

EST

625

VEN-CHEST

QUEBECOR 

Natrel

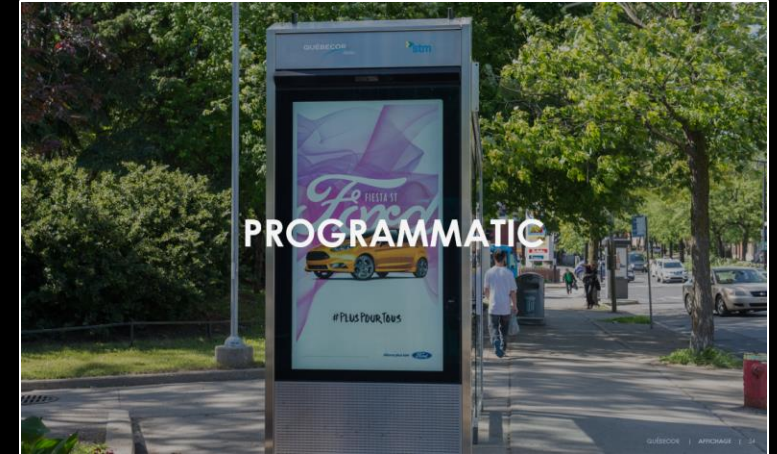
UN LAIT  
— BIOLOGIQUE —  
*d'ici*  
CA MÉRITE  
UN PETIT EFFORT

VOUS MÉRITEZ 

QUEBECOR

OOH AT ITS BEST

# TABLE OF CONTENT



stm

6325

RECHARGEZ-LA  
À DOMICILE.  
AMENEZ-LA  
PARTOUT.

OOH

PRIUS  
PRIME  
HYBRIDE  
BRANCHABLE

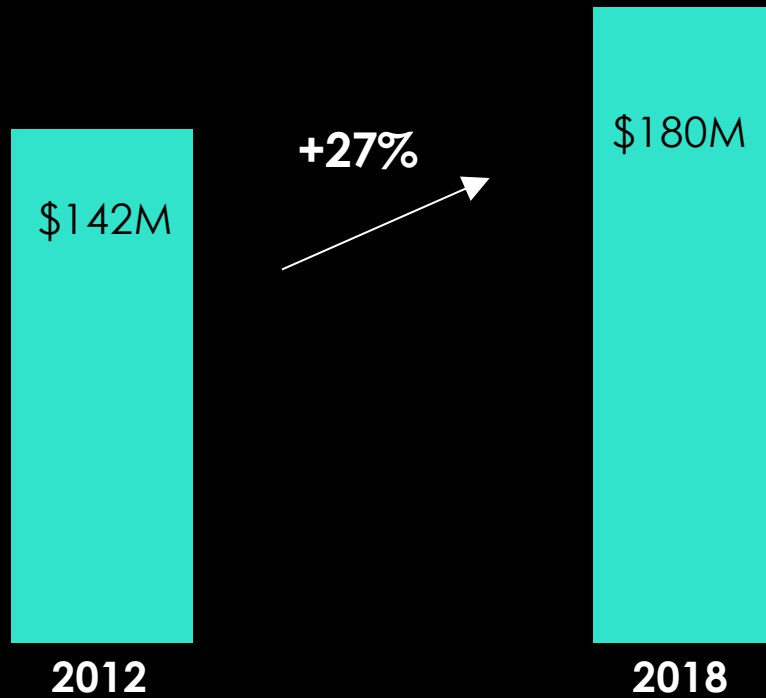
TOYOTA.CA/PRIME



# 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

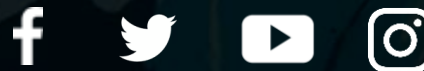
AMONG TECHNOLOGY USERS, THE ATTENTION RATE IS EVEN HIGHER:

