

# 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

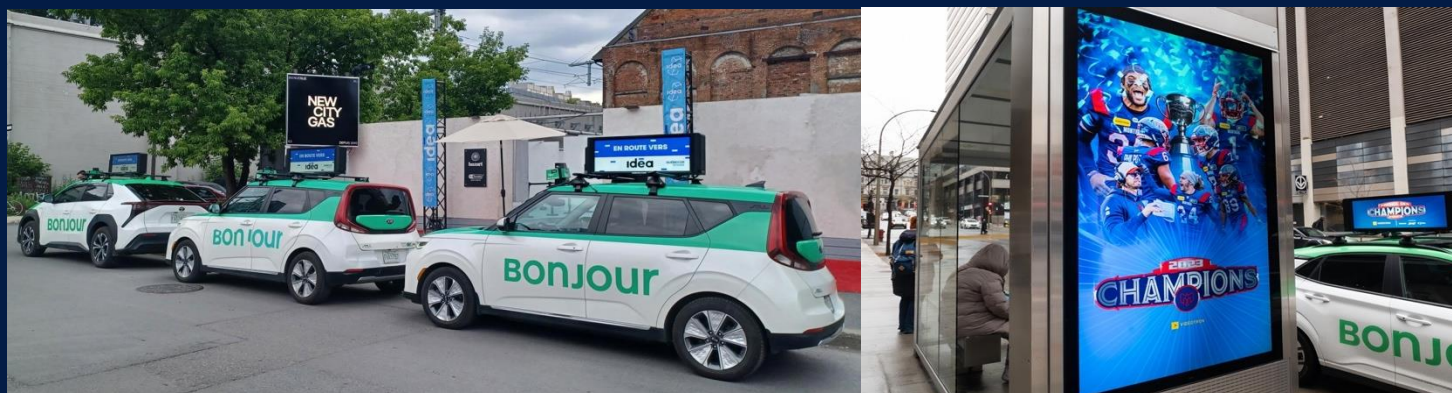
/ Maximize your Impact with Contextualization



## 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**

**QUEBECOR**  
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