

# **INDOOR OUT-OF-HOME SHOPPING DESTINATION FITNESS DESTINATION EXPRESS DESTINATION**



**QUEBECOR  
OUT-OF-HOME**

# SHOPPING DESTINATION



**QUEBECOR**  
**OUT-OF-HOME**

# Shopping Destination

/ High Visibility and Exposure to Drive Action



## OFFER

**1<sup>st</sup>** media in Canada in shopping centres  
**1,160** advertising faces  
**+ 100** shopping centres  
**394.7M** impressions / 4 weeks  
**8** provinces

## PERFORMANCE

### AWARENESS

**83%** remember seeing out-of-home  
30 minutes before their purchases.

### CONVERSION

**17%** interacted with brands after seeing  
out-of-home in a shopping centre.  
**+ ½ half of purchases** in shopping centres are  
**impulsive**, mainly triggered by immediate  
purchase and promotions.

## PRODUCT

- Digital Spectacular and Backlit
- Digital Vertical and Horizontal
- Backlit Vertical and Horizontal
- Custom Products

## STRENGTHS

### NATIONAL COVERAGE AND HIGH VISIBILITY

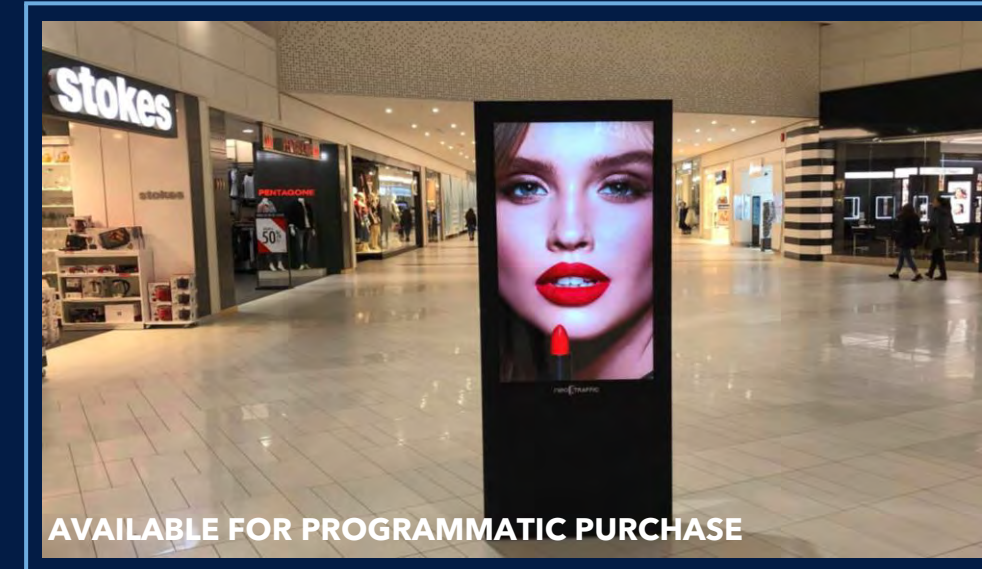
- Reach consumers nationwide, boosting your reach and visibility.

### EXTENDED EXPOSURE

- Reach consumers who are actively looking for products or services, on an extended basis, for better brand retention.

### PROXIMITY, RECEPTIVITY & ENGAGEMENT

- Capitalize on an inspired, receptive and ready-to-buy audience to maximize the effectiveness of your out-of-home campaigns and impulse buys.



### CONTEXTUALIZATION

- Leverage the flexibility and efficiency of contextualization for relevant campaigns.

### BRAND ACTIVATIONS AND SPONSORSHIP OPPORTUNITIES

- Capture attention visually, emotionally, and immersively.