SMARTPHONE USERS

**81%**

SOCIAL MEDIA  
USERS

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



AD BLOCKER USERS

**74%**

# OUR MARKETS



# OUR OOH NETWORK EFFECTIVE & GROWING

MONTREAL



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

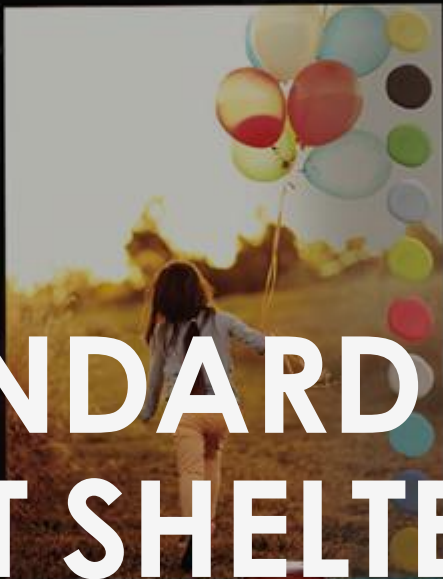
## HEIGHTENED EXPOSURE POTENTIAL

- **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

QUÉBECOR  
Média

stm



Offrez-vous tout les fois à partir de \$5,99 \$.

Parce que votre vie est toute en couleurs.



exclusivement chez

BENO 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	<b>98%</b>
QUEBEC CITY CMA	<b>68%</b>
SHERBROOKE CMA	<b>82%</b>

## ATTENTION MEDIA



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

MONTREAL CMA	<b>142</b>	Index
QUEBEC CITY CMA	<b>136</b>	Index
SHERBROOKE CMA	<b>154</b>	Index

