



# **CREATIVE STUNTS** **CREATIVITY**

**QUEBECOR**  
**OUT-OF-HOME**

# Creative stunts

/ We Love to Make you Shine!

## AWARD-WINNING CREATIVITY



### ADCLUB 2023

Street Level/ Transit/ Transportation

1<sup>st</sup> place:      2<sup>nd</sup> place:      3<sup>rd</sup> place:

**SCÈNE+**      **IKEA**      **BELAIRDIRECT**

Best Innovation OOH

1<sup>st</sup> place: **INTEL**

Best in show

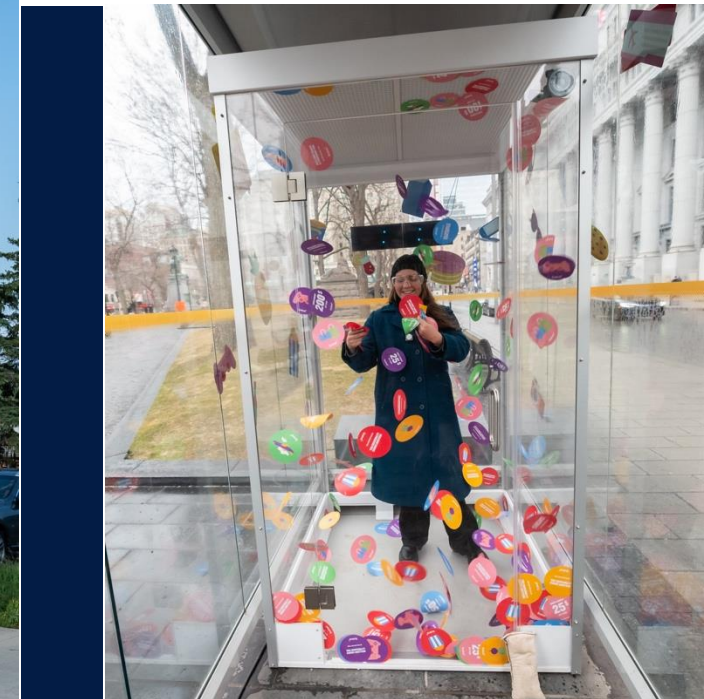
1<sup>st</sup> place: **SCÈNE+**



### THE CANADIAN OUT-OF-HOME AWARDS 2024

Best Creative

Winner: **IKEA**      Runner-up: **SCÈNE+**



# Infinite Creative Possibilities

/ To Stand Out with our Creative Stunts

Make use of the **5 senses** to create an impactful and memorable brand experience.

## SMELL



EX.LAVO LA PARISIENNE

Diffusion of a fragrance reminiscent of the smell of laundry!

## TOUCH



EX.TAKIS

Integration of a hand warmer in the shape of chips.

## SOUND



EX.TEL-JEUNES

Broadcasting of adapted music to encourage consultation.

## SIGHT



EX.FIZZ

Interactive booth inviting you to take a photo and share it.

Can you **TASTE** the boldness? Does it make you want to stand out?

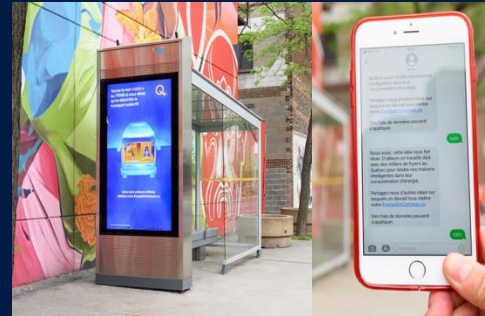
## LIGHTS



## PHOTO BOOTH



## MULTIMEDIA



## 3D STRUCTURE



## ADDITIONAL INTERIOR SCREEN



## WIND MACHINE



## 3D INTEGRATION



# CONTACT US

## FOR A SUSTAINABLE FOOTPRINT

### QUEBECOR MEDIA EXPERTISE

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**Distance  
Test**

**Creative  
Guide**

**Portfolio**

**QUEBECOR**  
**OUT-OF-HOME**