



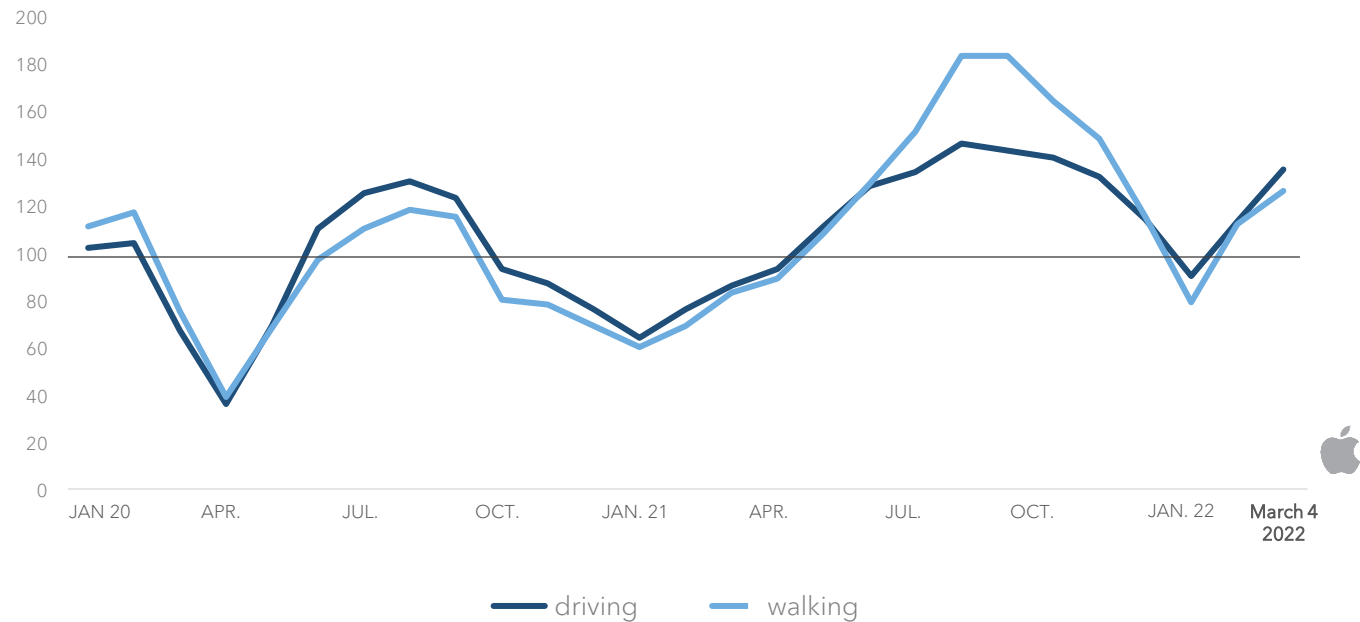
# BE SEEN UP CLOSE

/ PROXIMITY OOH IN 2022

# be seen

## / back to normal

There has been considerable disruption to travel since the start of the pandemic. However, traffic reports show that the declines are less pronounced and the return to normalcy is happening more quickly than at the beginning of the crisis. There is reason to be optimistic for the future!