## INFLUENCE MEDIA

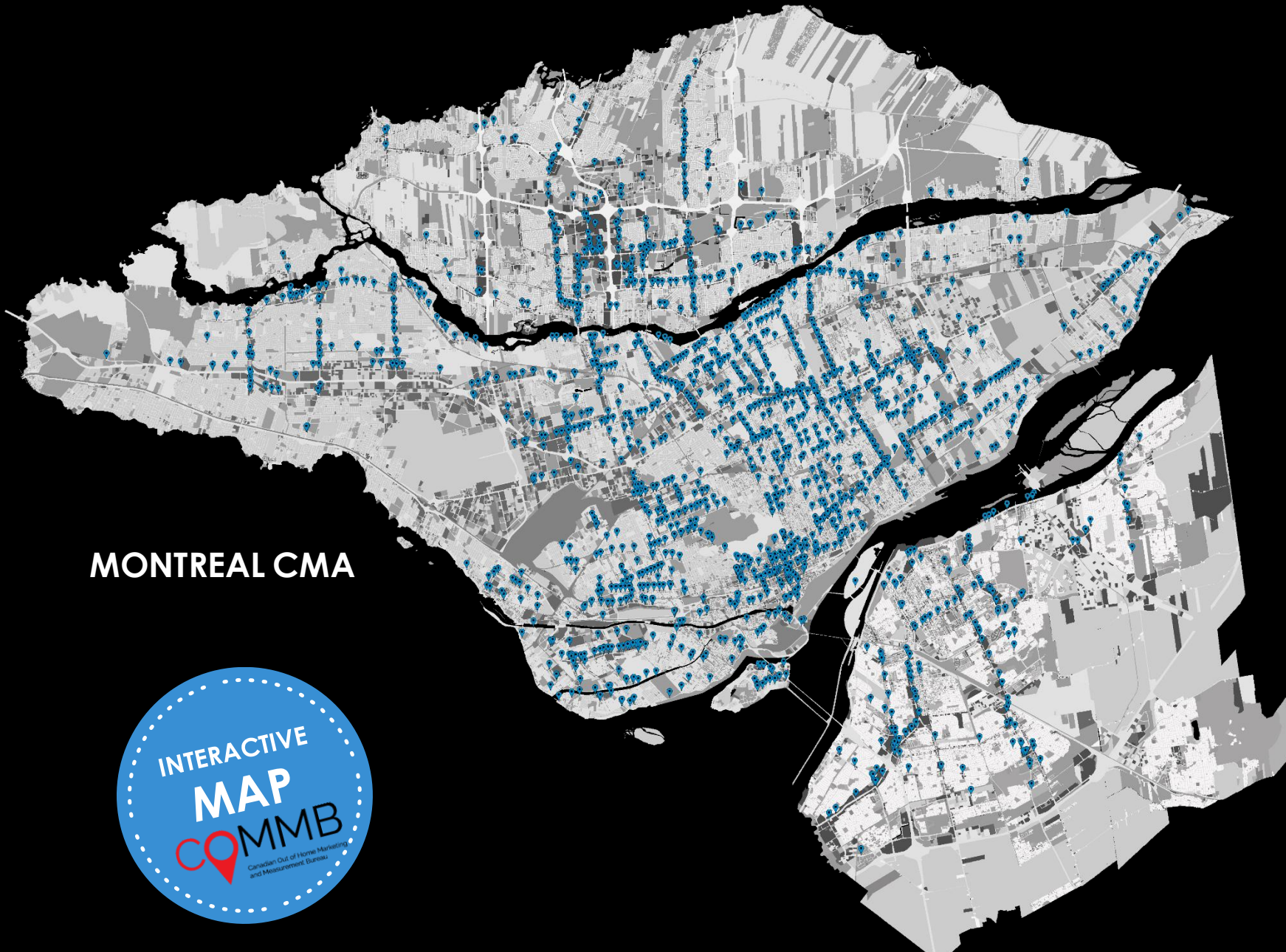


I took action related to the product/service I saw in a transit shelter ad\*

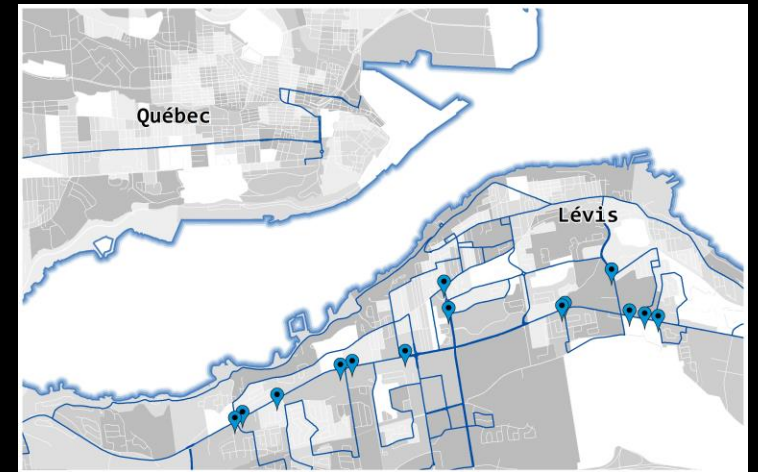
MONTREAL CMA	<b>132</b>	Index
QUEBEC CITY CMA	<b>123</b>	Index
SHERBROOKE CMA	<b>■*</b>	Index



