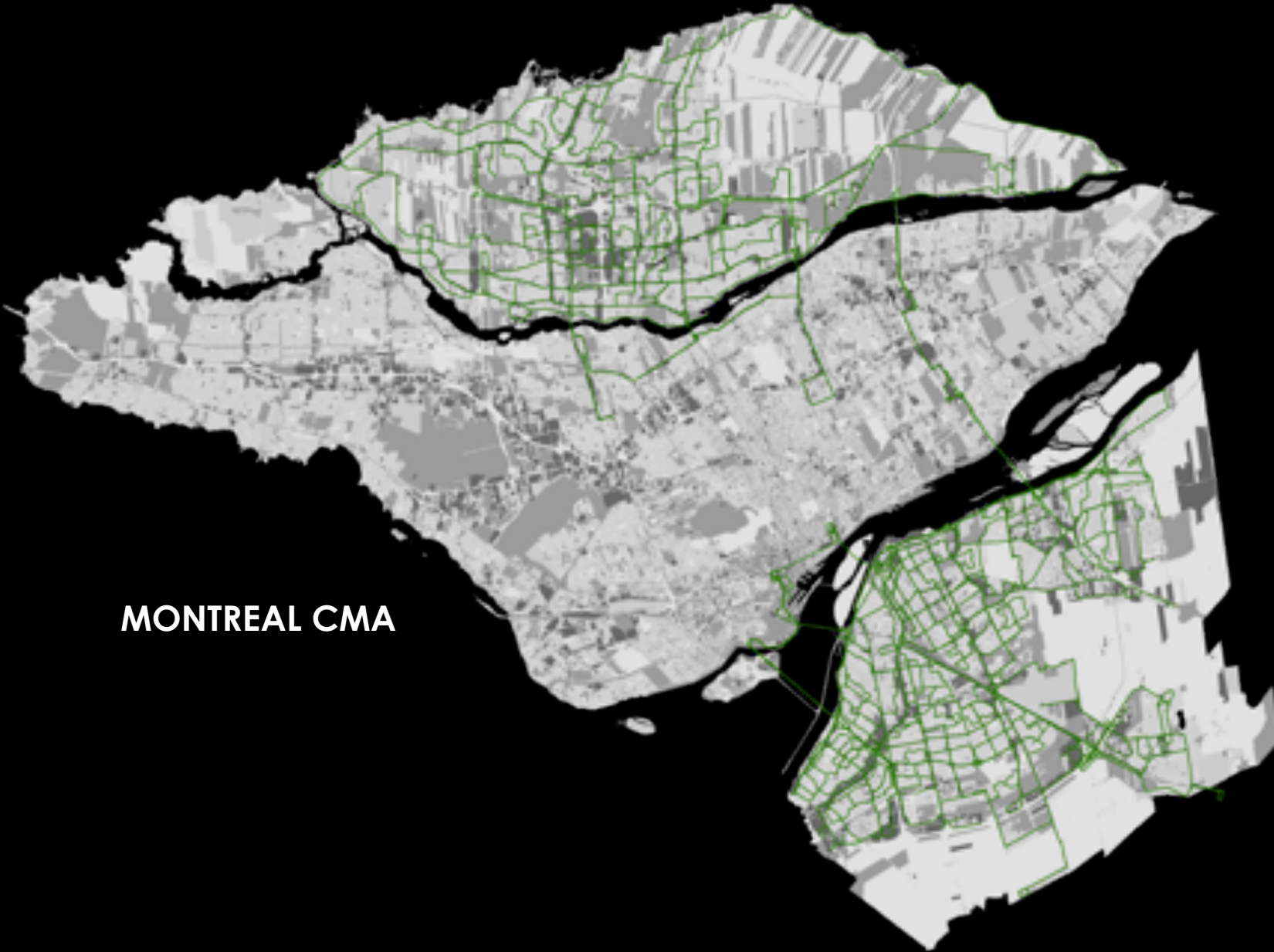


36.5 millions / year

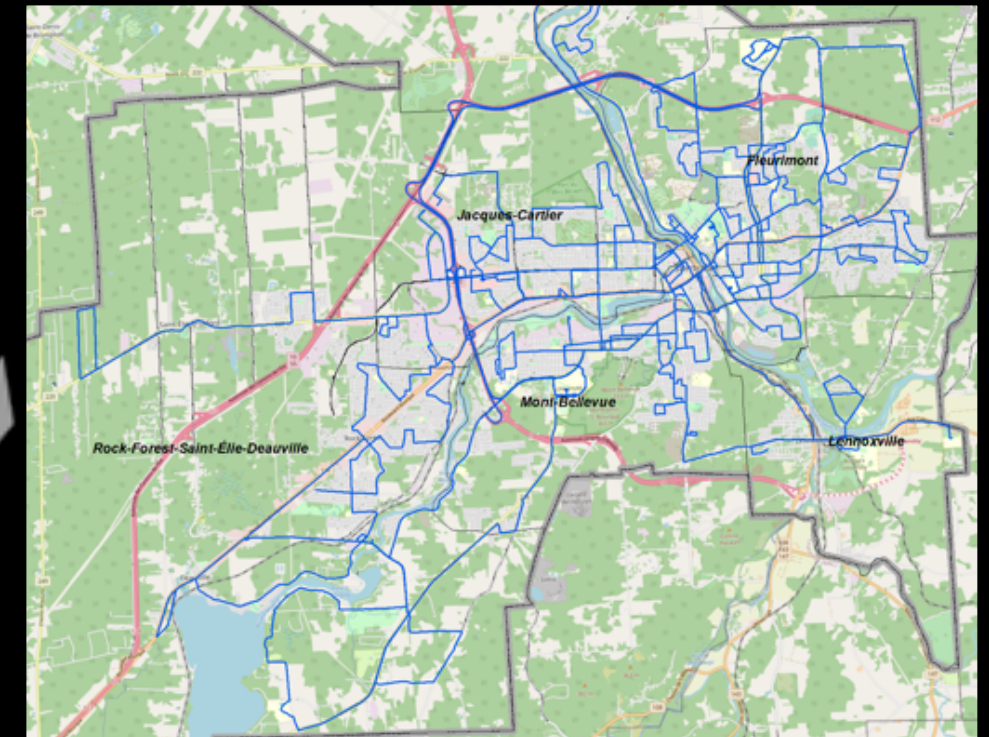


OUR TRANSIT COVERAGE

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

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QUEBECOR