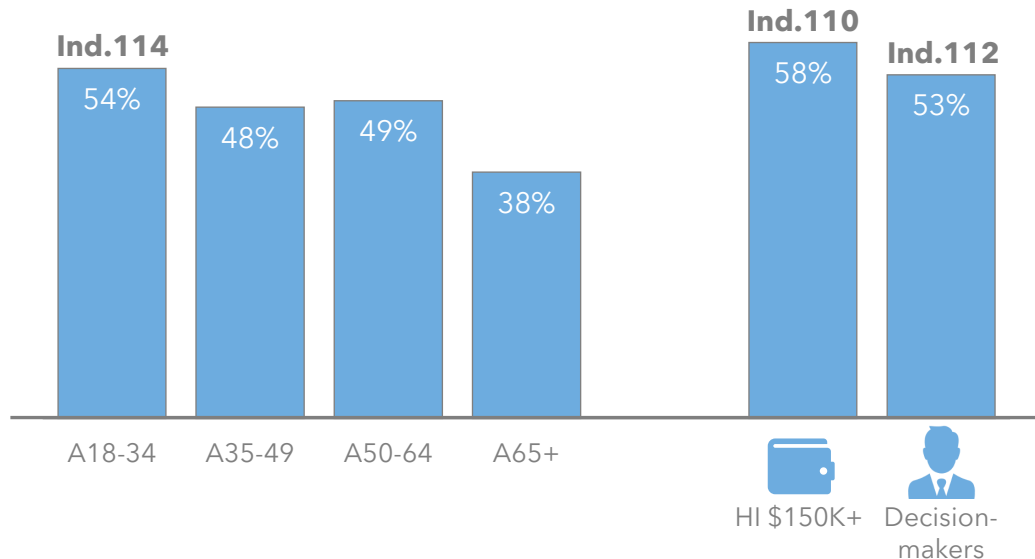


# be seen

/ out-of-home performs

## 47%

**of Quebecers 18+**  
notice outdoor advertising  
every week



# up close

/ in proximity to your target

Habits created during the pandemic remain; the attraction for parks and outdoor activities has not diminished and local businesses are still popular (grocery stores, pharmacies).



**+38%**  
of traffic in  
the parks of  
Greater Montreal



**+7%**  
of traffic in  
residential areas





# closer to home

/ neighbourhood displays



**95%**

near residential  
neighbourhoods



**87%**

close to parks



**771**

buses that  
circulate in the  
Montreal suburbs

# Closer to home

/ neighbourhood displays

## TELEWORKING IS HERE TO STAY

Although postponed again, the return to in-person work will be gradual, and hybrid options that allow for the continuation of telework will be the new norm. Some of Montreal's largest employers are planning to take advantage of this to reduce their office space.

This means less commuting than in the past, indicating that out-of-home will need to focus on locally targeted campaigns.

## THE FUTURE WILL BE HYBRID



**68%**

of Quebec companies say that teleworking three days a week will remain the norm in the coming years



**90%**

of young professionals want to continue teleworking after the pandemic.