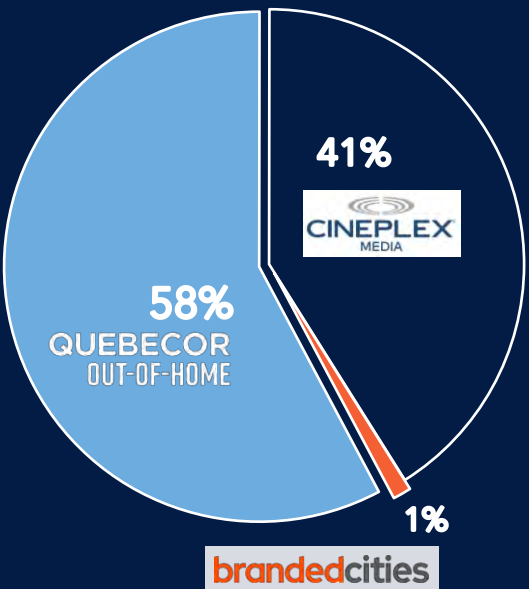
# Our relevance in numbers

/ Shopping Destination

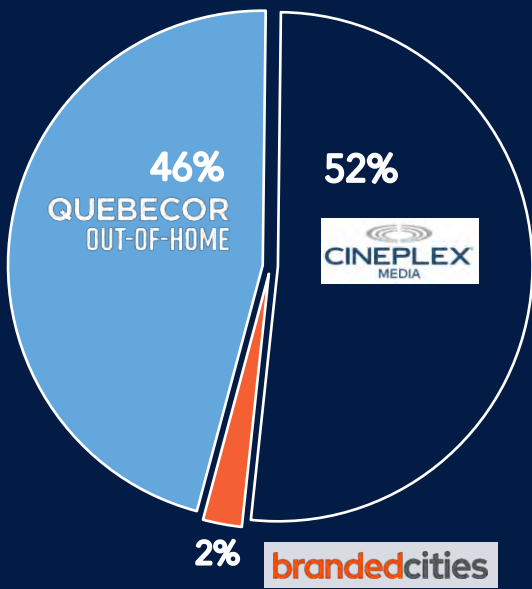


## 2024 MARKET SHARE

PER SITE



PER ANNUAL TRAFFIC



## FREQUENCY AND DURATION

73%

visited a shopping centre in the **past month** for an average duration of **69 minutes**.

65%

of millennials and Gen Z are more likely to buy products seen in shopping centre ads.

## VISITS\*

24 - 49	▷	69 %
14 - 24 (teenagers/young adults)	▷	68 %
Families (children under 12 years old)	▷	71 %

*\*have been to a shopping centre in the past month*

Sources : Outsmart, Drive-to-Store: How OOH is Changing the Game, 2018. // Movia, How Out-Of-Home Media helps Brand Awareness, June 2022, IPSOS AND Network partners // One Day agency, Shopping Centre Advertising, *\*visited a shopping centre in the last month*

# Our footprint

/ Shopping Destination - More than 100 Destinations in 8 Provinces Across Canada



## ALBERTA (8)

CORE Shopping Centre  
Edmonton City Centre  
Londonderry  
Marlborough Mall  
Mill Woods Town Centre  
Northland Village Mall  
Sunridge  
Westbrook Mall

## BRITISH COLUMBIA (5)

Aberdeen Mall  
Brentwood Town Centre  
Lansdowne Centre  
Lougheed Centre  
Royal City Centre

## MANITOBA (3)

Kildonan Place  
Portage Place  
St-Vital Centre

## NEW BRUNSWICK (1)

Sugarloaf Mall

## NOVA SCOTIA (1)

Halifax Shopping Centre

## SASKATCHEWAN (4)

Cornwall Centre  
Market Mall Sask  
Midtown  
Town 'N' Country Mall

## ONTARIO (32)

Bayshore Shopping Centre  
Billings Bridge  
Burlington Centre  
CF Fairview Mall  
Carlingwood  
Cataraqui Town Centre\*  
Devonshire  
Dixie Outlet Mall

Dufferin Mall  
Eastgate Square  
Eglinton Square  
Erin Mills Town Centre  
Georgian Mall  
Heritage place  
Lambton Mall  
Lansdowne Place  
Lawrence Allen Centre  
Lynden Park Mall  
Oakville Place  
One Queen Street  
Pembroke Mall  
Pen Centre  
Place D'Orleans  
Promenades Shopping Centre  
Quinte Mall  
Tecumseh Mall  
The Shops at Pickering City Centre  
Tillsonburg Town Centre  
Toronto Pearson Airport  
Toronto Premium Outlet\*  
White Oaks Mall  
Woodbine Centre  
Yonge Sheppard Centre

## QUEBEC (50)

CF Promenades St-Bruno  
Carrefour Angrignon  
Carrefour Charlesbourg  
Carrefour Frontenac  
Carrefour Industrielle Alliance  
Carrefour Richelieu  
Carrefour Rimouski  
Carrefour Saint-Georges  
Carrefour de L'Estrie  
Carrefour du Nord  
Carrefour du Nord Ouest  
Centre Alma\*  
Centre Valleyfield  
Complexe Desjardins  
Fleur de Lys  
Four Seasons Hôtel Montréal  
Galeries Aylmer\*  
Galeries D'Anjou  
Galeries Des Sources  
Galeries Joliette  
Galeries St-Hyacinthe  
Galeries Terrebonne  
Galeries de Granby  
Galeries de Hull

Galeries Terrebonne  
Galeries de Granby  
Galeries de Hull  
Grande Place des Bois Francs  
Griffintown - 225 Peel  
Le Boulevard  
Les Galeries Chagnon  
Les Rivières  
Mail Montenach  
Manicougan  
Montreal Premium Outlet\*  
Palais des congrès de Montréal  
Place Du Royaume\*  
Place Longueuil  
Place St-Eustache  
Place Versailles  
Place Vertu  
Place de Ville  
Place de la Cite  
Plaza de la Mauricie  
Promenades Beauport  
Promenades Drummondville  
Promenades de Sorel  
Quartier Cavendish  
Quartier DIX30  
Centre commercial Rivière-du-Loup

