

BUSES

ROLL OUT YOUR CAMPAIGN ACROSS THE ENTIRE CITY

CLOSE TO CONSUMERS

Passengers, drivers and pedestrians in their daily routines

CONSTANT VISIBILITY

Near points of interest, leisure activities and trendy neighbourhoods

SEVERAL FORMATS AVAILABLE

- Back board
- Side board
- Interior posters

« YOUR CAMPAIGN WILL REACH MORE THAN THE
NEIGHBOURHOOD OF YOUR BUSINESS. YOU ARE A
DESTINATION YOU WANT PEOPLE FROM
EVERYWHERE TO COME YOUR YOUR BUSINESS. »

LAVAL	SOUTH SHORE ¹	SHERBROOKE	LEVIS
318 buses	435 buses	94 buses	89 buses

Don't forget to integrate all of our market for an optimal coverage!



79 % notice out-of-home advertising

59 % are inclined to take action after having seen an out-of-home ad

41 % purchase products they had not planned on buying

ATTENTION RATES ARE EVEN GRATER AMONG:

SMARTPHONE USERS ADBLOCKER USERS



81 %



74 %

Social media users:



83 %



83 %



92 %



87 %

¹Covers towns of Boucherville, Brossard, Longueuil, Saint-Lambert and St-Bruno-de-Montarville
Source: Quebecor Media Group – Research, AMCA / COMMB / BrandSpark. Canadian Shopper Study, 2019, Quebec