**66%** of them say they are ready to leave an employer that lacks flexibility.



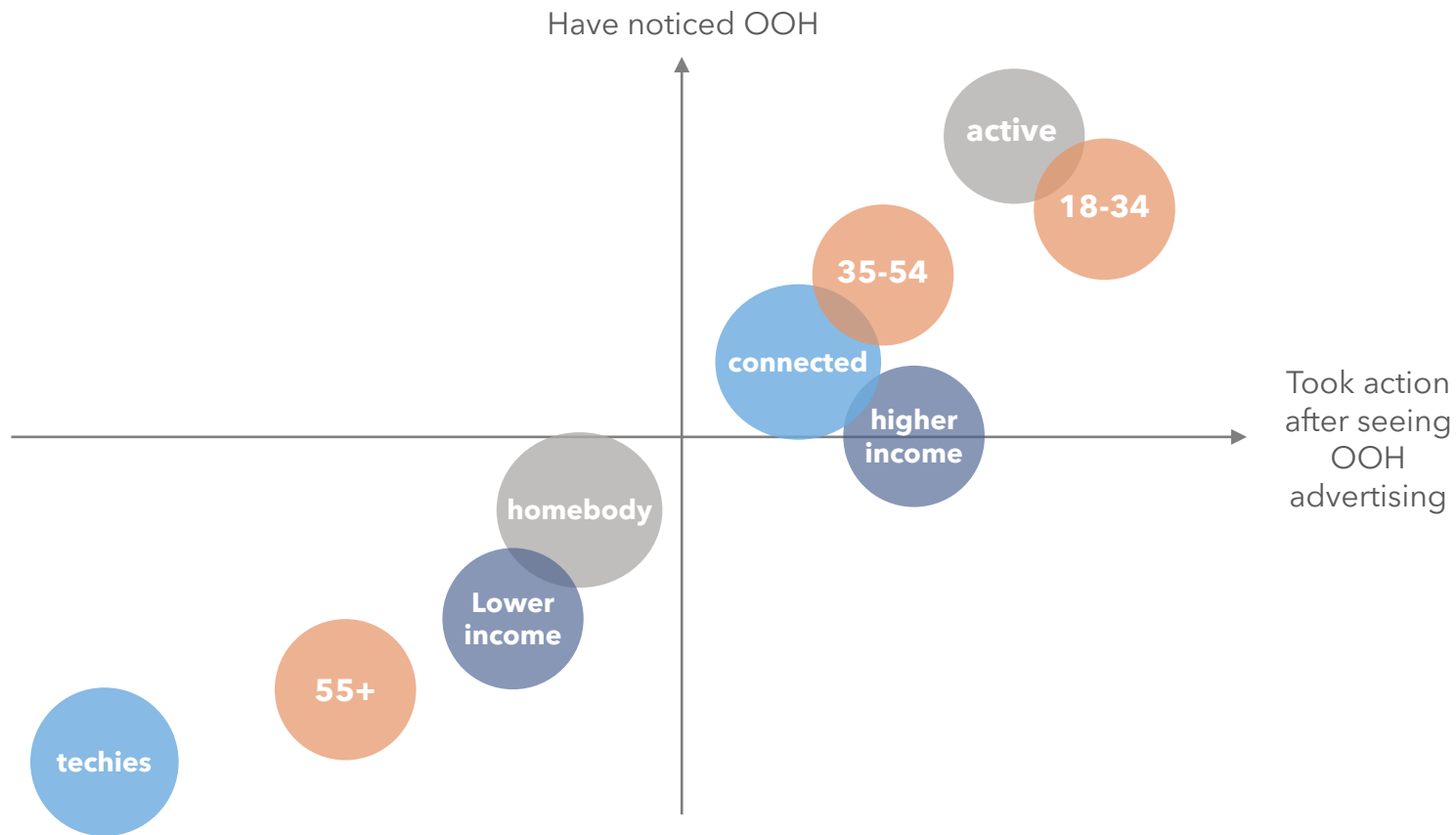


why OOH?



# the profile target

/ younger, connected, affluent



**OUTDOOR  
ADVERTISING**  
INCREASES THE  
CONSIDERATION  
FOR A BRAND



HH \$150K+  
index **124**



A18-34  
index **146**



Decision-makers  
index **121**

# the right time

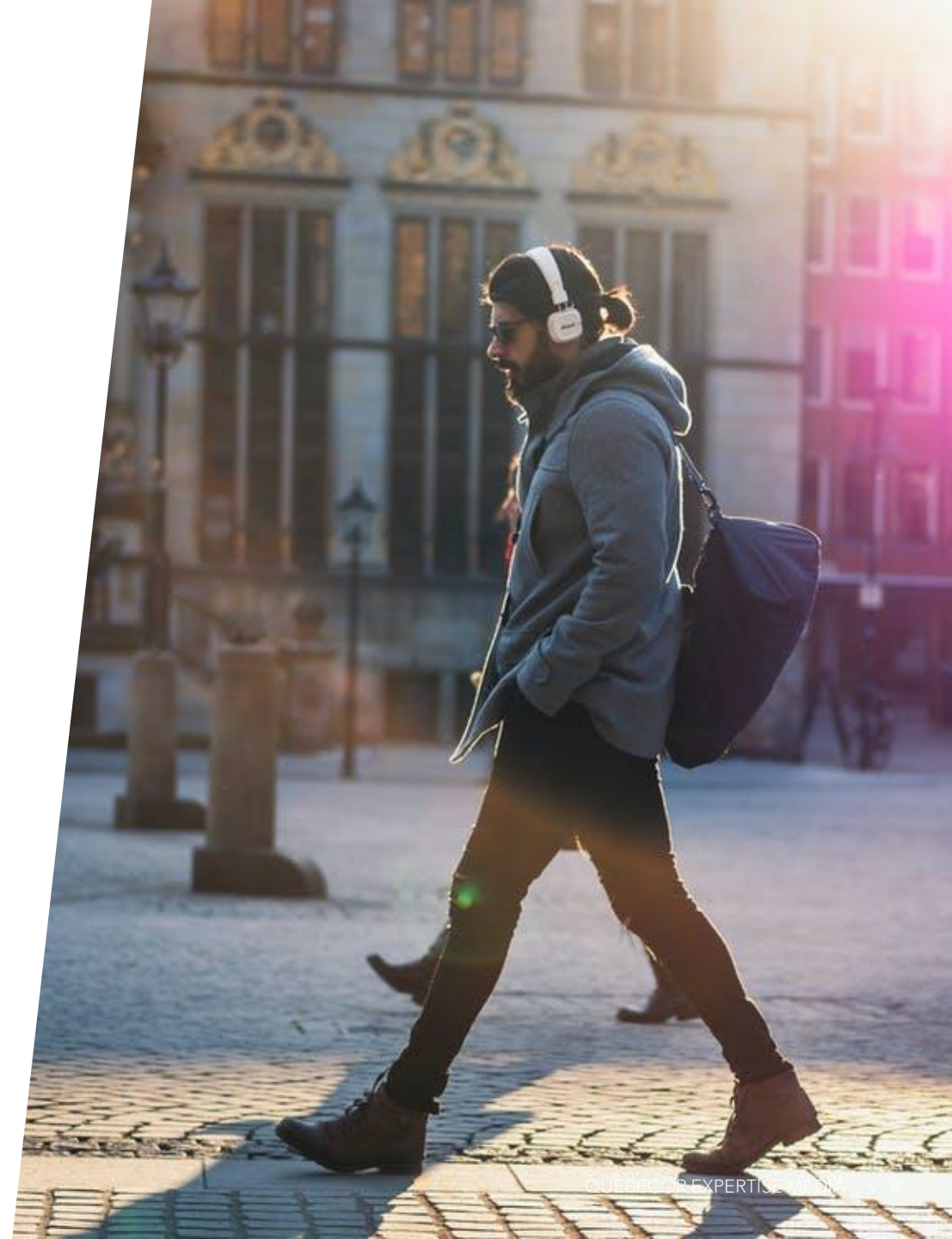
/ out-of-home is at the heart of our lives