# A National Coverage

## / Shopping Destination



**Four Seasons & Holt Renfrew Ogilvy**  
Montreal, Quebec



**Carrefour Industrielle Alliance**  
Montreal, Quebec



**Complexe Desjardins**  
Montreal, Quebec



**Palais des Congrès de Montréal**  
Montreal, Quebec



**225 Peel**  
Montreal, Quebec



**Carrefour Angrignon**  
LaSalle, Quebec



**Quartier DIX30**  
Brossard, Quebec



**Les Galeries Chagnon**  
Lévis, Quebec



**Promenades Beauport**  
Beauport, Quebec



**Place de la Cité**  
Quebec, Quebec



**Carrefour de l'Estrie**  
Sherbrooke, Quebec



**Les Rivières**  
Trois-Rivière, Quebec



**Yonge Sheppard Centre**  
Toronto, Ontario



**Yonge Eglinton**  
Toronto, Ontario



**ONE Queen Street East**  
Toronto, Ontario



**Erin Mills Town Centre**  
Mississauga, Ontario



**Pickering City Centre**  
Pickering, Ontario



**Bayshore Shopping Centre**  
Ottawa, Ontario



**Londonderry**  
Edmonton, Alberta



**The Core**  
Calgary, Alberta



**Marlborough Mall**  
Calgary, Alberta



**Brentwood Town Centre**  
Burnaby, British Columbia



**Lougheed Centre**  
Burnaby, British Columbia



**Halifax Shopping Centre**  
Halifax, Nova Scotia

# DIGITAL PRODUCTS



**QUEBECOR**  
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# Digital Spectacular Horizontal

/ Shopping Destination



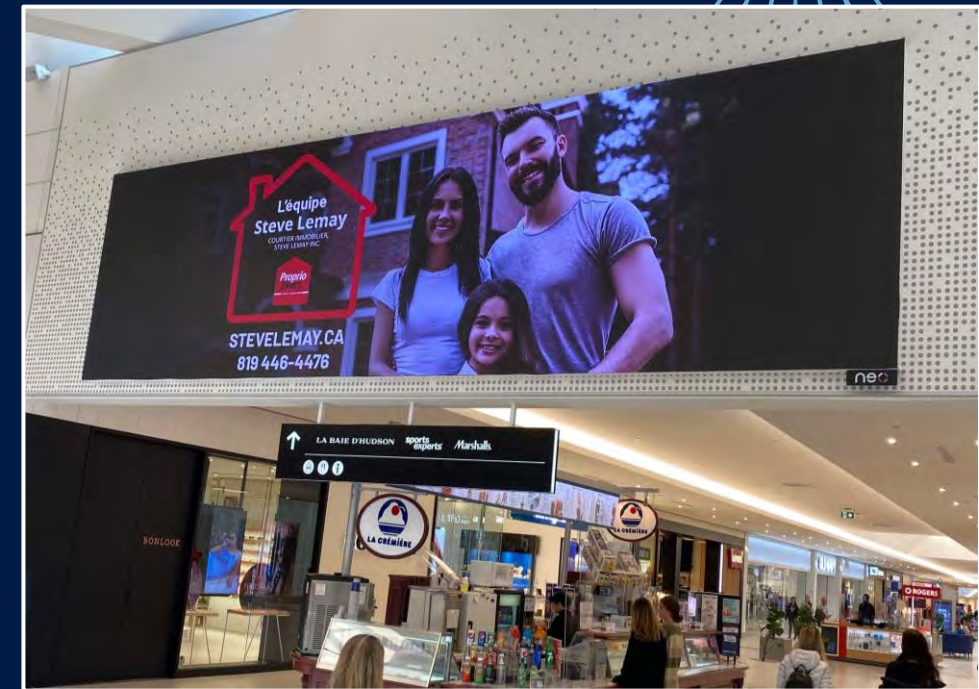
Larger-than-life, our Digital Spectacular Horizontal illuminate the main thoroughfares and food hall of the busiest shopping centres, delivering powerful and impactful impressions.



- Palais des Congrès
- Shops at Pickering
- Core levels 2, 3 et 4
- Devonshire
- Erin Mills
- Promenade
- Griffintown
- Carrefour Angrignon
- Londonderry

10  
sec. 7x

32:9



- Carrefour de l'Estrie
- Unique product

10  
sec. 7x

34:9

# Digital Spectacular

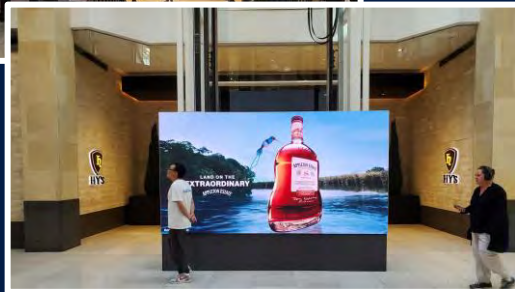
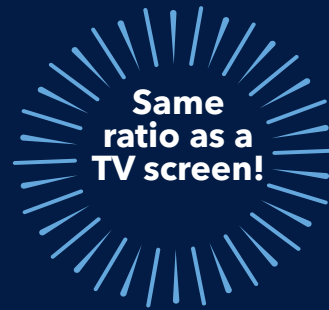
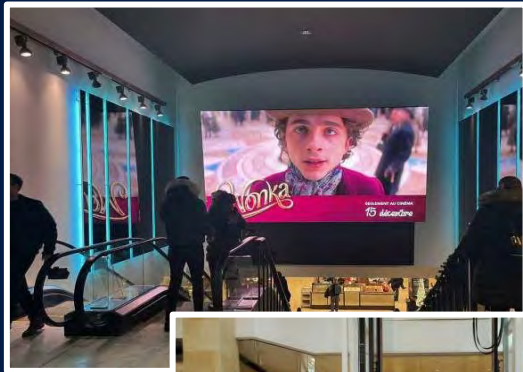
## Horizontal & Vertical

