OUT OF HOME
CREATIVITY

QUEBECOR
EXPERTISE | MEDIA

# Stand out.
# Innovate.
# Engage.

Since 2013, the streets of Montreal have been enhanced by more than 60 creative transit shelter stunts. These projects were created with care and precision to meet specific communication needs. Whether it's to engage the public, invite them to participate, allow them to interact with prominent brands and leave a lasting impression, the perception of these executions remains extremely positive. This is reflected in the outstanding participation statistics of the interactive installations.

A spectacular and memorable execution starts with a great idea, but its success requires a global vision of the project. From conception, industrial design, production, installation and promotion, each step is carefully executed to optimize the final result.

# From creation to promotion and the many fine details in between.

## CREATION

The genesis of the project is the stage where ideas take shape, taking into account the objectives of the campaign such as the target audience, budget and timeline. Research is done on the client's background, communication style, themes and language to produce a mock-up.
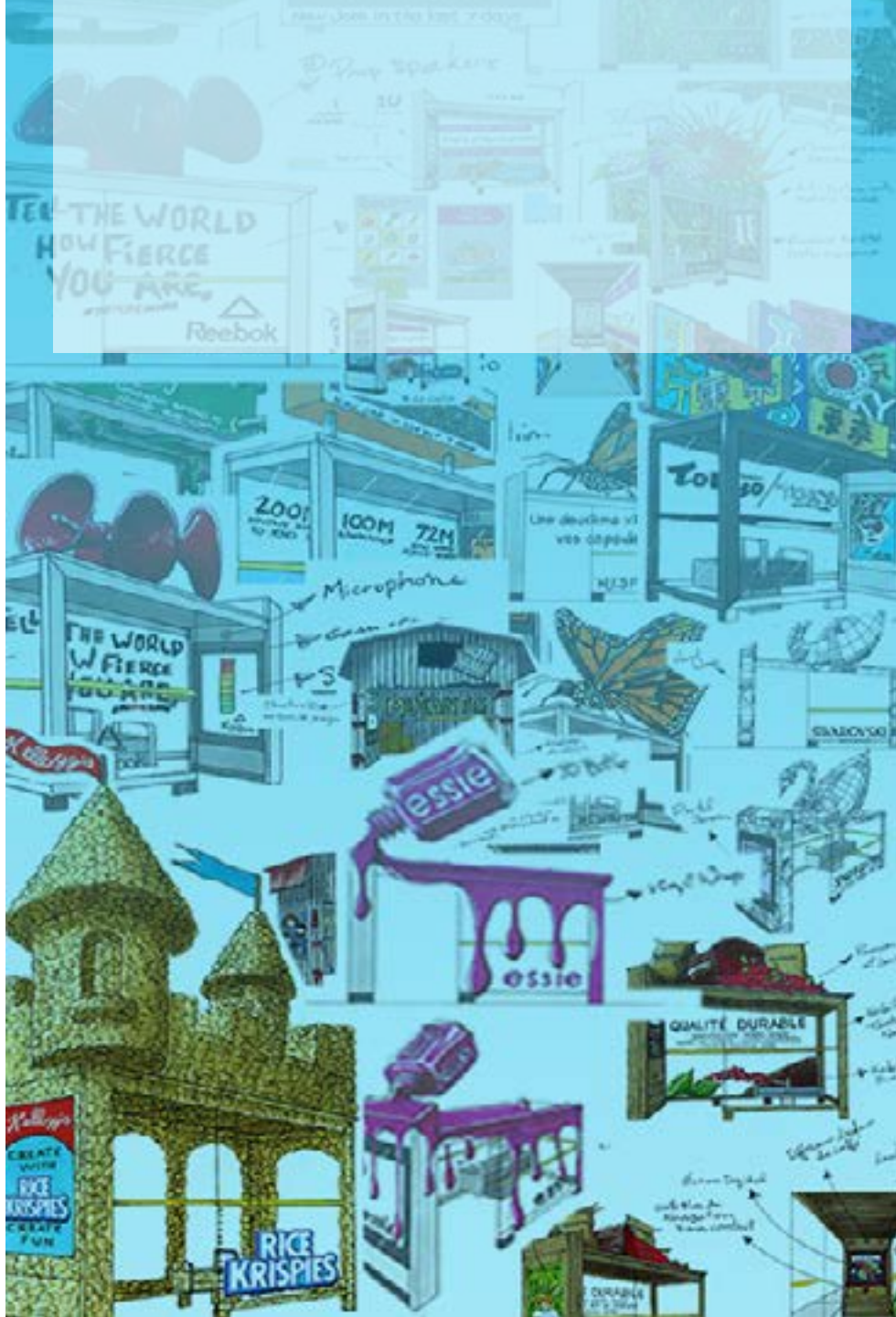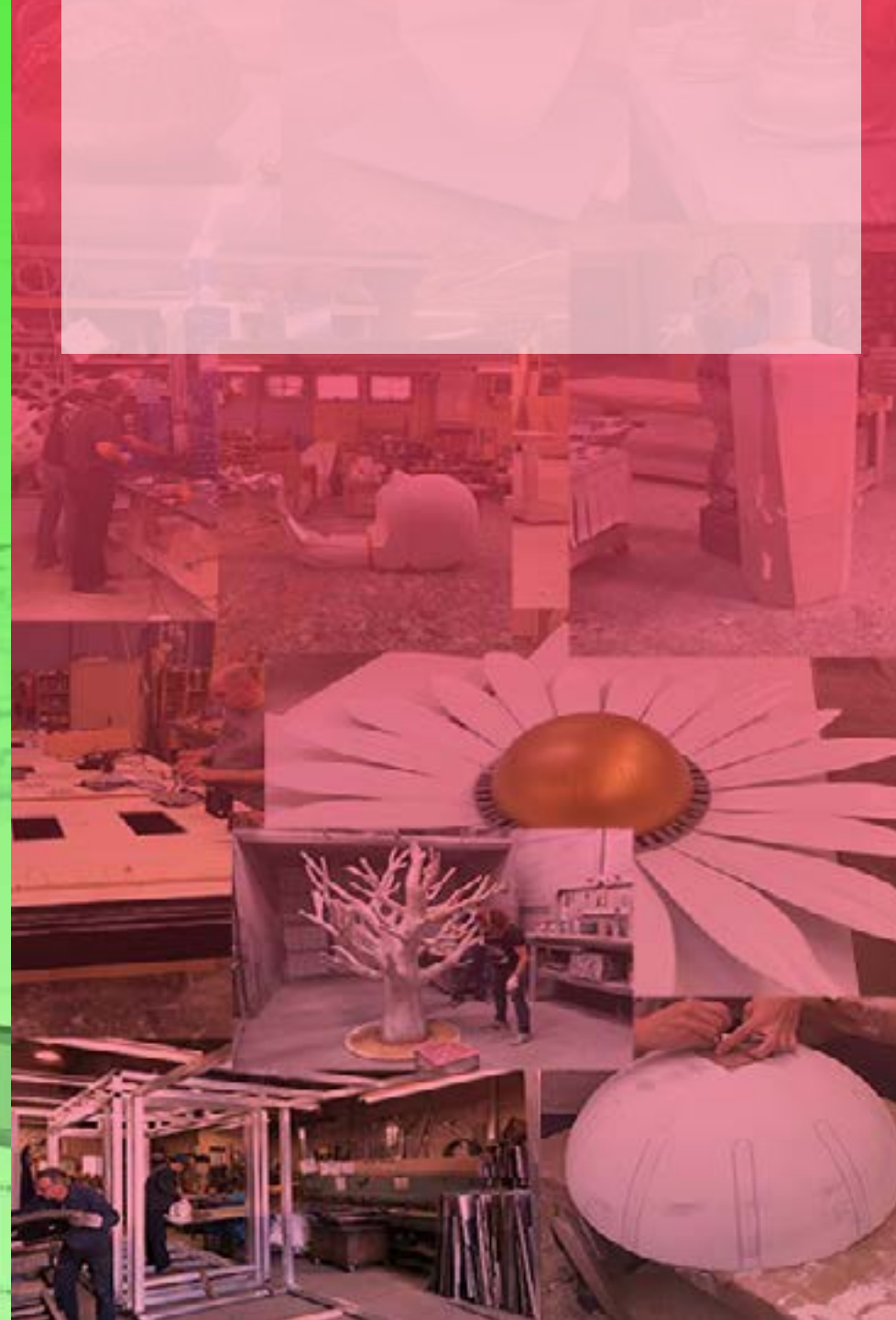
## DESIGN