Whether on foot, in a car or on public transit, travel is a break from our hectic lives. We take advantage of our daily trips to think/plan:

- Finances 50%
- Next meal 36%
- Evening/weekend activities 33%
- Grocery store 31%
- Shopping 19%

Consumers are **33%** more observant and alert outside their homes, creating lasting impressions for brands:

- Greater attention level
- More effective visual exploration
- Faster engagement
- Heightened receptivity to advertising







# the giants on display

/ among the largest out-of-home advertisers

When digital giants like Facebook and Google want to advertise their latest products, they use OOH advertising worldwide.

**\$22M**

of OOH advertising  
in Canada since 2019

**\$6M**

of OOH advertising since  
2019, in Quebec only

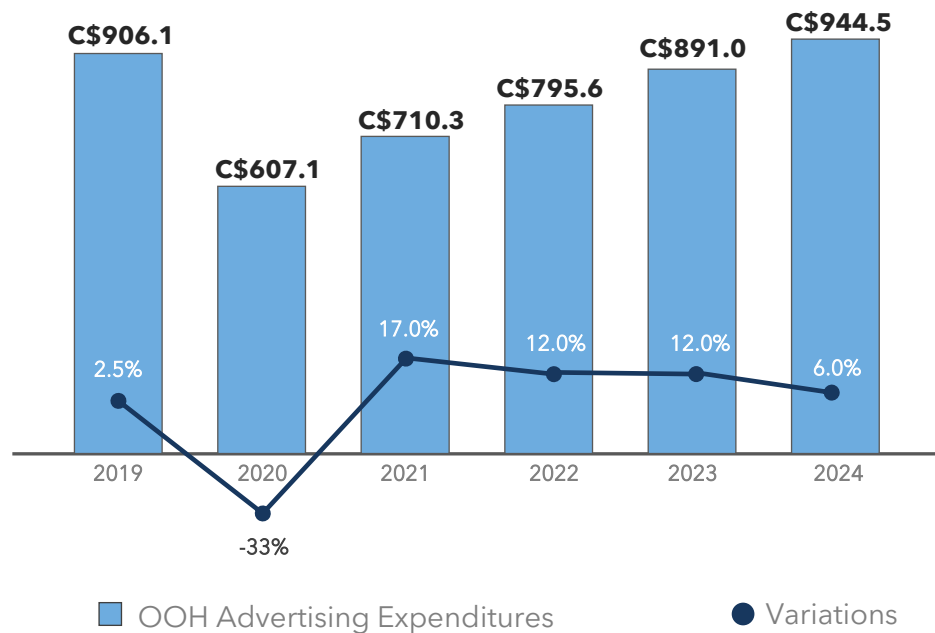


# a resilient media

## / Out of home

After being greatly affected by health measures, Canadian advertising investments will experience sustained growth and are expected to exceed pre-pandemic levels in 2024.

According to eMarketer, OOH is the only traditional medium that will return to 2019 levels.