/ Shopping Destination



Larger-than-life, our Digital Spectacular illuminate the main thoroughfares of our busiest shopping centres, delivering powerful impressions with even greater impact.

### LARGE FORMAT



- 📍 The Core level 1
- 📍 Carrefour Industrielle Alliance
- 📍 Yonge Sheppard Centre

10  
sec. 7x

16:9

### UNIQUE PRODUCTS



- 📍 Halifax Shopping Centre

10  
sec. 7x

67:6



- 📍 One Queen Street

10  
sec. 7x

9:16

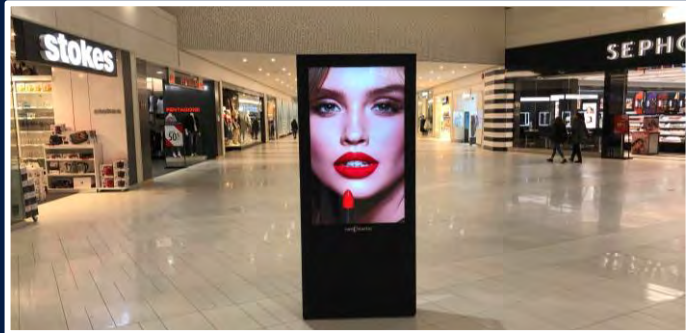
# Digital Vertical Network

/ Shopping Destination



Sold in the shopping centre's Digital Vertical Network, our Digital Verticals provide comprehensive, strategic, and optimal coverage to increase your brand awareness and influence consumers during their shopping journey.

## OUR FLAGSHIP PRODUCT- 73 SITES

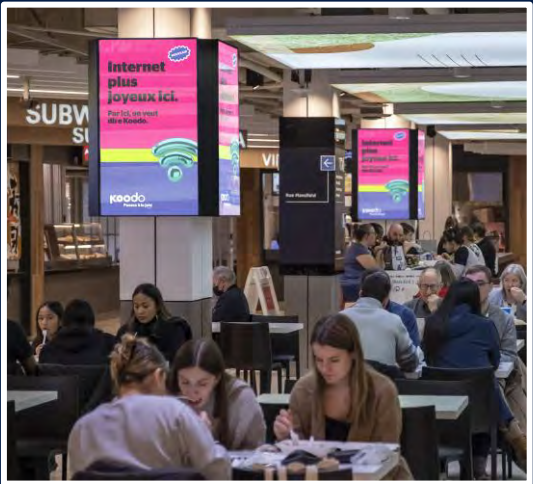


Directories - visuals for information purposes

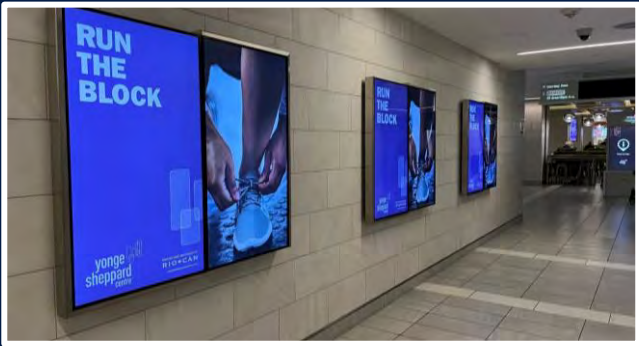


Wall-mounted - visual for information purposes

## EXCLUSIVE OPPORTUNITIES

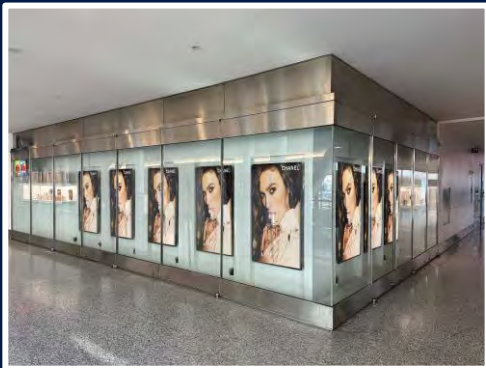


Wall-mounted - Food Hall  
• Carrefour Industrielle Alliance  
• Carrefour de l'Estrie  
• Burlington Centre



Video wall - 2 separate screens or 1 total visual  
• Yonge Sheppard Centre  
Unique product - allows for dominance

8 Vertical screens  
• Drugsmart Pharmacy Showcase  
Pearson Airport



# Digital Horizontal Network

/ Shopping Destination - Food Hall

Sold in the shopping centres' Digital Horizontal Network, our Horizontal Digitals guarantee maximum visibility and direct engagement with a captive audience. Leverage this opportunity to introduce your brand, products or promotions to consumers who are receptive, attentive and ready to make purchasing decisions.