This is where detailed plans and specifications are produced to validate the feasibility, safety and cost of the concept.

## BUILDING

To create the initial vision, a variety of skilled artisans are called upon. Whether they are sculptors, cabinetmakers, painters, electrical engineers, lighting specialists or programmers.

## INSTALLATION

It is here that the idea comes to life and where a team of outstanding technicians take care of the assembly of each component. Once the construction is completed, a series of tests are carried out to ensure that the installation is working properly.

## PROMOTION

Whether it's a street activation, live weather report, promotional video or filming a tv ad, a series of promotions are offered according to the specific needs of the campaign and to exponentially increase visibility via social networks.

## Duracell – A Heartwarming Moment (2013)

**Context:**
To promote a compassionate fundraising campaign for Habitat for Humanity, a heated transit shelter, which required the cooperation of participants to activate, was created.

- Attract the public's attention
- Encourage the public to work together to activate the heating system
- Generate visits to the website
- Produce a viral video

**Production:**
In addition to the vinyl wrap, the transit shelter was equipped with a heating system that activated only when two people held hands and touched the positive and negative poles at both ends of the transit shelter. The viral video generated over two million views.

Watch the video: https://youtu.be/TLAEsbHxXxw





## Ubisoft – Farcry 4 (2014)

**Context:**
As part of the release of the game Farcry4, Ubisoft wanted to mark the occasion by creating a spectacular transit shelter that echoed the architectural style found in the game.
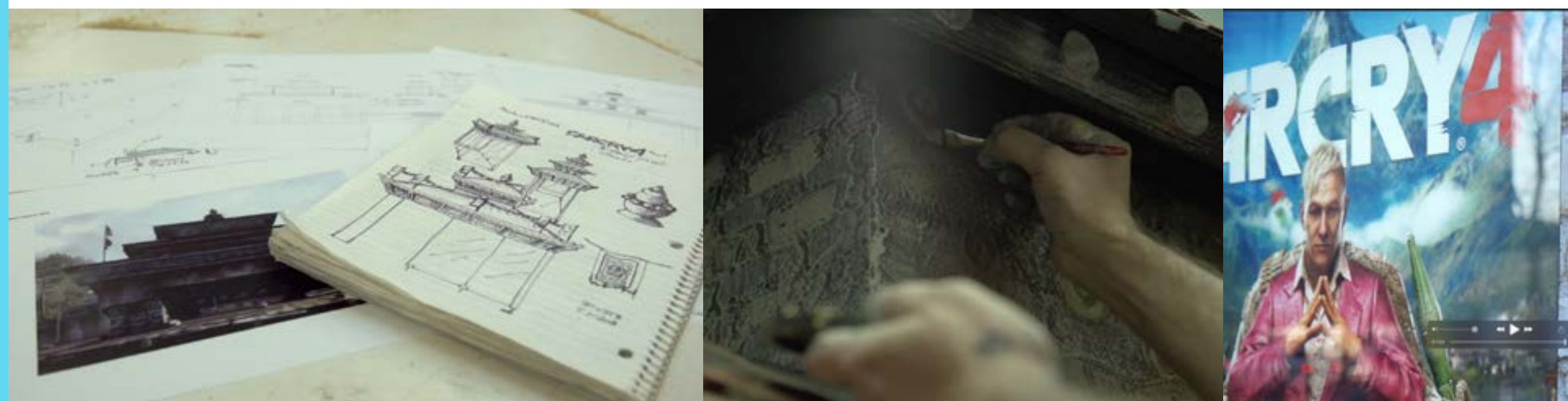
**Objective:**
- Increase the visibility of the game
- Generate sales
- Use the images of a spectacular execution for promotional purposes

**Production:**
A full vinyl wrap was designed replicating the stone walls and environment. The fully custom-made roof also incorporated architectural elements from the game.