Sources : eMarketer, mars 2021, includes alternative, billboards, cinema, street furniture & transit.



# in digital format please

/ digital signage = relevant and efficient

Digital advertising offers the ability to contextualize creative to specific locations and moments, allowing it to reflect time, location, weather, or any other digital database.

**+38%**

impact by even slightly modifying a digital poster (e.g. colours)

**+16%**

of **sales results** for digital advertising (vs static)

**+17%**

spontaneous recall for digital advertising (vs static)

**+18%**

brain response in neuroscience for digital advertising (vs static)



**DIGITAL OOH IS  
A CALL TO ACTION**

**62%**

who saw digital advertising took action on their mobile device:

- did a search
- visited the site
- made a purchase
- downloaded the app
- scanned a QR code
- used an SMS, URL or #
- used an e-coupon



# programmatic

/ flexible and measurable advertising

Unlike other platforms, programmatic gives you access to premium OOH inventory, not just unsold inventory. You also get maximum flexibility, allowing for quick activations and real-time creative changes. No wonder it is growing so fast!

## FLEXIBILITY

- Geotargeting, with cellular data from the platform or Quebecor data (via GIS)
- Precise time period
- Continuous campaign optimization
- No commitment (cancellation and modifications)

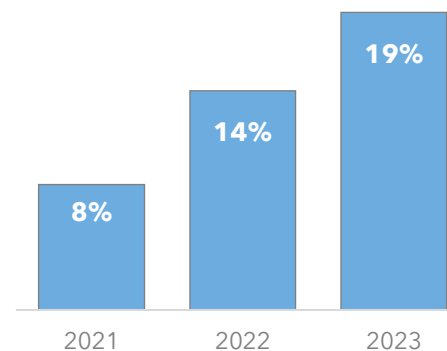
## OPTIMIZED PROCESS

- Allows you to buy in impressions
- Automated and autonomous purchasing, on a single platform
- Avoids multiple contract negotiations

## DATA AND INSIGHTS

- Efficacy metrics: impressions, recall, attribution, etc. to calculate ROI
- Target insights, e.g. consumer journey
- Real-time personalized reports

Projection of programmatically activated digital signage share (Canada)