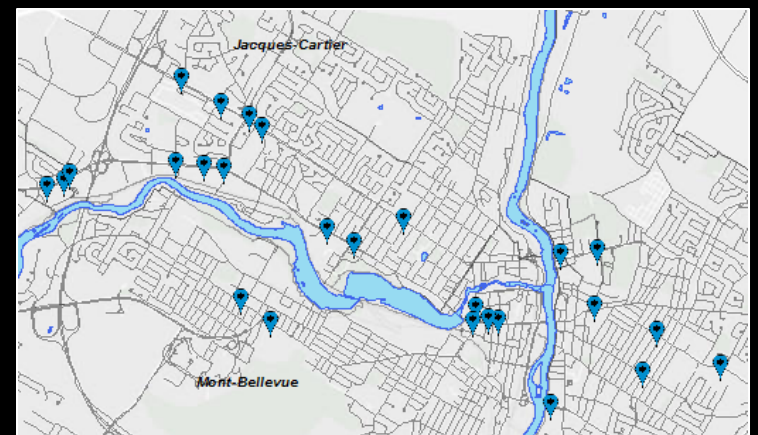
# OUR TSA INVENTORY



MONTREAL CMA

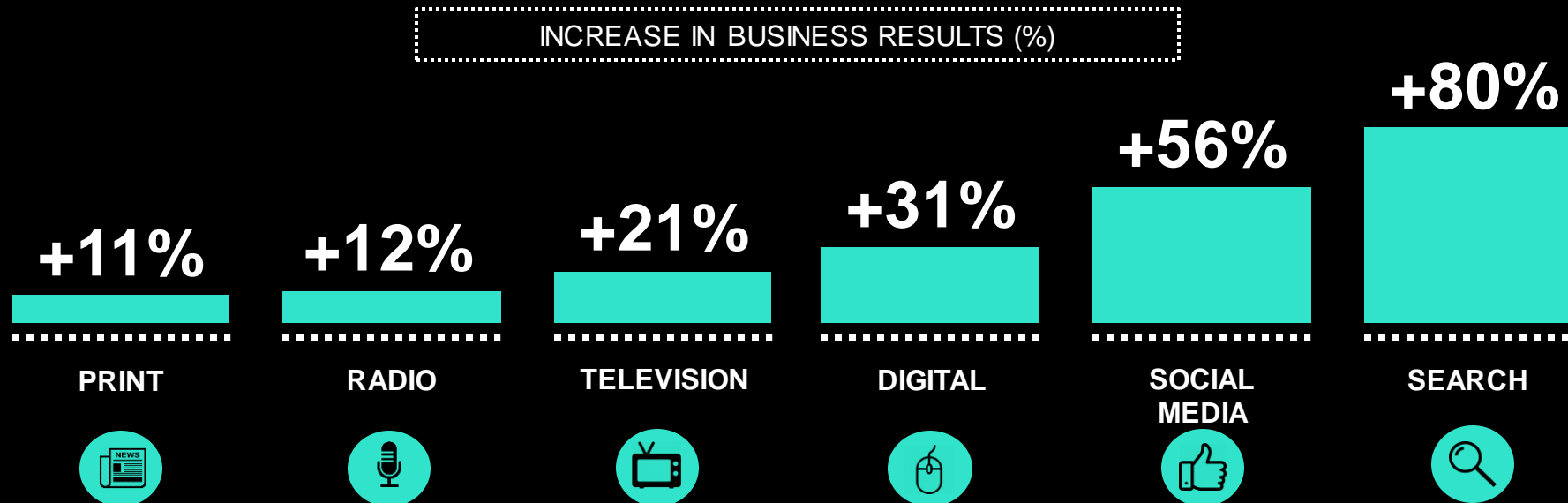


LÉVIS



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 (%)	<b>93</b>	<b>79</b>	<b>90</b>
FREQUENCY	<b>22</b>	<b>17.7</b>	<b>21</b>

# 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	<b>78%</b>	<b>61%</b>	<b>74%</b>
FREQUENCY MTL RMR	<b>8,3</b>	<b>8,7</b>	<b>9,6</b>

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, abibus 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.**