Watch the video: https://youtu.be/NqYopJLkyio

## Disney – Tower of Terror (2015)

**Context:**
To give a taste of the Disney Parks experience, a reproduction of the famous Tower of Terror ride was created in the middle of downtown Montreal.

**Objective:**
• To attract the public and give them a few thrills
• Generate visits to the website
• Produce a viral video

**Production:**
An entire custom-built structure was produced. In addition to accurately reproducing the look of the carousel and displaying two illuminated signs, the roof structure contained several electronic devices that generated real-time sound, light and even clever air currents to make the hair on the back of your neck stand up. A vinyl liner at the base completed the package. A viral video was produced featuring two real-life personalities of the ride.

Watch the video: https://youtu.be/JYx9DU0D_ZY

## Videotron – Impact anthem karaoke (2015)

**Context:**
To introduce the public to the new Montreal Impact anthem, composed by the popular band Radio Radio, a transit shelter was transformed into a Karaoke experience.

**Objective:**
• To introduce the Montreal Impact's anthem to the public
• Teach the public the lyrics of the anthem in a fun way
• Produce a viral video

**Production:**
To attract the attention of passers-by, the transit shelter was covered with a bright yellow vinyl wrap and decorated with an illuminated sign and flags on the roof to maximize its visual impact. On the interior advertising face, the lyrics of the chorus appeared, a button played the anthem, and LED lights highlighted each word in a karaoke-like fashion.
A viral video was shot with members of the band Radio Radio that surprised people passing by.

Watch the video: https://youtu.be/e4W8bVtGh00

## New Amsterdam Vodka – Product launch (2015)

**Context:**
To promote the Canadian market launch of New Amsterdam Vodka, a transit shelter was transformed into a "lounge" experience.
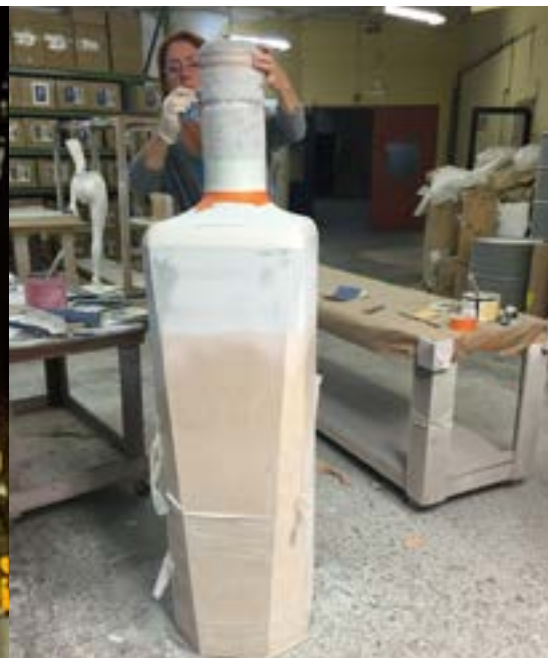
**Objective:**
• Introduce the brand and its personality to the public
• Produce a viral video

**Production:**
A vinyl wrap created the illusion of a lounge bar. The custom-made roof featured buildings, a product bottle and mood lighting. Inside the transit shelter, a presence detector triggered ambient music and blue lighting on the ceiling.

Watch the video: https://youtu.be/m_7hkD8eAZU



## Ferrero – The Holidays (2015)

**Context:**
For the holiday season, Ferrero wanted to stand out in the gray fall landscape. A transit shelter was transformed into the colors of the famous treat.

**Objective:**
• Increase the visibility of the brand
• Generate sales

**Production:**
A full vinyl wrap was designed reproducing the look of a Ferrero Rocher. The exterior was transformed into a box containing giant Ferrero Rocher.

Watch the video: https://youtu.be/3QMY6OGX3RY

## Canadian Tire – Moving Day (2016)

**Context:**
To reinforce that Canadian Tire is the place to find everything for the moving season, a themed transit shelter was designed for the occasion.

**Objective:**
• Attract public attention
• Generate in-store visits

**Production:**
In addition to the vinyl cladding on the glass sides, a roof structure was fabricated from furniture and items available in the store. To accentuate the illusion of a precarious balance, oversized cables and hooks were installed.



## Lassonde – Oasis (2016)

**Context:**
To promote Oasis juice made from freshly squeezed oranges, a spectacular transit shelter was designed to brighten up the gloomy fall days.

**Objective:**
• Increase brand visibility
• Generate in-store sales

**Production:**
To attract the public's attention, a vinyl wrap depicting orange crates was used. To capitalize on the diminishing fall light, a LED ceiling light diffused a warm orange glow. In addition, a soundtrack was added that played the songs of birds and cicadas.
The experience was also enhanced by an orange fragrance diffused in the transit shelter. Finally, a field squad distributed Oasis products.

## McDonald's – McPlayer (2017)

**Context:**
To promote the Mighty Angus, the client wanted to create an event that would feature their spokesperson, Montreal Canadiens captain Shea Weber. The public was invited to compete with the tough defenseman in a blinking contest.

**Objective:**
- Create a fun experience where the public would be able to interact with the transit shelter
- Create a public event
- Produce a viral video

**Production:**
A video screen was installed on the outside of the transit shelter and an interactive experience was created using a facial recognition camera that captured the eyes of participants. The game was to stare into the eyes of Shea Weber and keep them open longer than he did. Several scenarios were pre-programmed to allow for variations in the experience. To complete the experience, a vinyl wrap was applied to the windows.

