

# Bus

/ Extensive Coverage and Reach through our Moving Static Displays



## OFFER

**950** buses

**8,482** advertising faces

**423.5 M** impressions / 4 weeks

**4** major markets in Quebec :

Laval, Longueuil\*, Lévis and Sherbrooke

\*including Brossard, Boucherville, St-Bruno-de-Montarville and St-Lambert

**75%** of this population reached

## PERFORMANCE

### AWARENESS

Bus advertising is more noticed by:

- **YOUTH** **INDEX 147**
- **HIGH INCOME** **INDEX 115**
- **NEW IMMIGRANTS** **INDEX 158**
- **FAMILIES** **INDEX 107**

## PRODUCT

- **EXTERIOR - KING AND SEVENTY POSTERS**  
to reach motorists and pedestrians
- **EXTERIOR - VINYL WRAP**  
for a spectacular impact
- **INTERIOR - POSTERS**  
to capture passengers' attention



Average distance traveled by  
1 bus x 4 weeks : **4,151 km**

## STRENGTHS

### UNMATCHED URBAN COVERAGE AND POPULAR TARGETS

- Exhibit your campaign in strategic neighbourhoods, including residential ones where advertising is limited.

### MOVING SUPER BOARDS

- Maximize your impact by wrapping a bus in vinyl and capitalizing on Moving Super Boards.

### CONSTANT VISIBILITY

- Coverage and reach powered by our Moving Super Boards reaching your targets at different key stages in the consumption cycle, with 100% share of voice.



# Creative Stunts

/ Bus – Vinyl Wrapping and Custom Creativity



**TO CAPITALIZE ON A MOBILE SUPER BOARD AND PROPEL YOUR BRAND.**  
**Did you know? Creativity accounts for 50% of a brand's visibility.**

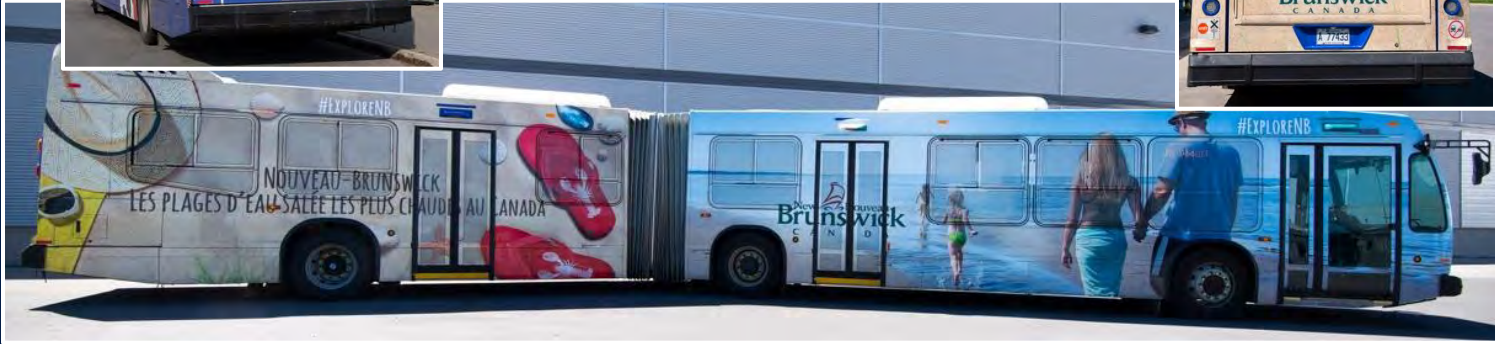
## REAR MURAL



## SIDE MINIMURAL



## SUPERBUS 360



## SIDE MURAL





# CONTACT US

## FOR A SUSTAINABLE FOOTPRINT

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**Distance  
Test**

**Creative  
Guide**

**Portfolio**

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