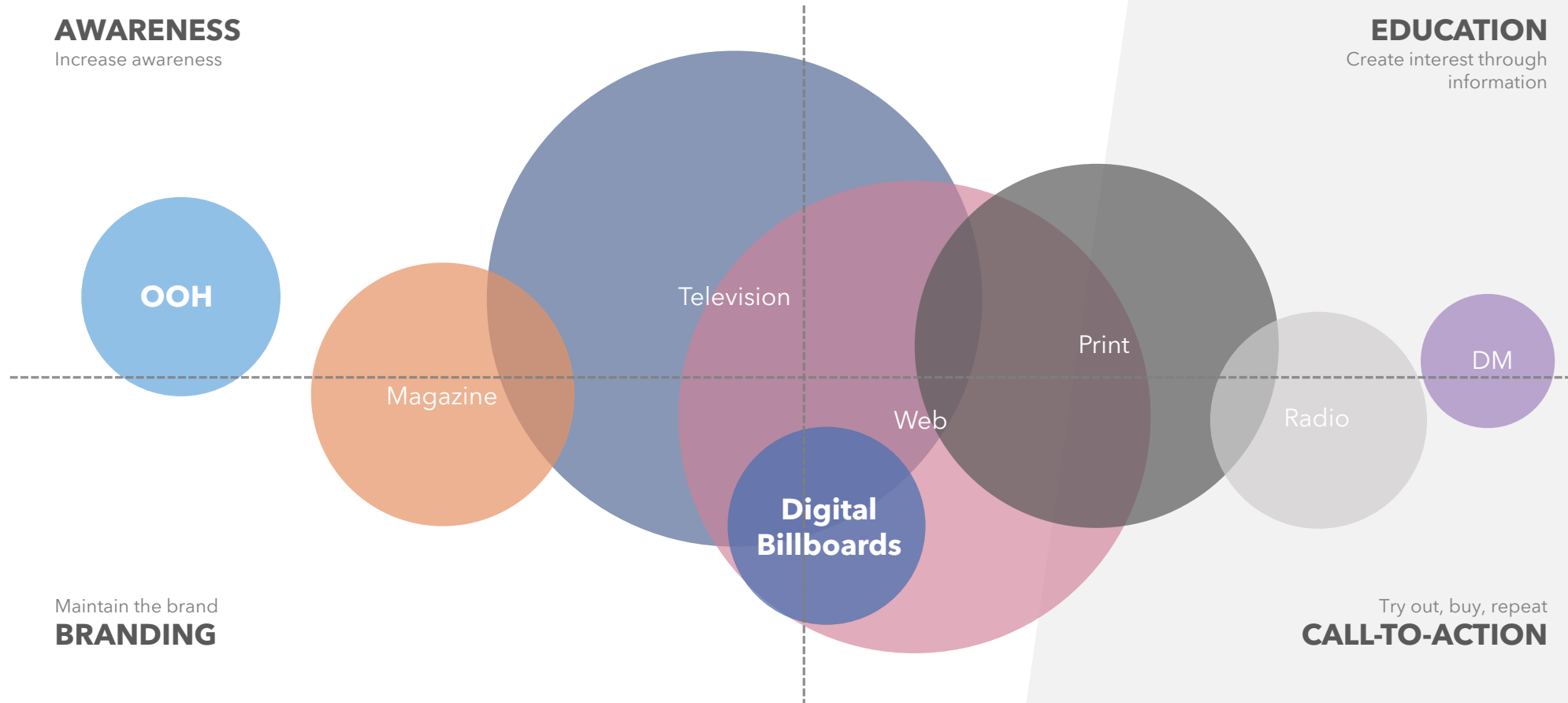


a combo is  
even better



# the objective

/ OOH is synonymous with lower costs

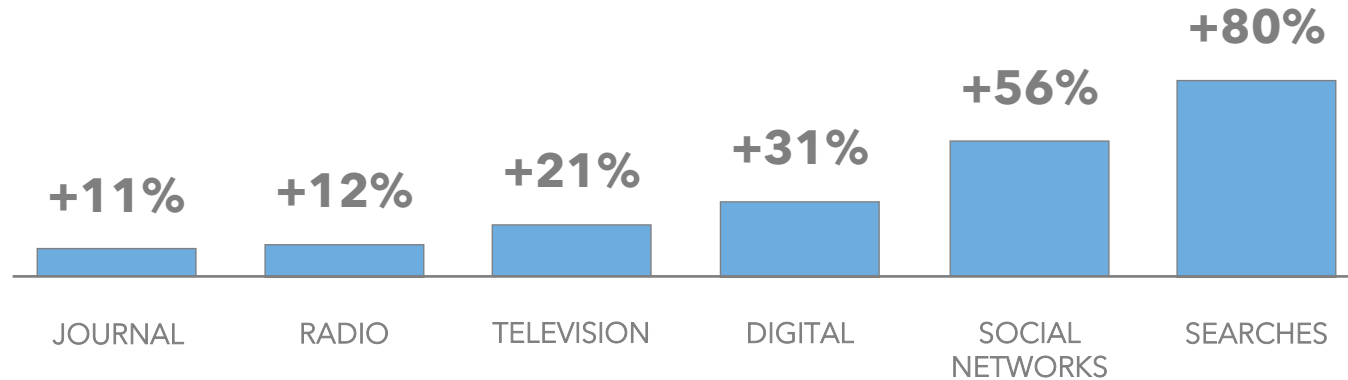




# a combo is better

/ it pays to include out-of-home

Sales results by adding out-of-home



Sales results by investing  
+15% of budget in  
out-of-home



Sources: COMMB, IPA Databank case studies 2004-2016 // OAAA/Nielsen, Digital Street Level OOH engages consumers and drives action, Spring 2020.



QUEBECOR EXPERTISE MEDIA

# a combo is better

/ it pays to include out-of-home



## Digital + OOH = the perfect match

Campaigns that include OOH boost the ROI of online advertising, paid social and search :

Online

**31%**

Paid Social Media

**56%**

Search

**80%**



## Television + OOH

Campaigns that include OOH in their TV ad buys saw a 21% increase in ROI

- + Reinforces TV ads when viewers are outside their home
- + Improves a campaign by providing the ability to geographically target ad messages
- + Reaches light TV viewers who are younger, mobile and more affluent than heavy TV viewers



## Radio + OOH

Campaigns that included OOH in their radio buy saw a 12% increase in ROI

- + Reaches a mobile audience, balancing sight and sound
- + Increases recall of brand messages
- + Ensures brand exposure during an audience's journey



## DIGITAL DISPLAY IS A CALL TO ACTION

**48%**

are more likely to click on an online ad after seeing an OOH ad






# a combo is better

/ out-of-home + radio

They reach consumers on the move,  
when they are most alert and receptive to ads.