Watch the video: https://youtu.be/K1T0UqR4vKA
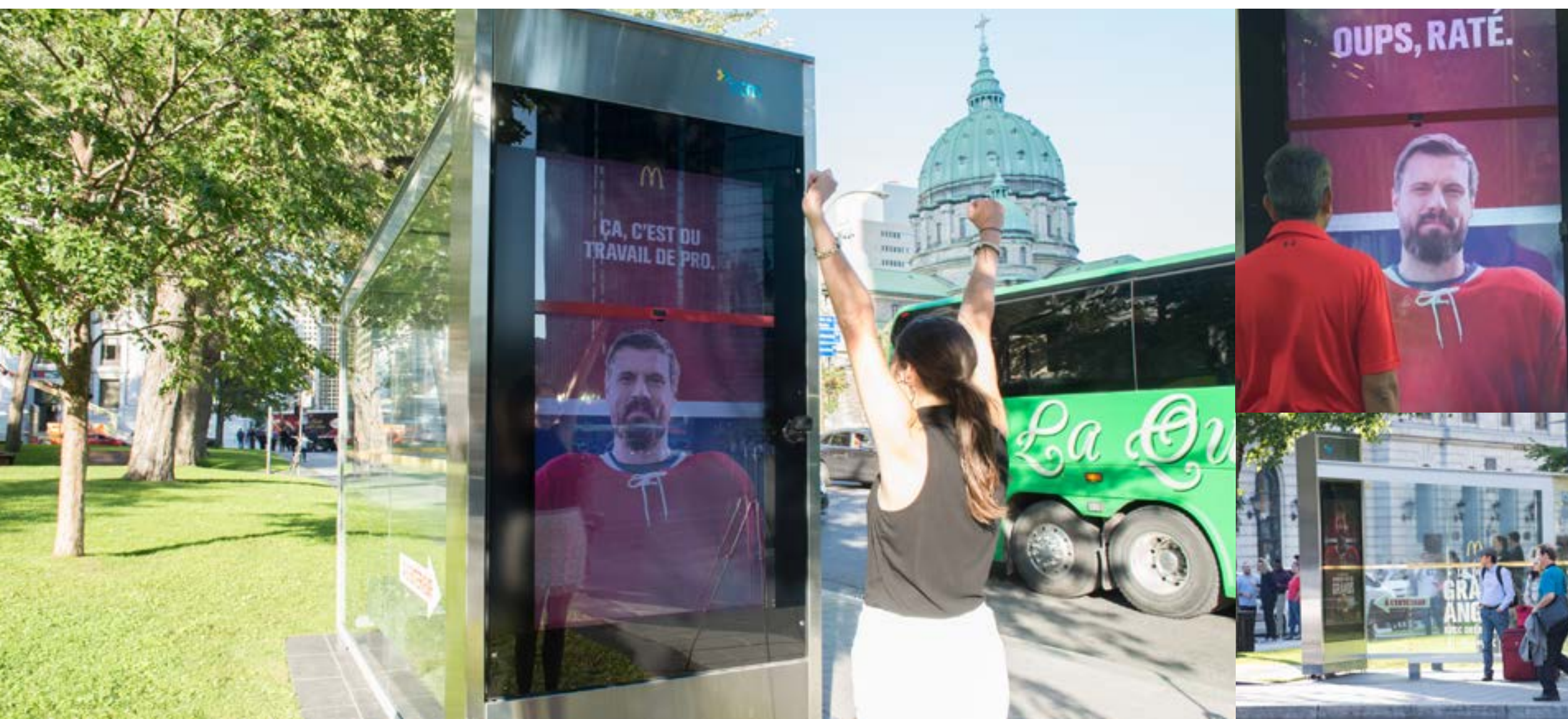




## Thierry Mugler – Aura (2018)

**Context:**
To promote the release of Aura, Thierry Mugler's new fragrance, a strategically positioned digital transit shelter was transformed into a tropical forest, the central theme of the promotional campaign.

**Objective:**
- Increase the visibility of the product
- Generate visits to nearby perfume stores

**Production:**
The roof was completely covered with lush vegetation and a vinyl wrap with the same theme extended over the rest of the transit shelter. The exterior digital advertising face featured a series of campaign images and promotional posters in succession.

Watch the video: https://youtu.be/XLYSbj783uo

## Cirque du Soleil – Alégria 25 ans (2019)

**Context:**
To celebrate the 25th anniversary of Alegria, Cirque du Soleil's iconic show, an interactive transit shelter was produced. The installation invited the public to immerse themselves in the magical world of the show.

**Objective:**
• Inform the public of Alegria's return to Montreal
• Generate ticket sales
• Produce a viral video

**Production:**
Elements of the production were integrated into the structure and roof of the transit shelter. Inside, a presence detector triggered an illusion in a huge ornate mirror, where a character invited the person to activate the experience by placing their hand on a base in front of it. The participant was then immersed in the world of Alegria through images and audio.

Watch the video: https://youtu.be/MVxcmlxV5fI



## Exceldor – Live Job Interviews (2019)

**Context:**
As part of a recruitment initiative, the client wanted to produce a stunt that would create viral content.

**Objective:**
• Conduct a field activation in an area where the target audience is present.
• To carry out a creative stunt highlighting interactions with the users
• Recruit candidates

**Production:**
The teleconference system connected human resources staff located in Quebec City with users as soon as the telephone handset was picked up.

Watch the video: https://youtu.be/qBk31RbWoGU

## Joe Fresh – Fall / Winter / Holiday Collection (2019)

**Context:**
To provide visibility for Joe Fresh's fall and winter collections, a dramatic execution was designed.

**Objective:**
• To provide increased visibility for the Joe Fresh brand
• Produce a viral video

**Production:**
A completely custom structure was designed. A backlit, customizable ceiling equipped the second level. The structure was wrapped in vinyl in the client's colors and the wrap was updated for the holiday season.