15  
sec.

Average  
exposure:  
**42**  
minutes



Generally sold as a duo screen

2 Screens 16:9 or 1 Spectacular panoramic option 32:9 - Length 15 Seconds

# STATIC PRODUCTS



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# Spectacular Backlit Horizontal

/ Shopping Destination – Various Formats



Our Spectacular Backlit Horizontal offer and maximum visibility to enhance your brand and captivate attention while guaranteeing 100% share of voice continuous visibility in prestigious and strategically selected environments to reach a wide audience and enhance the impact of your out-of-home campaign.



# Backlit Horizontal

/ Shopping Destination



Our Backlit Horizontal provide maximum visibility to showcase your brand and captivate attention while ensuring 100% share of voice constant visibility in prestigious environments to reach a large audience and enhance the impact of your out-of-home campaign.

## 118.5 x 59.5 FORMAT



# Backlit Vertical

/ Shopping destination



Our Backlit Verticals ensure optimal coverage of your brand, to capture attention and reach a large audience in strategic and busy environments.

## VERTICAL - 46 SITES - 43.75 x 59.625 FORMAT



*Standing - visual for information purposes only*

## VERTICAL - 3 SITES - 47.25 x 68.25 FORMAT



- 📍 Georgian Mall
- 📍 Cataraqui Town Centre
- 📍 Les Galeries Chagnon

## VERTICAL - 2 SITES-47.25 x 68.25 FORMAT



- 📍 One Queen Street
- 📍 Woodbine Center

# CREATIVE STUNTS



**QUEBECOR**  
OUT-OF-HOME

# Creative Stunts

/ Shopping Destination – Vinyl Wrap and Custom Creativity – Outdoor Visibility



## DID YOU KNOW? CREATIVITY = BOOSTED BRAND AWARENESS AND CONVERSION

Maximize visibility where purchase decisions happen.

Leverage brand experiences and custom activations, perfect for launches and openings.

Did you know? Creativity = Increased awareness and conversion



Unique and prestigious opportunity  
📍 The Core – Calgary

243" x  
532"



Dominant Entrance



Entrance Doors



REM walkway  
📍 Quartier Dix-30, Brossard

# Creative Stunts

/ Shopping Destination – Vinyl Wrap and Custom Creativity



## DID YOU KNOW? CREATIVITY = ENHANCED BRAND AWARENESS AND CONVERSION

Maximize visibility where purchase decisions are made.

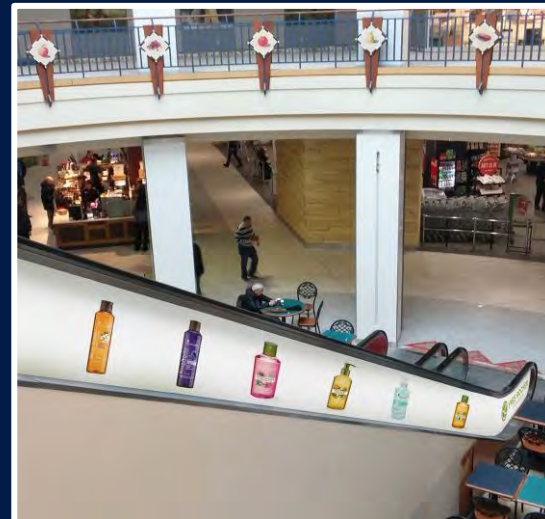
Capitalize on brand experiences and tailored activations, perfect for launches and openings.



