

# Mobile Digital Screen

/ a Quebecor OOH Exclusivity to Take your Brand on a Journey



## OFFER

**50** vehicles, **2/3 of which are electric\***  
**77K** KM traveled per week\*  
**4,340 M** impressions / 4 weeks\*\*

## PRODUC

Double-sided  
**high end LCD screens**

## PERFORMANCE

### AWARENESS

**73%**  
perceive **digital out of home** favourably.

### CONVERSION

**50%**  
say **digital out of home** encourages people to make a purchase on the spot.

## STRENGTHS

### UNRIVALLED URBAN COVERAGE

- Presence in Montreal CMA neighbourhoods, including strategic areas.

### EXTENDED REACH

- Opt for an exclusive format for a wider reach.

### FLEXIBILITY AND CONTEXTUALIZATION

- Customize your campaign quickly and easily.

### CREATIVITY

- Maximize your impact by wrapping a vehicle in vinyl.



AVAILABLE FOR PROGRAMMATIC PURCHASE  
ON BROADSIGN'S REACH AND HIVESTACK

# Creative Stunts

/ Mobile Digital Screen – Vinyl Wrap and Custom Creativity



**TO TAKE YOUR BRAND EVEN FURTHER, COMBINE VINYL WRAPPING AND A MOBILE DIGITAL SCREEN.**  
Did you know? 75% of a campaign's effectiveness depends on its creative execution?

## DOOR WRAP + MOBILE DIGITAL SCREEN



PRIDE PARADE

## FULL VEHICLE WRAP + MOBILE DIGITAL SCREEN



ALOUETTES PARADE

# CONTACT US

FOR A SUSTAINABLE FOOTPRINT

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**QUEBECOR**  
OUT-OF-HOME