

Shopping Destination

/ High Visibility and Exposure to Drive Action



OFFER

- 1st** media in Canada in shopping centres
- 1,160** advertising faces
- + 100** shopping centres
- 394.7M** impressions / 4 weeks
- 8** provinces

PERFORMANCE

AWARENESS

83% remember seeing Out of Home 30 minutes before their purchases.

CONVERSION

17% interacted with brands after seeing Out of Home in a shopping centre.
+ ½ half of purchases in shopping centres are **impulsive**, mainly triggered by immediate purchase and promotions.

PRODUCT

- Digital Spectacular and Backlit
- Digital Vertical and Horizontal
- Backlit Vertical and Horizontal
- Custom Products

STRENGTHS

NATIONAL COVERAGE AND HIGH VISIBILITY

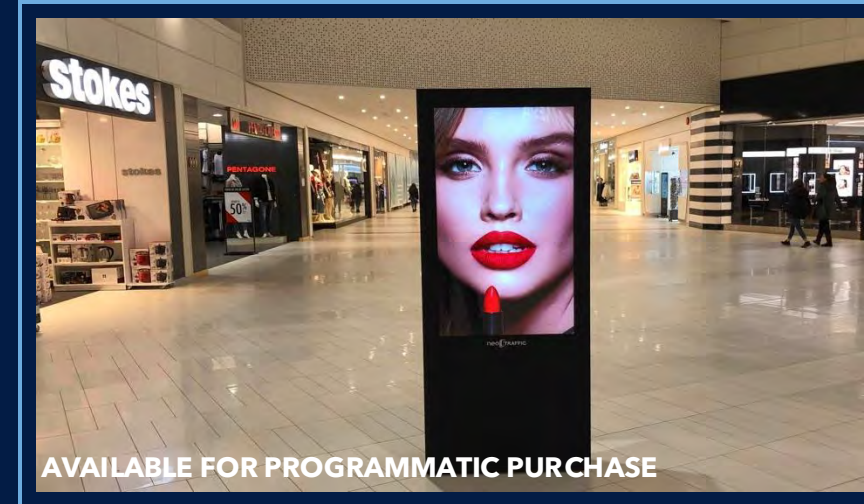
- Reach consumers nationwide, boosting your reach and visibility.

EXTENDED EXPOSURE

- Reach consumers who are actively looking for products or services, on an extended basis, for better brand retention.

PROXIMITY, RECEPTIVITY & ENGAGEMENT

- Capitalize on an inspired, receptive and ready-to-buy audience to maximize the effectiveness of your Out of Home campaigns and impulse buys.



CONTEXTUALIZATION

- Leverage the flexibility and efficiency of contextualization for relevant campaigns.

BRAND ACTIVATIONS AND SPONSORSHIP OPPORTUNITIES

- Capture attention visually, emotionally, and immersively.

Creative Stunts

/ Shopping Destination - Vinyl Wrap and Custom Creativity - Outdoor Visibility



DID YOU KNOW? CREATIVITY = BOOSTED BRAND AWARENESS AND CONVERSION

Maximize visibility where purchase decisions happen.

Leverage brand experiences and custom activations, perfect for launches and openings.



Unique and prestigious opportunity

📍 The Core - Calgary

243" x
532"



Dominant Entrance



Entrance Doors



REM walkway

📍 Quartier Dix-30, Brossard

Creative Stunts

/ Shopping Destination - Vinyl Wrap and Custom Creativity



DID YOU KNOW? CREATIVITY = ENHANCED BRAND AWARENESS AND CONVERSION

Maximize visibility where purchase decisions are made.

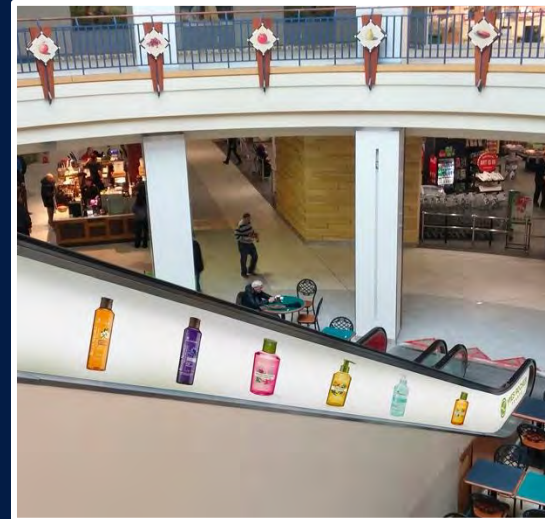
Capitalize on brand experiences and tailored activations, perfect for launches and openings.



Stairs



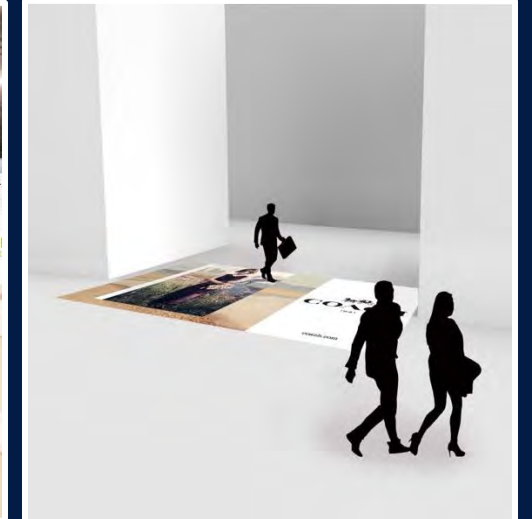
Elevator



Escalator



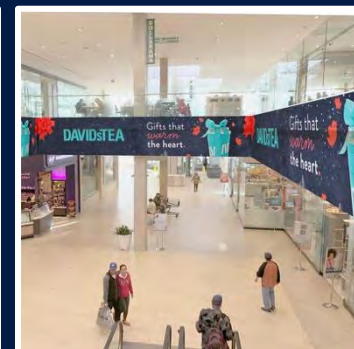
Mural



Floor



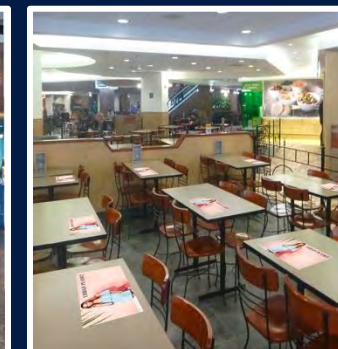
Railing



Partition



Columns



Table

CONTACT US

FOR A SUSTAINABLE FOOTPRINT

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QUEBECOR
OUT-OF-HOME