

# Digital Transit Shelter

/ Proximity, Flexibility and Performance



## OFFER

**1<sup>st</sup>** digital urban furniture in Quebec

**149** digital screens

**112 M** impressions / 4 weeks

**7** strategic networks

**5** major markets in Quebec:

Montreal, Laval, Longueuil\*, Sherbrooke, Lévis

*\*including Boucherville, Brossard, St-Bruno-de-Montarville et St-Lambert*

## PERFORMANCE

### AWARENESS

**73%**

of consumers perceive **digital out of home** favourably.

### CONVERSION

**76%**

say digital out of home has recently spurred them to action.

## PRODUC

### • TRANSIT SHELTER

Local, dominant and strategic presence in sought-after areas, notably strengthened in the Montreal market by the removal of columns.

### • ADVERTISING SCREEN

84-inch LEDs, at eye level for visibility more optimal than the Canadian standard

## STRENGTHS

### PROXIMITY

**81%** of transit shelters are located near residential areas.

### COMMANDS A HIGH LEVEL OF ATTENTION

**4.4 seconds**

spent by consumers looking at the screen, driving brand consideration and better results

### IMPACTFUL FORMAT

- Opt for a striking format for remarkable reach.

### CREATIVITY

- Maximize your impact with a creative stunt by wrapping a transit shelter in vinyl.

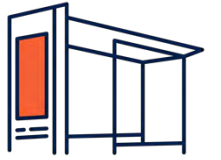
### FLEXIBILITY AND CONTEXTUALIZATION

- Customize your campaign quickly and easily.



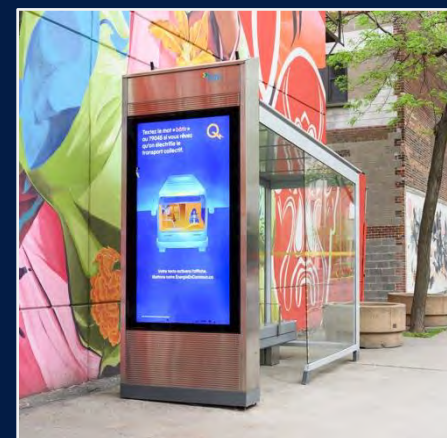
# Creative Stunts

/ Digital Transit Shelters - Vinyl Wrapping and Custom Creativity



**FOR A CONTEXTUALIZED, INNOVATIVE, INTERACTIVE AND ENGAGING EXPERIENCE.**

**Did you know? +32% increase in brain response when relevant creative is seen at the right time\*.**



Sources : Contextualized advertising displays are becoming part of the landscape [Etude LSA/JCDecaux]  
Clear Chanel and JC Decaux, Moments of Truth study  
\*significantly improving brand and performance metrics.

# CONTACT US

## FOR A SUSTAINABLE FOOTPRINT

### QUEBECOR MEDIA EXPERTISE

[montreal@quebecormedia.com](mailto:montreal@quebecormedia.com)

[toronto@quebecormedia.com](mailto:toronto@quebecormedia.com)



**QUEBECOR**  
OUT-OF-HOME