

Mobile Digital Screen

/ a Quebecor OOH Exclusivity to Take your Brand on a Journey



OFFER

50 vehicles, **2/3 of which are electric***

77K KM traveled per week*

4,340 M impressions / 4 weeks**

PERFORMANCE

AWARENESS

73%

perceive **digital out of home** favourably.

CONVERSION

50%

say **digital out of home** encourages people to make a purchase on the spot.

PRODUCT

Double-sided

high end LCD screens

STRENGTHS

UNRIVALLED URBAN COVERAGE

- Presence in Montreal CMA neighbourhoods, including strategic areas.

EXTENDED REACH

- Opt for an exclusive format for a wider reach.

FLEXIBILITY AND CONTEXTUALIZATION

- Customize your campaign quickly and easily.

CREATIVITY

- Maximize your impact by wrapping a vehicle in vinyl.



**AVAILABLE FOR PROGRAMMATIC PURCHASE
ON BROADSIGN'S REACH AND LIVESTACK**

Creative Stunts

/ Mobile Digital Screen – Vinyl Wrap and Custom Creativity



TO TAKE YOUR BRAND EVEN FURTHER, COMBINE VINYL WRAPPING AND A MOBILE DIGITAL SCREEN.
Did you know? 75% of a campaign's effectiveness depends on its creative execution?

DOOR WRAP + MOBILE DIGITAL SCREEN



PRIDE PARADE

FULL VEHICLE WRAP + MOBILE DIGITAL SCREEN



ALOUETTES PARADE

CONTACT US

FOR A SUSTAINABLE FOOTPRINT

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Distance
Test

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QUEBECOR
OUT-OF-HOME