Watch the video: https://youtu.be/mAQkGC0AA8Q





## Cirque du Soleil – Under the Same Sky (2020)

**Context:**
To reveal the new title of their latest show, a mysterious cube was placed on the roof of a transit shelter, an original way to intrigue the public; by progressively updating the messaging and telling more about the origins of this strange object.
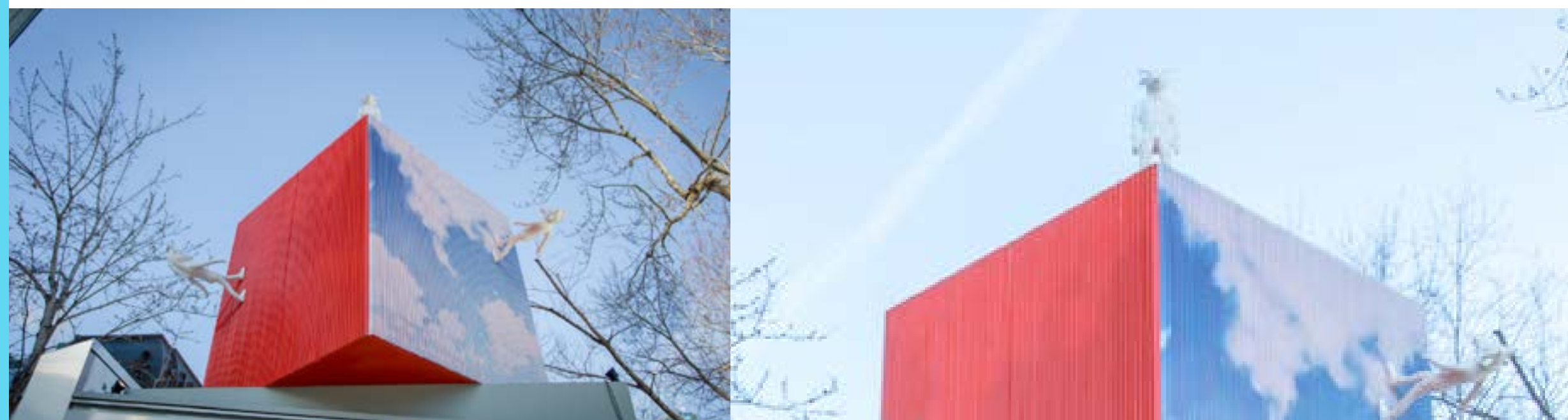
**Objective:**
• Intrigue the public
• Generate interest for the coming tickets sale

**Production:**
A large cube that changed appearance depending on the point of view was embellished with gravity defying sculptures of humanoids animals. On the back window of the shelter a vinyl banner was giving clues about the origin of the mysterious cube and the banner was updated daily. The cube had a second life as a prop on the show's venue.

Watch the video: https://youtu.be/DjBHTPoLjm8

## Euro 2020/21 – Live voting (2021)

**Context:**
To promote the Euro 2020 broadcast, an interactive experience was created especially for the event. Fans were invited to come and vote directly in the transit shelter.
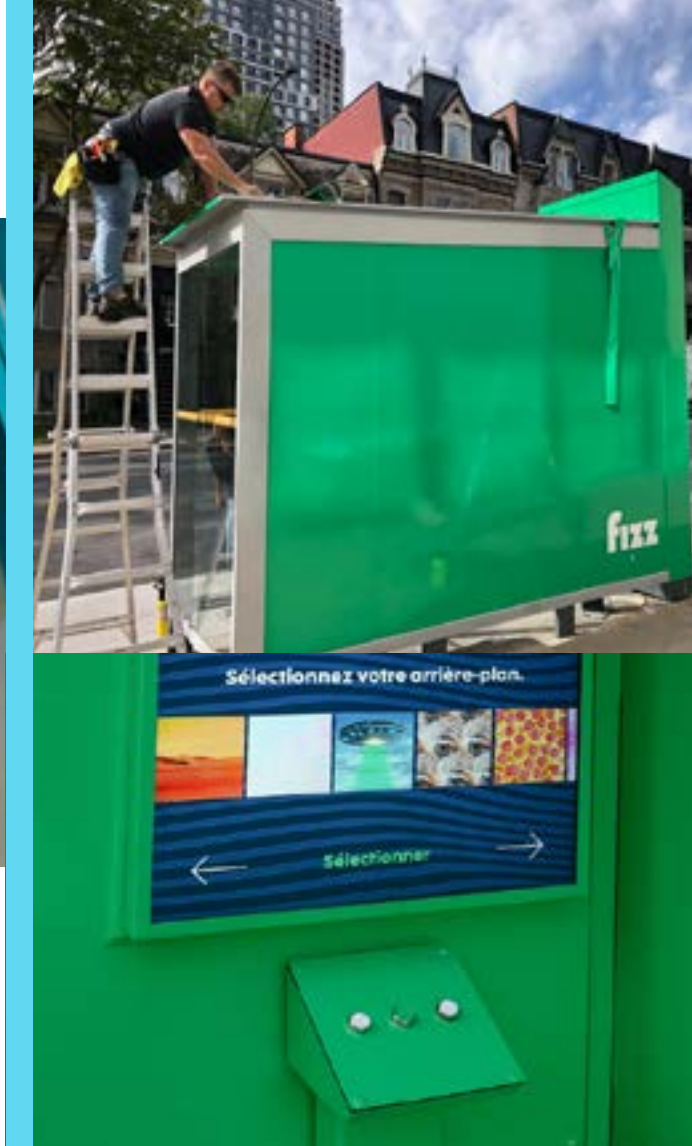
**Objective:**
- Inform the public to tune in to TVA Sports
- Generate traffic on the TVA Sports website
- Stir up the patriotic spirit of the fans

**Production:**
Throughout the competition, a digital screen invited fans to vote for their favorite team. In order for fans to safely register their vote during the pandemic, a foot navigation device was designed. Once the vote was recorded, the national anthem of the selected country was played, and the transit shelter ceiling instantly took on the colors of the selected country's flag. Real-time voting statistics were displayed on the screen. A contrasting vinyl wrap completed the display.

Watch the video: https://youtu.be/LAblxDx_i4k



## Fizz – Photobooth – Customized products (2021)

**Context:**
To demonstrate that Fizz offers products to your image, a transit shelter enabled the public to become the star of an ad.

**Objective:**
- Playful experience with the public
- Use the transit shelter as a backdrop for different media initiatives

**Production:**
The transit shelter was entirely covered with vinyl in Fizz's colors. A screen on the inside of the transit shelter allowed the public to choose among ten zany backgrounds. Thanks to the green-screen interior, participants were automatically integrated into the selected background. Once the photo was approved, it was displayed on the transit shelter's exterior screen.

Watch the video: https://youtu.be/37m7-u-WmfU

## Takis – Hand Warmer (2022)

**Context:**
In the cold month of February, Takis offered to the pedestrians an out of the ordinary transit shelter equipped with a hand warmer in the shape of a Takis chip.

**Objective:**
- Express the playful aspect of the brand
- Produce viral videos for all social media platforms

**Production:**
In addition to the vinyl wrap and matching carpet, the shelter was crowned with a giant campfire where the logs were replaced with incandescent Takis chips. Inside the shelter the ceiling was equipped with a lighting fixture that casted a warm and comforting light, even the campfire crackling could be heard. To finish it off, a giant Takis chip equipped with an internal heating system was installed on the advertising face.