Stairs



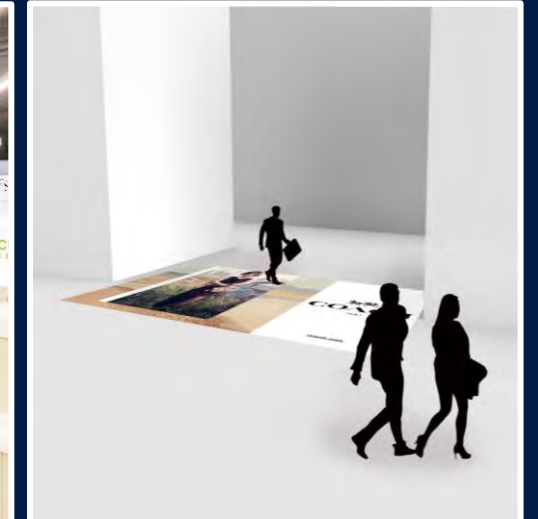
Elevator



Escalator



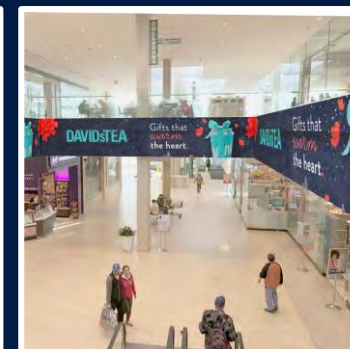
Mural



Floor



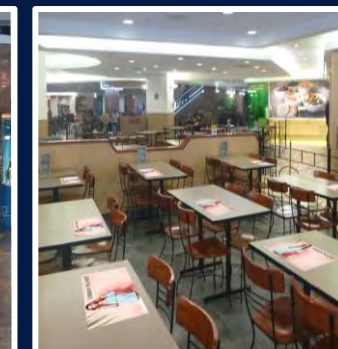
Railing



Partition



Columns



Table

# Hanging Banner

/ Shopping Destination



**DID YOU KNOW? A HIGHER PLACED ADVERTISEMENT CAPTURES 35% MORE CONSUMER ATTENTION.**

Capture everyone's attention with strategically positioned hanging banners in shopping centres.

Take advantage of maximum visual impact to leave a lasting impression and boost your brand's memorability. *Visuels à titre indicatif*



# Outdoor Out-of-Home

/ Shopping Destination



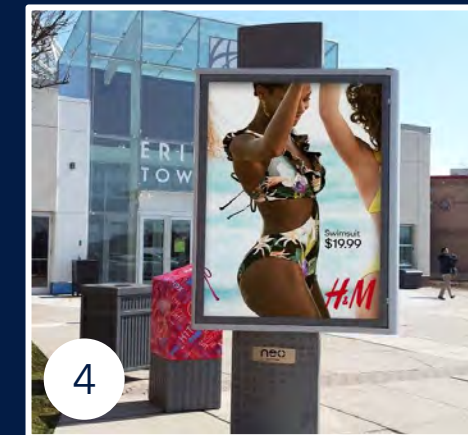
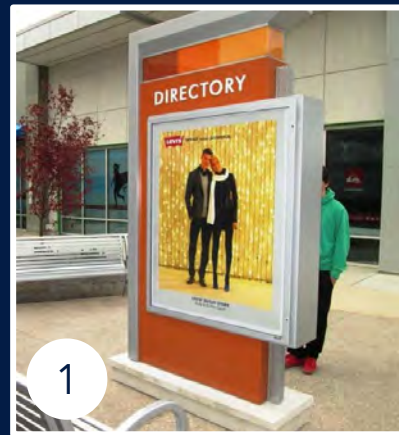
**OUTDOOR OUT-OF-HOME IN SELECTED SHOPPING CENTRES FOR CONSTANT VISIBILITY AT THE FIRST POINT OF CONTACT OF CONSUMERS READY TO MAKE THEIR PURCHASE INTENTIONS A REALITY.**

*Did you know? Creativity is the 2nd factor contributing to a brand's reputation.*

**1. Directory**

**2. Standee**

- 📍 Toronto Premium Outlet
- 📍 Montreal Premium Outlet



**3. Light Pole Banner**

- 📍 Toronto Premium Outlet
- 📍 Montreal Premium Outlet
- 📍 Quartier DIX30

**4. Backlit Column Vertical**

- 📍 Erin Mills Town Centre
- 📍 Lynden Park Mall
- 📍 Devonshire
- 📍 Tecumseh Mall

**5. Out-of-Home Horizontal**

- 📍 Georgian Mall



# Prestigious Sponsorships

/ Shopping Destination – Interior Valet Parking Experience



To showcase the high-end character of your brand and gain optimal visibility in a prestigious environment in the heart of the emblematic luxury district in downtown Montreal.

📍 *Four Seasons Hôtel Montréal*



**PRESTIGE  
DESTINATION**

## EXCLUSIVE AND CUSTOM SPONSORSHIP OPPORTUNITIES\*



Lounge Area



Interior - Lounge



Screen



Pillars - Parking



Directional Wall - entrance



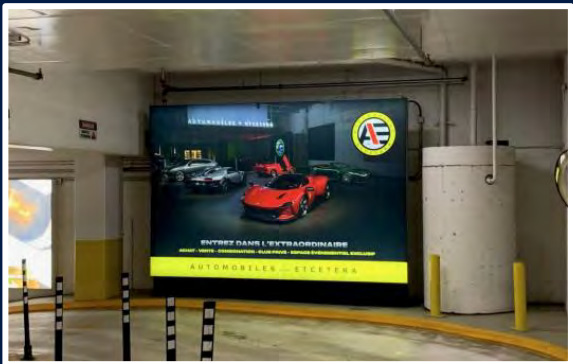
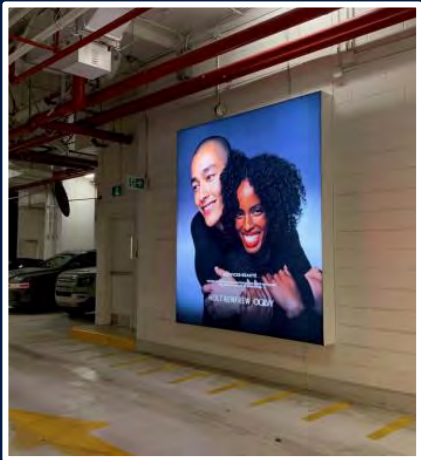
Digital - Entrance

### BRAND ACTIVATION

Sampling  
Promotional Material  
Screen - Loop

## ENHANCED VISIBILITY

Associate your sponsorship to our 5 unique Backlit Horizontals (2) and Verticals (3) for a far-reaching impact.



