

# Express Video Station

/ Unique Out of Home Outdoor Video



## OFFER

**1<sup>st</sup>** 100% digital network at service stations and convenience stores across Canada

**1,211** advertising faces

**249** sites

**20.9 M** impressions / 4 weeks

**3** markets in a growing network:

- Quebec
- Ontario
- Alberta
- British Columbia (coming in 2025)

## PERFORMANCE

### AWARENESS

**94%** notice promotions and **100%** hear the audio from the screens on the pumps.

### CONVERSION

**40 %** ad recall rate

**52 %** motorists enter the convenience stores and **50%** spend more on different products and services on the same day.

## PRODUCT

### SERVICE STATIONS

- Express Video Station (audio available)

### CONVENIENCE STORES

- Digital Vertical (video available) high-end bright LCD
- \*See the Express Destination one-pager for the additional offering in indoor out of home (Digital Horizontal)*



## STRENGTHS

### CAPTIVE AND RECEPTIVE AUDIENCE

- Join motorists during their refueling while they are captive, receptive and present on average nearly **4 minutes** and entice them to enter the convenience store to boost product sales.

### STRATEGIC LOCATIONS WITH HIGH VISIBILITY

- Amplify the reach of your advertising campaign with our network strategically positioned in high-traffic nearby locations.

### COMBINE AUDIO WITH THE POWER OF OUT OF HOME

- Capitalize on the impact of audio combined with the power of out of home to build brand awareness.



# CONTACT US

## FOR A SUSTAINABLE FOOTPRINT

### QUEBECOR MEDIA EXPERTISE

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Distance  
Test

Creative  
Guide

Portfolio

**QUEBECOR**  
OUT-OF-HOME