

CONTEXTUALIZATION

QUEBECOR
OUT-OF-HOME

Contextualization



/ For Relevance and Performance



DID YOU KNOW?

Contextualization allows dynamic content to be integrated into a digital visual and updated in real time.

ADAPT YOUR CREATIVE CONCEPT TO A CONTEXT

-  An **hour**, a time of **day/week**
-  An **event, gathering or festival**
-  A **one-off calendar celebration**
-  A **sports team** (programming, goal, etc.)
-  A **specific place**
-  A **specific weather** (temperature, sun, UV index, etc.)
-  A **countdown**

WITH MULTIPLE POSSIBILITIES

-  Real-time creative update with RSS feed



Relevant Campaigns

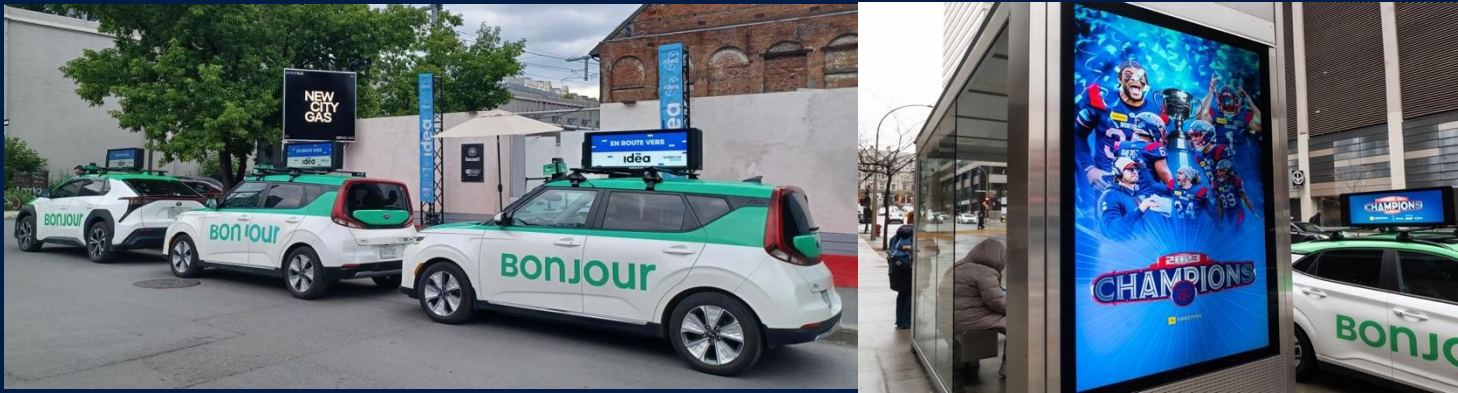
/ Maximize your Impact with Contextualization



STRATEGICALLY USE CONTEXTUALIZATION

by leveraging the flexibility of Digital Out of Home!

EVENT



CELEBRATION



TEASER



GOAL SPORTS TEAM



COUNT DOWN



MORTGAGE RATE



REAL-TIME FLYER



WEATHER FORECAST



CONTACT US

FOR A SUSTAINABLE FOOTPRINT

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Distance
Test

Creative
Guide

Portfolio

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