\*Sponsorship opportunity is available in combination with and/or sold separately the enhanced visibility of Backlits.

# FITNESS DESTINATION



QUEBECOR  
OUT-OF-HOME

# Fitness Destination

/ Powerful Out-of-Home to Reach an Attentive and Loyal Audience



## OFFER

**1<sup>st</sup>** Expanding media in fitness centres across Canada

**369** advertising faces

**113** sites

**29.7 M** impressions / 4 weeks

**2** major markets

- Quebec
- Ontario

## PERFORMANCE

### AWARENESS

**1/3** say out-of-home improves their perception of a brand (index**137**).

### CONVERSION

**78 %** of fitness centres members feel happy and energized during or after training. Reaching your target audience in this setting can increase your out-of-Home effectiveness by 40%.

## PRODUCT

- Digital Horizontal in training areas
- Digital Vertical in traffic areas

## STRENGTHS

### AN ATTENTIVE, RECEPTIVE AND LOYAL CLIENTELE

- Target regular, high-attention span consumers to maximize retention and engagement with your brand.

### AN EDUCATED AND ACTIVE TARGET MARKET

- Reach active, affluent consumers focused on wellness, health, and physical activity in a targeted and effective way.



**AVAILABLE FOR PROGRAMMATIC PURCHASE**

# Our relevance in numbers

/ Fitness Destination



## STATISTICS



**1 M**

of Quebecers are subscribed  
to a fitness centre



**7+**

average monthly visit



**60 %**

are between the ages of 25 and 49  
index **155**

## DEMOGRAPHY

18 - 54      ▷      **60%**

18 - 34      ▷      **25%**

35 - 54      ▷      **28%**

FR > \$100k      ▷      **37%**

Owners      ▷      **65%**

 Men  
**50%**

 Women  
**50%**

# Our footprint

/ Fitness Destination: More than 120 Fitness Centres in Quebec and Ontario



Our network reaches captive, engaged and regular consumers at every stage of their training, driving engagement, conversion and purchases, while measuring tangible results.

MAIN BANNERS							
QUEBEC	X	X	X	X	X	X	X
ONTARIO		X			X		
# FITNESS CENTRES	30	14	13	12	12	4	2
MONTHLY VISITS	273 000	441 000	205 000	230 000	126 000	169 000	60 000

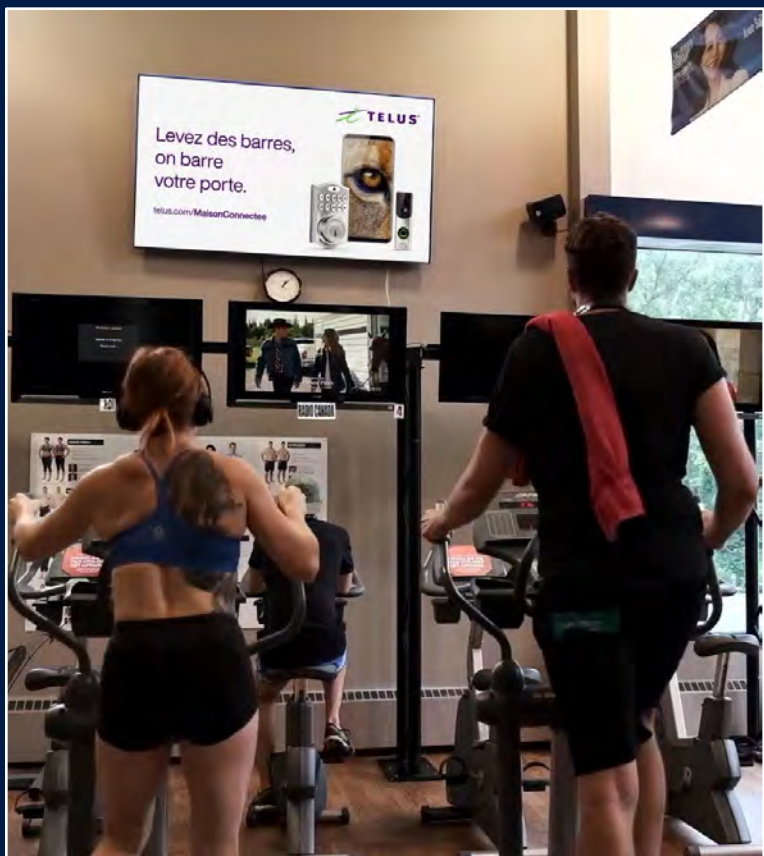
+ Several other independent banners and locations available.

