CONTEXTUALIZATION

QUEBECOR OUT-OF-HOME

Contextualization / For Relevance and Performance















DID YOU KNOW?

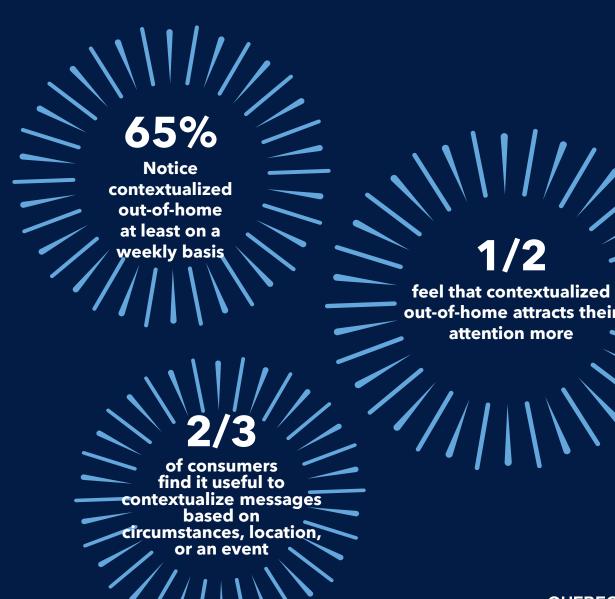
Contextualization allows dynamic content to be integrated into a digital visual and updated in real time.

ADAPT YOUR CREATIVE CONCEPT TO A CONTEXT

- An hour, a time of day/week
- An event, gathering or festival
- A one-off calendar celebration
- A **sports team** (programming, goal, etc.)
- A specific place
- A **specific weather** (temperature, sun, UV index, etc.)
- A countdown

WITH MULTIPLE POSSIBILITIES

Real-time creative update with RSS feed



Relevant Campaigns

/ Maximize your Impact with Contextualization



STRATEGICALLY USE CONTEXTUALIZATION

by leveraging the flexibility of Digital out-of-home!

EVENT



CELEBRATION



TEASER



GOAL SPORTS TEAM



COUNT DOWN



MORTGAGE RATE



REAL-TIME FLYER



WEATHER FORECAST



QUEBECOR

CONTACT US FOR A SUSTAINABLE FOOTPRINT

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