

Express Destination

/ Immersive and Captivating Convenience Store Interaction



OFFER

- 1st** 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.

PRODUCT

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