Watch the video: https://youtu.be/LjdI3hYMTwQ



## Cirque du Soleil – Kooza (2022)

**Context:**
To mark the return of Cirque du Soleil's Kooza in Montreal, a transit shelter was completely transformed to give the public a spectacular taste of the show.

**Objective:**
- Inform the public about the shows return
- Show the colourful aspect of the show
- Produce video content for social media platforms

**Production:**
To illustrate the spectacular side of the show, the iconic wheel of death performance was reproduced on the shelter's roof. In addition, a vividly coloured vinyl wrap covered the entirety of the shelter. To finish it off, music from the show could be heard inside the shelter.

Watch the video: https://youtu.be/dwWEE5BWwf4

## City of Lévis, Shuttle Bus – Superbus (2017)

Context:
To mark the launch of a new summer shuttle, the City of Levis chose a colorful design to attract the public's attention.

Objective:
• Enable the public to easily recognize the shuttle.

Production:
A wrap composed of perforated and opaque vinyl increased the visibility of the shuttle tenfold and informed the public of its affordable fare.





## Point S – Superbus (2018)

Context:
In the fall of 2018, Point S wanted to establish itself as the go-to place for buying and installing winter tires. In order to appeal to motorists, Point S chose to transform a bus to effectively reach their targets.

Objective:
• Inform the public as the cold season approaches

Production:
An opaque and openwork vinyl wrap emphasized branding and promotion.

## Audi Levis – Superbus (2015)

**Context:**
To attract customers in the Old Capital, Audi Lévis chose to customize an articulated bus that commuted between Lévis and Quebec City.

**Objective:**
• Attract customers from Quebec City.

**Production:**
A wrap composed of opaque and openwork vinyl ensured maximum impact and visibility.





## Atout France – Superbus (2018)

**Context:**
To encourage Quebecers to seek the warm sun of Guadeloupe, an articulated bus was customized.

**Objective:**
• Capitalize on the winter blues by encouraging consumers to dream about the warm sun of Guadeloupe.

**Production:**
A wrap composed of opaque and openwork vinyl in sunny colors over the entire surface of two articulated buses.

QUEBECOR
EXPERTISE | MEDIA

# Other creative options:

To help maximize production budgets, here are a few examples of more economical executions.

## Vinyl Wrapping

The most cost-effective way to create impact, vinyl window wraps enable the message to be spread over a larger area and increase the visibility of the campaign tenfold.

## Marquee wrap

By covering the glass panel between the two posters, a marquee transit shelter is transformed into a much more visible horizontal panel.

## Totem advertising Integration

The advertising box can be transformed into a showcase in which an advertiser can highlight their product.

## Audio

Create an atmosphere or support the advertising message with audio integration. A speaker system can be installed in a transit shelter and set up to play a message, music or a soundscape.
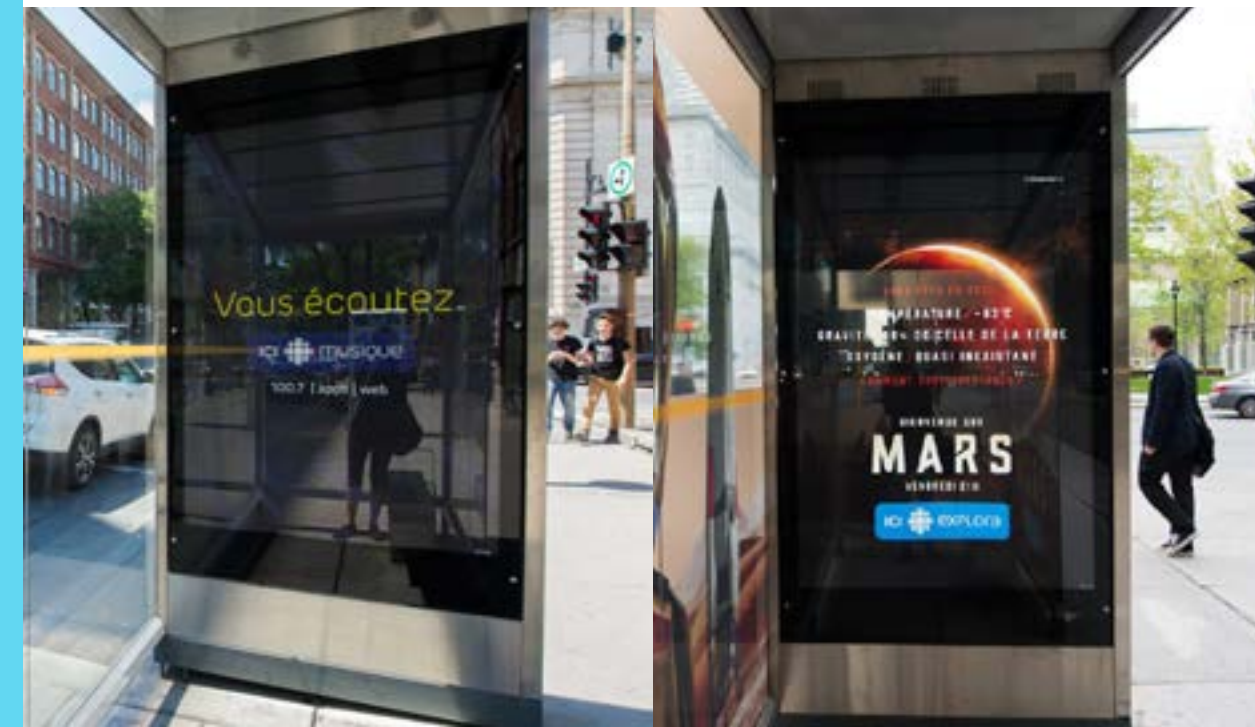
## Decorations

Decorative structures can be installed on the roof of the transit shelter to attract the attention of the public.

## Olfactory

The most evocative sense can be used for an advertising campaign. By installing a diffuser, a fragrance can be dispersed in transit shelters.

## Lights

The installation of lights in the transit shelter is a valuable addition, especially in the case of a campaign aimed at a night-time audience.