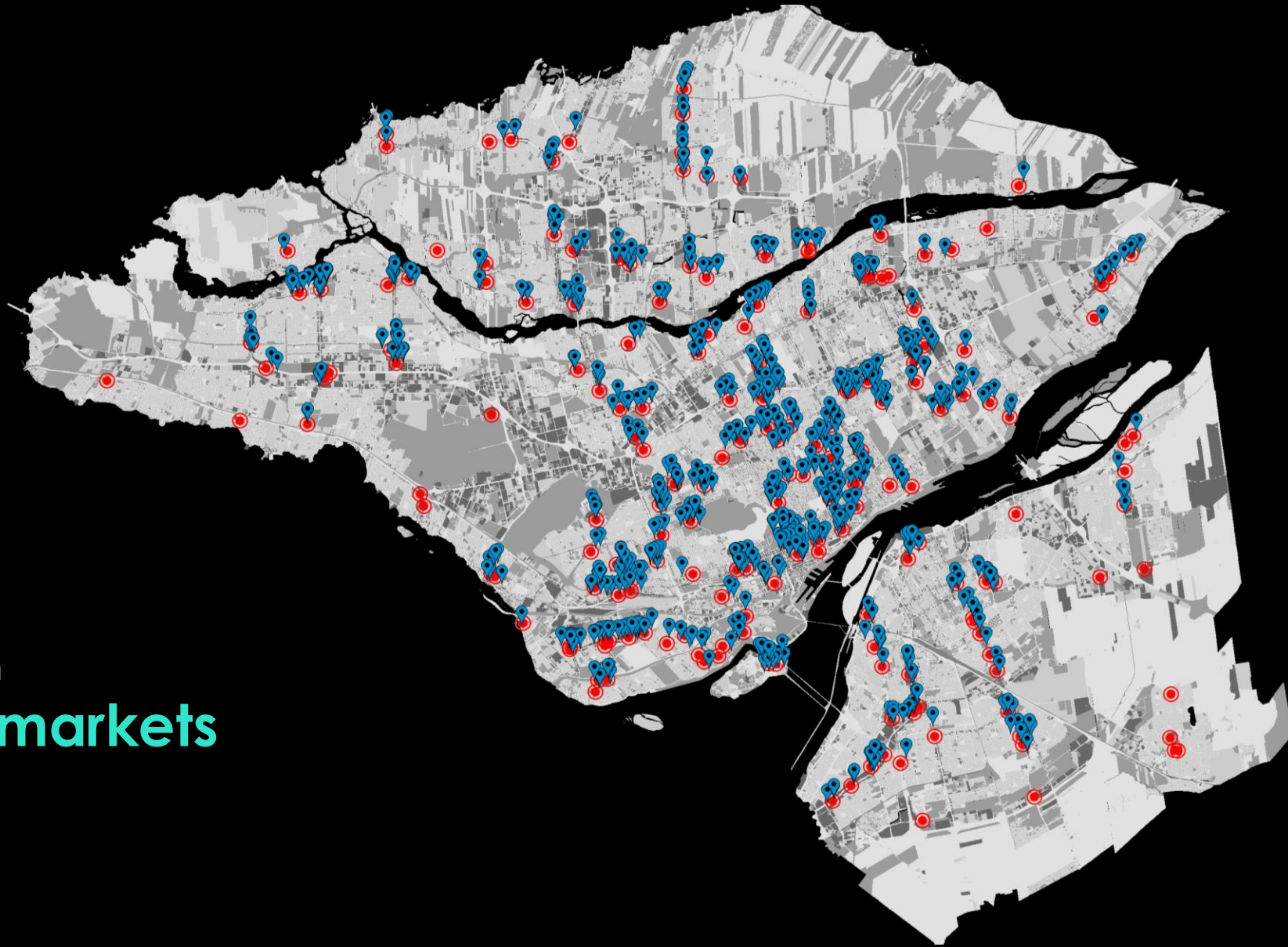
— Facebook for business





# 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



INTERACTIVE TSA

LET YOUR CREATIVITY RUN FREE!