# Digital Horizontal Network

/ Fitness Destination - Training Areas



Engage members with our Digital Horizontal Network in the training areas by streaming digital, animated or static video or content, and maximize your brand awareness, with optimal visibility and exposure time.



15  
sec. 5min.



ADVERTISING FACES ▶ 384

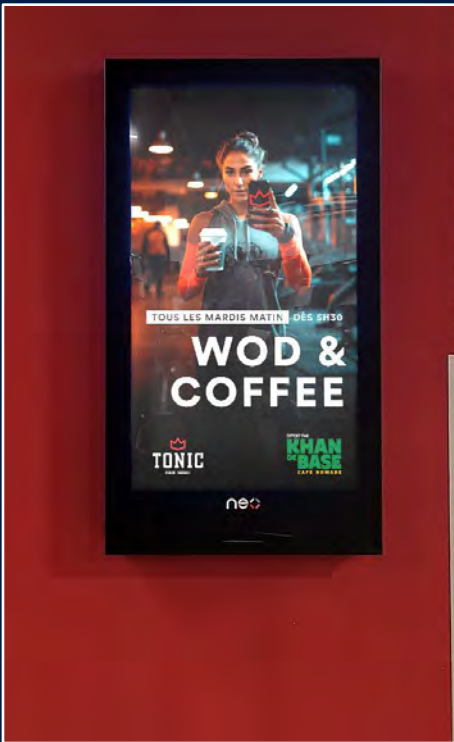
IMPRESSIONS (4 WEEKS) ▶ 29,7M

# Vertical Digital Network

/ Fitness Destination - Traffic Areas



Capture members with our Digital Vertical Network in traffic areas by streaming digital, animated or static video or content, and maximize your brand awareness, with optimal visibility and exposure time.



ADVERTISING FACES

▶ 384

IMPRESSIONS (4 WEEKS)

▶ 29,7M

10  
sec. 7x



# EXPRESS DESTINATION



**QUEBECOR**  
**OUT-OF-HOME**

# Express Destination

/ Immersive and Captivating Convenience Store Interaction



## OFFER

**1<sup>st</sup>** 100% digital network  
in convenience stores in Canada

**156** advertising faces

**141** sites

**5.1 M** impressions / 4 weeks

**3** growing markets and network:

- Quebec
- Ontario
- Alberta

## PERFORMANCE

### AWARENESS

**94%** notice promotions.

### CONVERSION

**95%** purchasing decisions in local shops  
are made subconsciously.

**40%** ad recall rate.

**50%** spend more on different products  
and services on the same day.

## PRODUCT

### CONVENIENCE STORE:

- Digital Horizontal strategically positioned above checkouts or at the entrance of the convenience store, streaming digital video, animated or static quality content.
- \* See the Express Video Station one-pager for the additional offering in outdoor out-of-home.

## STRENGTHS

### STRATEGIC LOCATIONS WITH HIGH VISIBILITY

- Target consumers on the go with Digital Horizontal strategically positioned in high-traffic convenience stores.

### EXTENSIVE COVERAGE

- Reach a diverse clientele, in businesses with extended opening hours, in a variety of environments (neighborhoods, rural, urban, etc.).

### INCENTIVE TO PURCHASE

- To capture consumers' attention and encourage them to buy.



# Our Footprint

/ Express Destination: Nearly 400 Convenience Stores



					INDOOR OUT-OF-HOME	
					EXPRESS DESTINATION HORIZONTAL SCREEN (CONVENIENCE STORES)	
PROVINCE	POPULATION (18+)	MEDIAN INCOME	% FAMILIES	% CAR OWNERS	# PROPERTIES	# FACES
Quebec	7.2 M	\$63K	30%	81%	96	99
Ontario	12.5 M	\$76K	32%	84%	44	56
Alberta	3.7 M	\$85K	39%	90%	1	1
TOTAL					141	156

## DEMOGRAPHY / STATISTICS

Bi-monthly Frequency	84 % go to service stations at least once
20 - 34	23,1 % (index : 123)
35 - 54	38,6 % (index : 148)
55 - 64	18,5 % (index : 126)
65 - 74	11,4 % (index : 101)
W 48 %	M 52 %

# Digital Horizontal

/ Express Destination - Convenience Store



Our Digital Horizontal are strategically positioned above the checkouts or at the entrance of the convenience store and broadcast quality digital video content, animated or static, constantly, to capture consumers' attention and encourage them to buy.



## IN-SCREEN CONTENT



15  
sec.  
3min.  
loop

Weather and news with real-time updates

## IMPRESSIONS

**1 transaction = 1 impression = 1 consumer**

*Impressions based on traffic and transactions made in the convenience store*

# CONTACT US

## FOR A SUSTAINABLE FOOTPRINT

### QUEBECOR MEDIA EXPERTISE

[montreal@quebecormedia.com](mailto:montreal@quebecormedia.com)

[toronto@quebecormedia.com](mailto:toronto@quebecormedia.com)



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