# Contextualized Digital Transit shelter

Contextualization enables the integration of dynamic content in a digital visual (i.e. it can be used to update the information that appears on the poster in real time). It is also possible to configure the broadcasting of specific visuals only when certain conditions are met. The possibilities are almost unlimited.

## Countdowns

Countdowns are a proven tactic to create a sense of urgency with consumers.

## Weather Activation

With the use of weather data, a variety of information can be integrated into the visuals such as current temperature, relative humidity, pollen count and many others.

## Live Sports Scoring

With the integration of game data, a digital display is able to show, in real time, the score of a game in progress and even vary the messages according to the progression of the game.

# A picture is worth a thousand words.

Here are a few more original concepts and mock-ups produced for our clients.

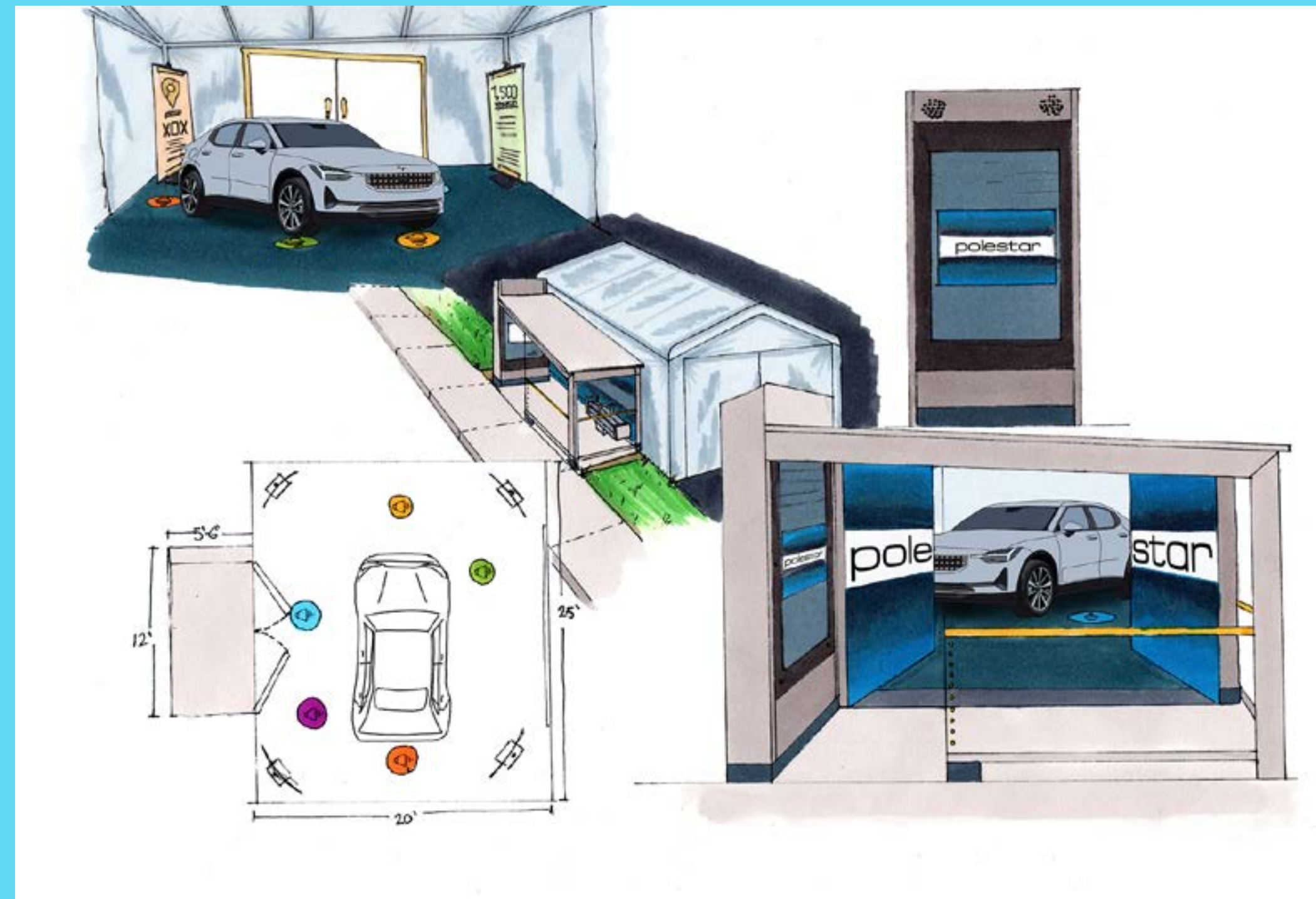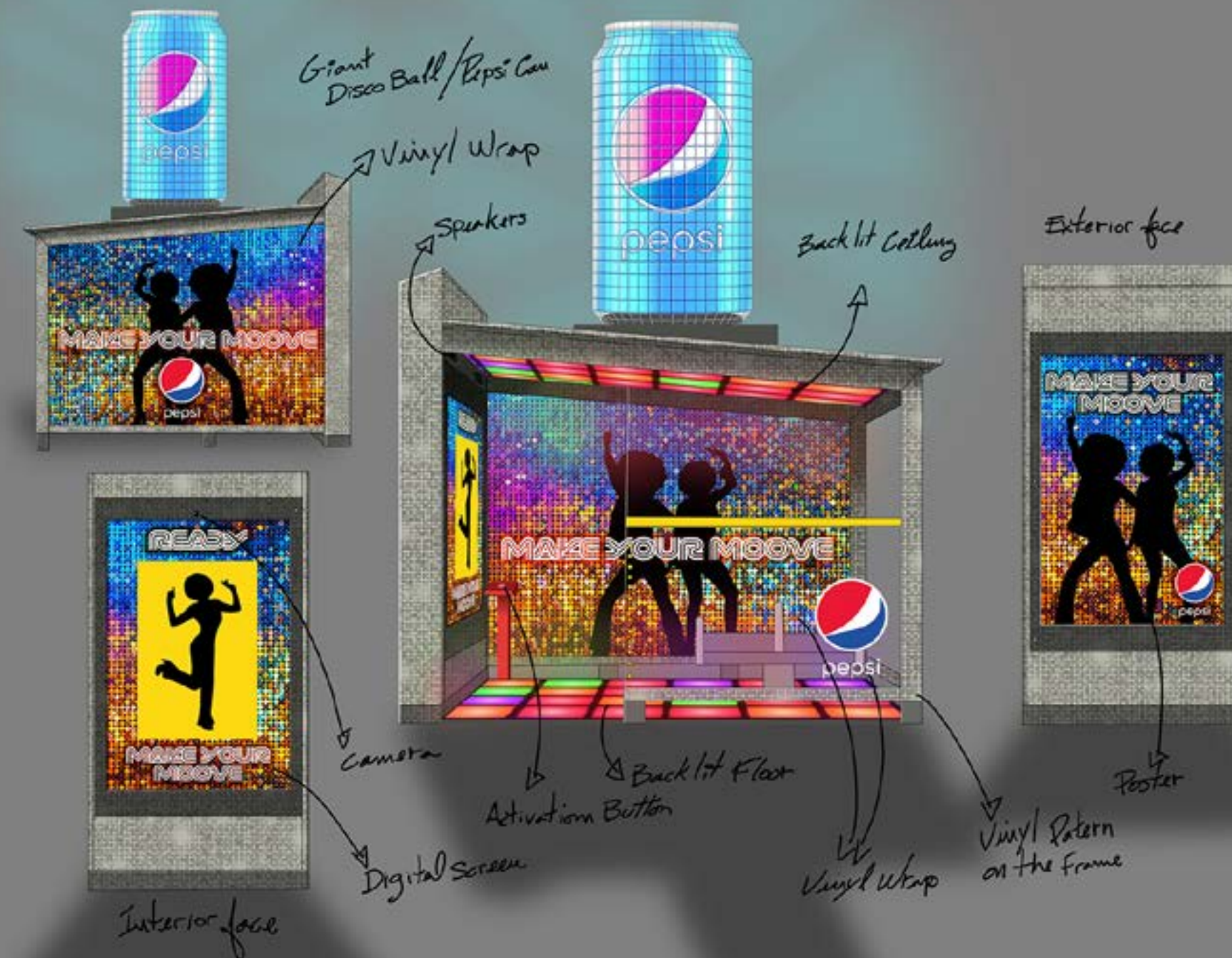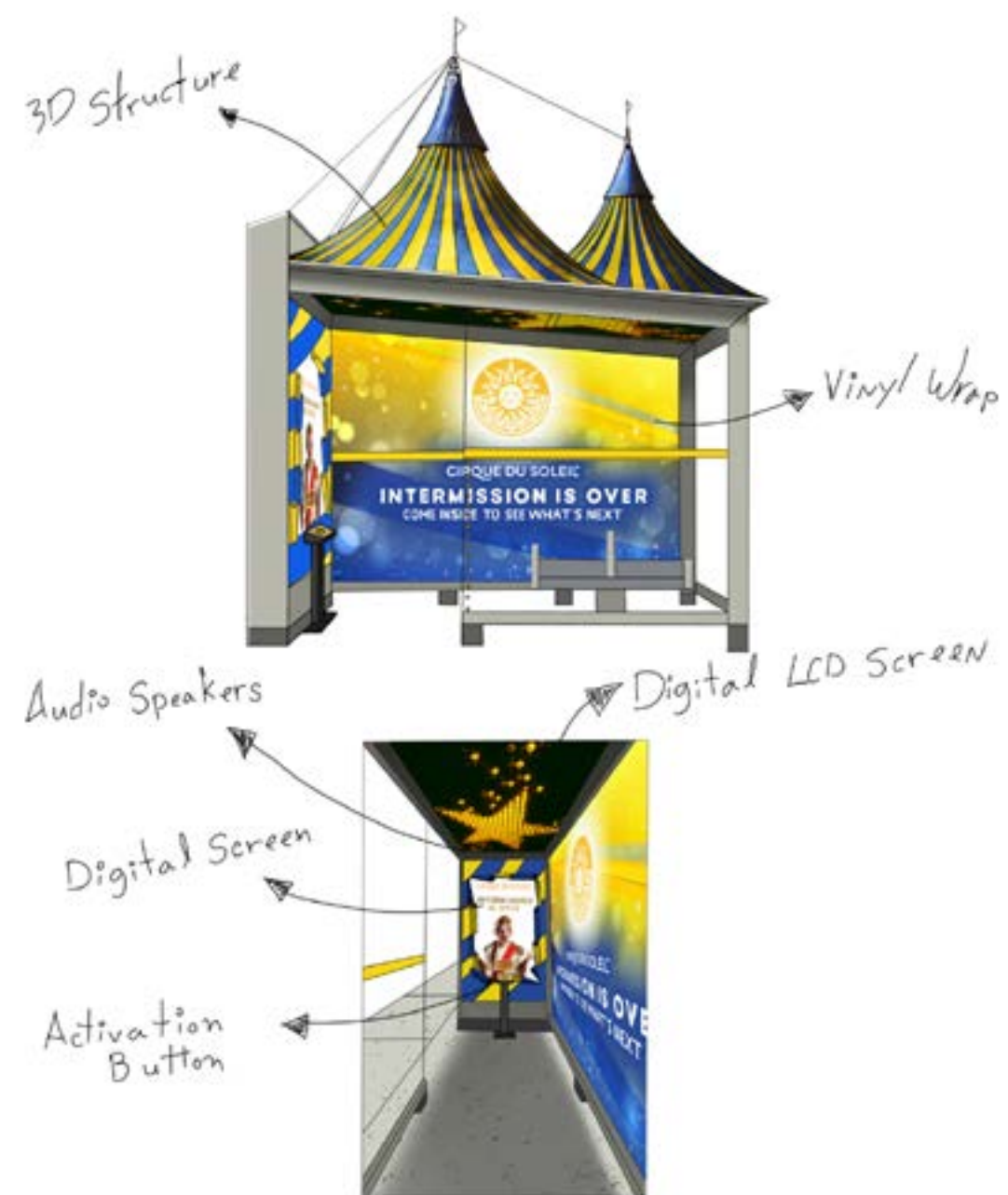It would be our pleasure to produce a custom-made design that reflects your campaign objectives!

QUEBECOR

EXPERTISE | MEDIA