QUÉBECOR  
Média

stm

L'APPAREIL  
MOBILE DE L'ANNÉE  
LA TOUTE NOUVELLE  
CHEVROLET SPARK



# DIGITAL TRANSIT SHELTERS

4G LTE  
Wi-Fi™  
DE SÉRIE

DÉCOUVREZ DE NOUVEAUX HORIZONS

CHEVROLET 

# DIGITAL TRANSIT SHELTER

## FLEXIBLE AND INNOVATIVE

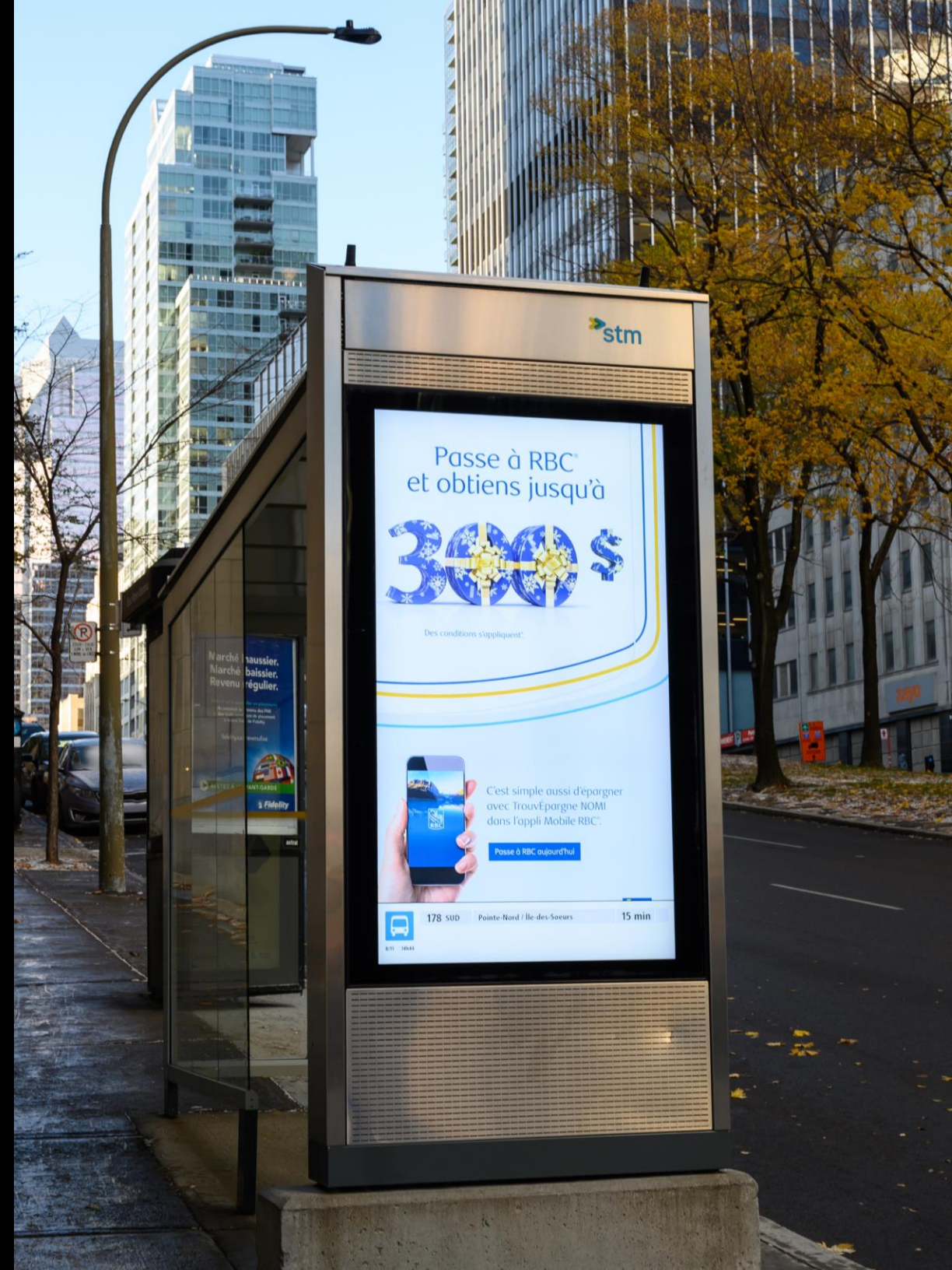
- Advertising content contextualized according to time, temperature, location, and other available data
- Possibility of having a countdown or unveiling campaign
- Visuals quickly updated

## 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**

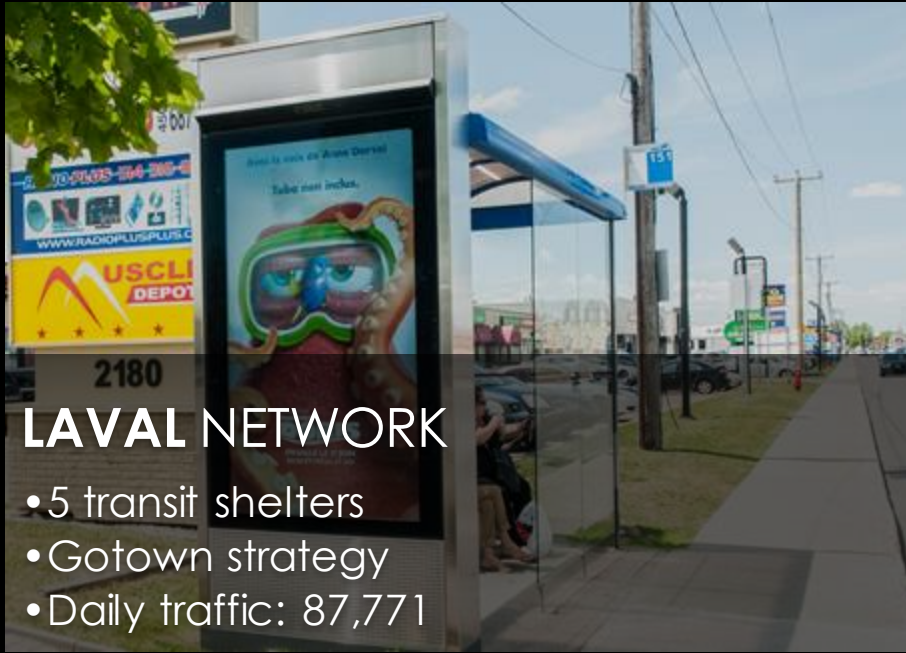
- 24 transit shelters
- Emphasis 18–34-year-olds
- Predominantly pedestrian: 79,850
- Daily traffic: 562,382

