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**

PRODUCT

Double-sided high end LCD screens



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.

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 guickly and easily.

CREATIVITY

Maximize your impact by wrapping a vehicle in vinyl.

AVAILABLE FOR PROGRAMMATIC PURCHASE ON BROADSIGN'S REACH AND HIVESTACK



Source: OAAA, New Study Finds Digital Out of Home Advertising Surpasses Other Media in Driving Favourability and Action // Among Consumers, May 2024 // DOOH-Difference-Report-2022_Sightline //*Selon Taxelco, 19 véhicules 100 % électriques et 15 hybrides rechargeables, mai 2024. **Auditées par COMMB.0

CONTACT US FOR A SUSTAINABLE FOOTPRINT

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Distance Test <u>Portfolio</u>

