

Digital Transit Shelter

/ Proximity, Flexibility and Performance



OFFER

1st digital urban furniture in Quebec

149 digital screens

112 M impressions / 4 weeks

5 strategic networks

5 major markets in Quebec:

Montreal, Laval, Longueuil*, Sherbrooke, Lévis

**including Boucherville, Brossard, St-Bruno-de-Montarville et St-Lambert*

PERFORMANCE

AWARENESS

73%

of consumers perceive **digital out of home** favourably.

CONVERSION

76%

say digital out of home has recently spurred them to action.

PRODUCT

• TRANSIT SHELTER

Local, dominant and strategic presence in sought-after areas, notably strengthened in the Montreal market by the removal of columns.

• ADVERTISING SCREEN

84-inch LEDs, at eye level for visibility more optimal than the Canadian standard

STRENGTHS

PROXIMITY

81% of transit shelters are located near residential areas.

COMMANDS A HIGH LEVEL OF ATTENTION

4.4 seconds

spent by consumers looking at the screen, driving brand consideration and better results

IMPACTFUL FORMAT

- Opt for a striking format for remarkable reach.

CREATIVITY

- Maximize your impact with a creative stunt by wrapping a transit shelter in vinyl.

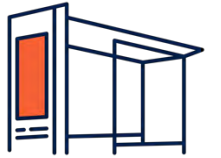
FLEXIBILITY AND CONTEXTUALIZATION

- Customize your campaign quickly and easily.



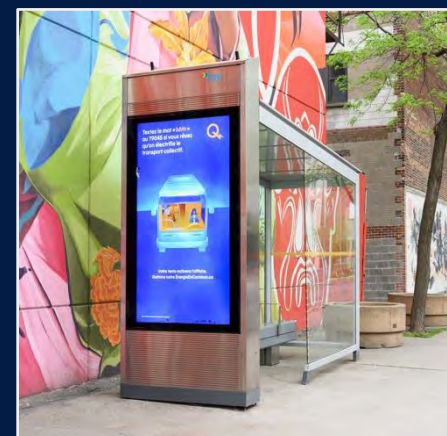
Creative Stunts

/ Digital Transit Shelters - Vinyl Wrapping and Custom Creativity



FOR A CONTEXTUALIZED, INNOVATIVE, INTERACTIVE AND ENGAGING EXPERIENCE.

Did you know? +32% increase in brain response when relevant creative is seen at the right time*.



CONTACT US

FOR A SUSTAINABLE FOOTPRINT

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Distance
Test

Creative
Guide

Portfolio

QUEBECOR
OUT-OF-HOME