**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  
Media

stm

# 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.



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



<sup>1</sup> Quebecor reserves the right to modify the CPM without notice.



21507

VOYAGEZ VERT - AUTOBUS HYBRIDE

BUSES

Réseau de transport  
de Longueuil



**Famille futée 4**

VOTRE GUIDE POUR SURVIVRE AUX SOIRS DE SEMAINE



EN VENTE  
PARTOUT

LES ÉDITIONS  
DE L'HOMME

UNE MAISON DE LA MAISON 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



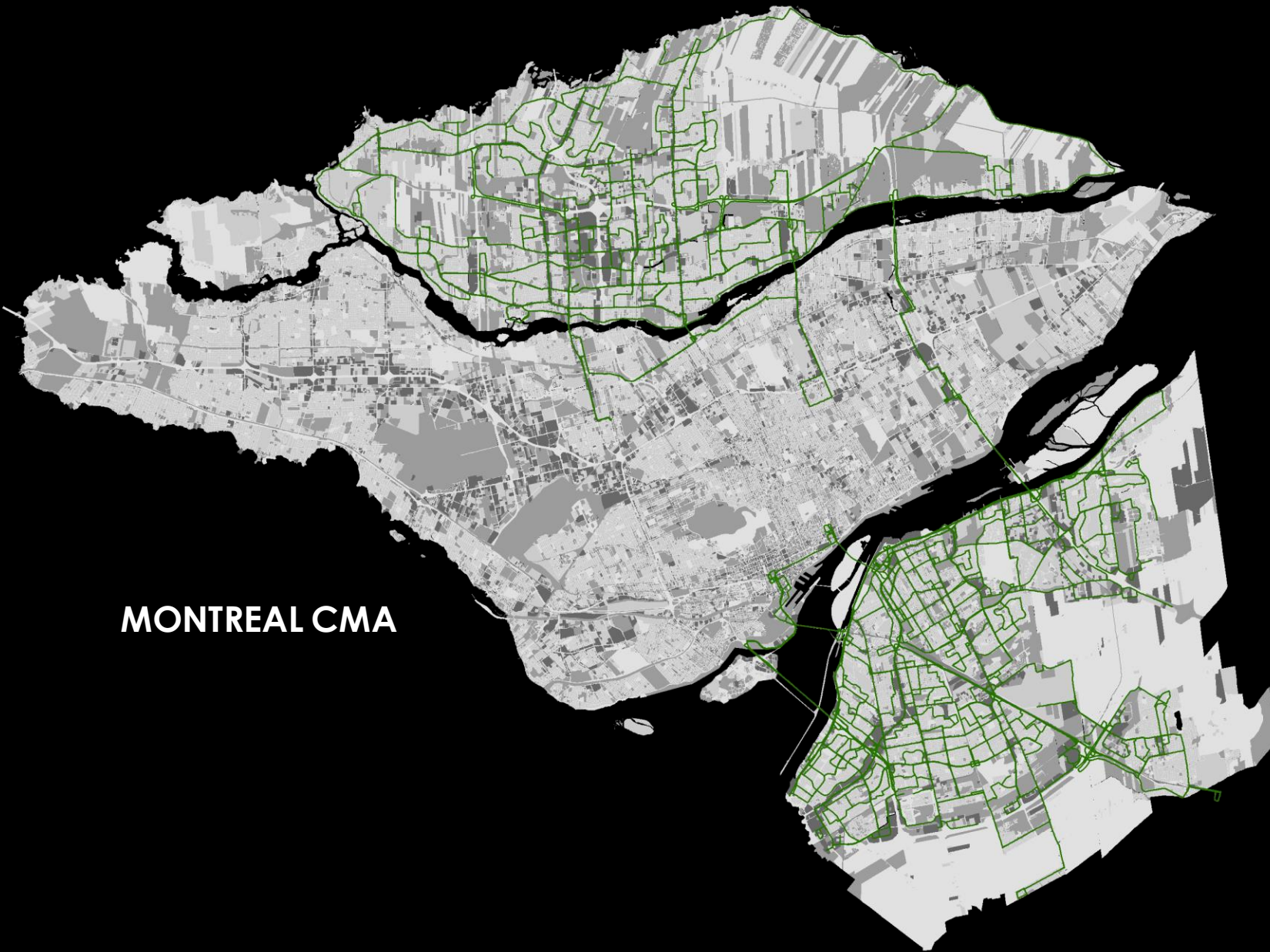
435



36.5 millions / year



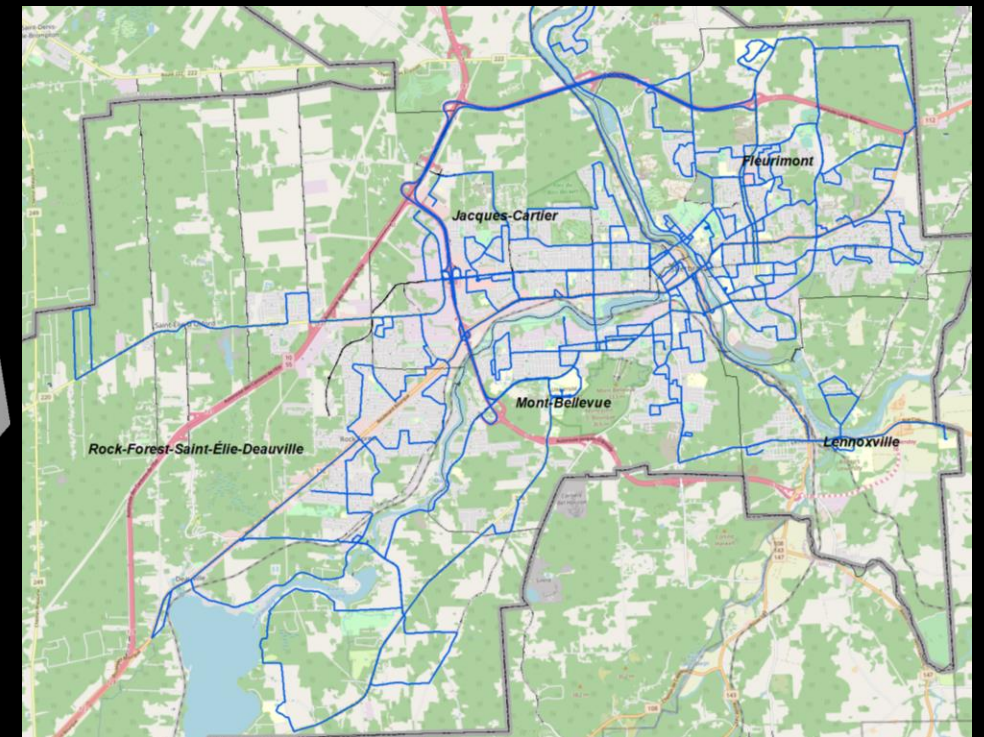
# OUR TRANSIT COVERAGE



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](mailto:toronto@quebecormedia.com)

416-218-3605

**MONTRÉAL**

[montreal@quebecormedia.com](mailto:montreal@quebecormedia.com)

514-526-9251 X3196

**QUEBECOR**  