**CALL TO ACTION**  
after hearing/seeing an ad

	MONTREAL	QUEBEC	SHERBROOKE
	<b>29%</b>	<b>30%</b>	<b>25%</b>
 + 	<b>41%</b>	<b>44%</b>	<b>35%</b>

Source: Vividata, Fall 2021, Montreal CMA, Quebec CMA and Sherbrooke CMA, 14+. \*Researched online, purchased, downloaded a coupon, used a coupon, visited a business/restaurant, attended an event/concert, discussed the product/service, commented on the ad or product/service on social networks, recommended the advertised product/service.



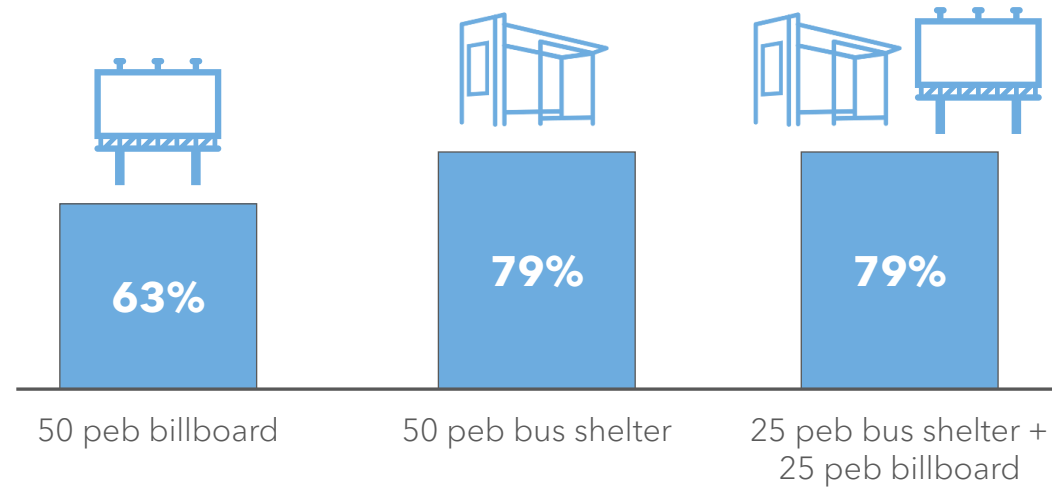


# a combo is better

/ bus shelter + billboard

## CAMPAIGN REACH FOR 4 WEEKS - A25-54

QUEBECOR BUS SHELTERS + BILLBOARDS  
MONTREAL CMA





# Why buses?



# why buses

/ it pays to include buses

## FOR A WOW EFFECT... AND REACH!

- **Huge** wrap formats like panels and super-panels
  - Side mural: 39 x 10 ft
  - Side mini mural: 14.5 x 8.5 ft
  - Rear mural: 8.75 x 9.5 ft
- Buses **connect with people in neighborhoods**, as opposed to stationary signs on highways (currently deserted)

