

# Express Destination

/ Immersive and Captivating Convenience Store Interaction



## OFFER

**1<sup>st</sup>** 100% digital network  
in convenience stores in Canada

**156** advertising faces

**141** sites

**5.1 M** impressions / 4 weeks

**3** growing markets and network:

- Quebec
- Ontario
- Alberta

## PERFORMANCE

### AWARENESS

**94%** notice promotions.

### CONVERSION

**95%** purchasing decisions in local shops  
are made subconsciously.

**40%** ad recall rate.

**50%** spend more on different products  
and services on the same day.

## PROFUC

### CONVENIENCE STORE:

- Digital Horizontal strategically positioned above checkouts or at the entrance of the convenience store, streaming digital video, animated or static quality content.
- \* See the Express Video Station one-pager for the additional offering in outdoor out of home.

## STRENGTHS

### STRATEGIC LOCATIONS WITH HIGH VISIBILITY

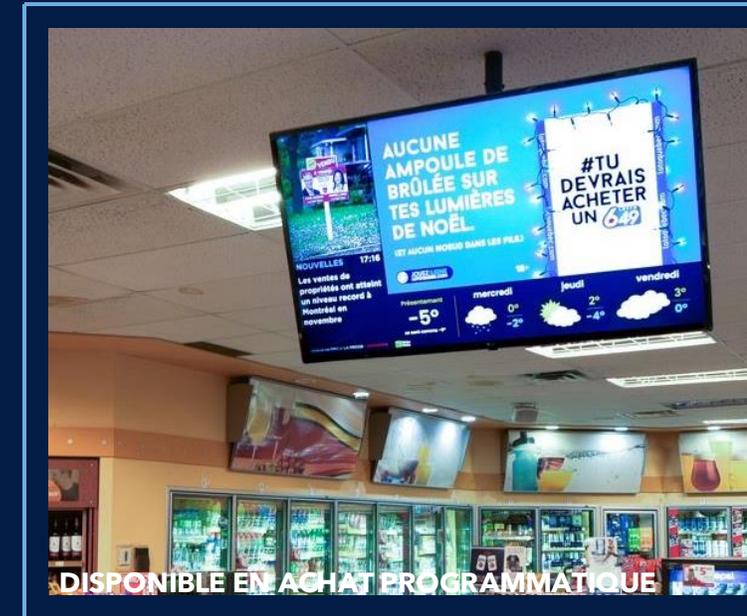
- Target consumers on the go with Digital Horizontal strategically positioned in high-traffic convenience stores.

### EXTENSIVE COVERAGE

- Reach a diverse clientele, in businesses with extended opening hours, in a variety of environments (neighborhoods, rural, urban, etc.).

### INCENTIVE TO PURCHASE

- To capture consumers' attention and encourage them to buy.



# CONTACT US

## FOR A SUSTAINABLE FOOTPRINT

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**Distance  
Test**

**Creative  
Guide**

**Portfolio**

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