

Express Video Station

/ Unique Out of Home Outdoor Video



OFFER

1st 100% digital network at service stations and convenience stores across Canada

1,211 advertising faces

249 sites

20.9 M impressions / 4 weeks

3 markets in a growing network:

- Quebec
- Ontario
- Alberta
- British Columbia (coming in 2025)

PERFORMANCE

AWARENESS

94% notice promotions and **100%** hear the audio from the screens on the pumps.

CONVERSION

40 % ad recall rate

52 % motorists enter the convenience stores and **50%** spend more on different products and services on the same day.

PRODUCTION

SERVICE STATIONS

- Express Video Station (audio available)

CONVENIENCE STORES

- Digital Vertical (video available) high-end bright LCD
- *See the Express Destination one-pager for the additional offering in indoor out of home (Digital Horizontal)*



STRENGTHS

CAPTIVE AND RECEPTIVE AUDIENCE

- Join motorists during their refueling while they are captive, receptive and present on average nearly **4 minutes** and entice them to enter the convenience store to boost product sales.

STRATEGIC LOCATIONS WITH HIGH VISIBILITY

- Amplify the reach of your advertising campaign with our network strategically positioned in high-traffic nearby locations.

COMBINE AUDIO WITH THE POWER OF OUT OF HOME

- Capitalize on the impact of audio combined with the power of out of home to build brand awareness.



CONTACT US

FOR A SUSTAINABLE FOOTPRINT

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**Creative
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Portfolio

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