## TO REACH SPECIFIC TARGETS

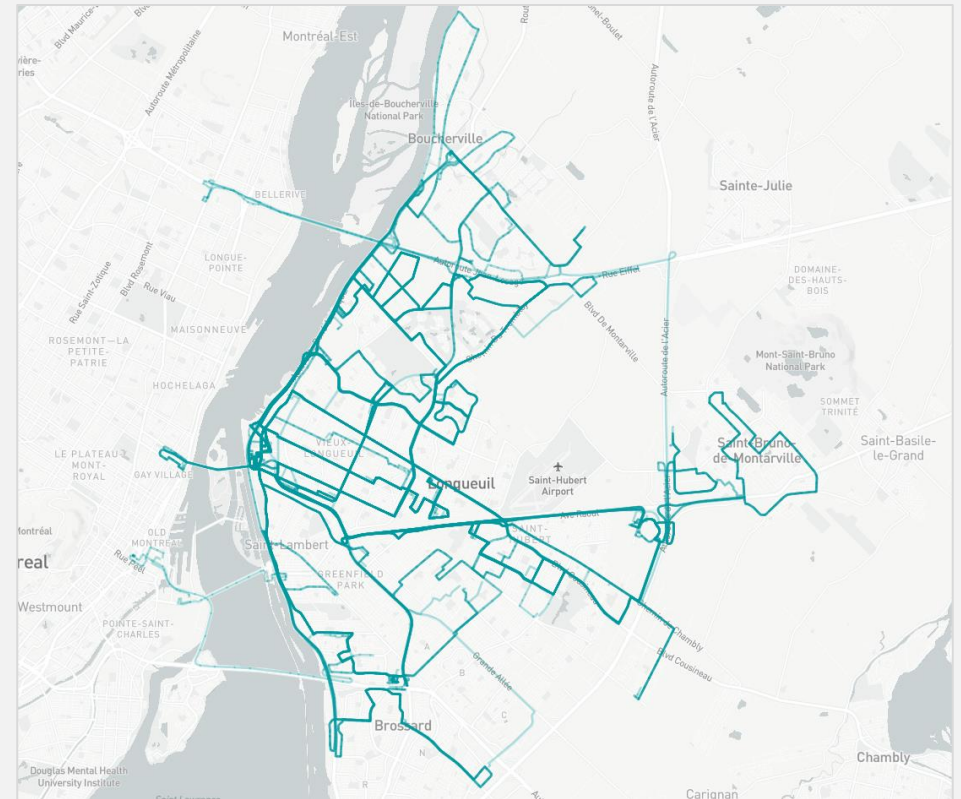
- **Residential neighborhoods** (main focus due to teleworking)
- **Families**
- Households with **higher income**
- **Car owners**
- **Homeowners**

## FOR AWARENESS

- In Laval or on the South Shore of Montreal
- In the Montreal CMA area
- In Quebec

## FOR UNPARALLELED COVERAGE

Buses do not always have the same route:  
1 bus x 4 weeks: **4,151 km** on average!





# Laval

## 3<sup>rd</sup> LARGEST CITY IN QUEBEC

448,483 inhabitants

### CONCENTRATED TRAVEL

**59%**

of residents' trips  
are **intramural**

**37%**

of residents work  
within the city

**891,100**

trips by residents  
each day

### TARGET FOCUS



**\$80,470**

average income  
of households  
(vs. \$61,224 on Mtl island)



**35%**

of households are  
**families**  
(vs. 23% on Mtl island)



**70%**

are **homeowners**  
(vs 41% on Mtl island)



**14,000**

Large<sup>1</sup> student  
population



# Montreal South Shore

## 4<sup>th</sup> LARGEST MARKET IN QUEBEC

428,651 inhabitants

### CONCENTRATED TRAVEL

**66%**

of residents' trips are  
**intramural**

**46%**

of residents work in the  
Metropolitan Area of Longueuil

**898,200**

trips each day by  
residents

### TARGET FOCUS



**\$77,205**

average income  
of households  
(vs. \$61,224 on Mtl island)



**28%**

of households  
are **families**  
(vs 23% on Mtl island)



**64%**

are **homeowners**  
(vs 41% on Mtl island)



**19,000**

Large<sup>1</sup> student population  
University of Sherbrooke, UQAM,  
UdeM, Cégep Édouard Montpetit, etc.





# Levis

## AN IMPORTANT SUBURB OF QUEBEC CITY

147,807 inhabitants

### CONCENTRATED TRAVEL

**68%**

of residents' trips  
are **intramural**

**+43%**

of residents work  
within the city

**366,023**

trips each day by  
residents

### TARGET FOCUS



**\$85,518**

average income  
of households  
(vs \$69,843 in Quebec City)



**29%**

of households  
are **families**



**70%**

are **homeowners**



**13,000**

Large<sup>1</sup> student  
population



# Sherbrooke

## STUDENT CITY IN THE HEART OF THE EASTERN TOWNSHIPS

170,986 inhabitants

### CONCENTRATED TRAVEL

**91%**

of residents' trips are  
intramural

**390,497**

trips each day by  
residents

### TARGET FOCUS



**\$59,152**

average revenue  
of households



**22%**

of households  
are families



**52%**

are homeowners



**+50,000**

college and university  
students

