digital TSA m

/ performance and flexibility

OUR OFFER

148 digital screens

4M+ daily impressions

- **5** strategic networks
- **3** major markets:
- Montreal CMA 💡
- Quebec City CMA (Lévis) 💡
- Sherbrooke CMA 💡

FLEXIBILITY

- Quick update of visuals
- Infinite creative concepts
- Contextualization according to a multitude of variables (time, weather, customer database, etc.)

PERFORMANCE

AWARENESS

47%

of Ouebecers notice outdoor advertising every week

CONVERSION

62%

of Quebecers exposed to digital OOH advertising take **action** on their mobile device

PROXIMITY

93%

close to residential areas

84% close to parks



TTELUS

AVAILABLE IN PROGRAMMATIC BUYING!

Sources: OAAA/Nielsen, Digital Street Level OOH engages consumers and drives action, Spring 2020 //OpenStreetMap, RTL, STL. Nearby = 500m1 // COMMB 2022 // Vividata, Fall 2021, 18+, province of Quebec French.