

Shopping Destination

/ High Visibility and Exposure to Drive Action



OFFER

1st 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

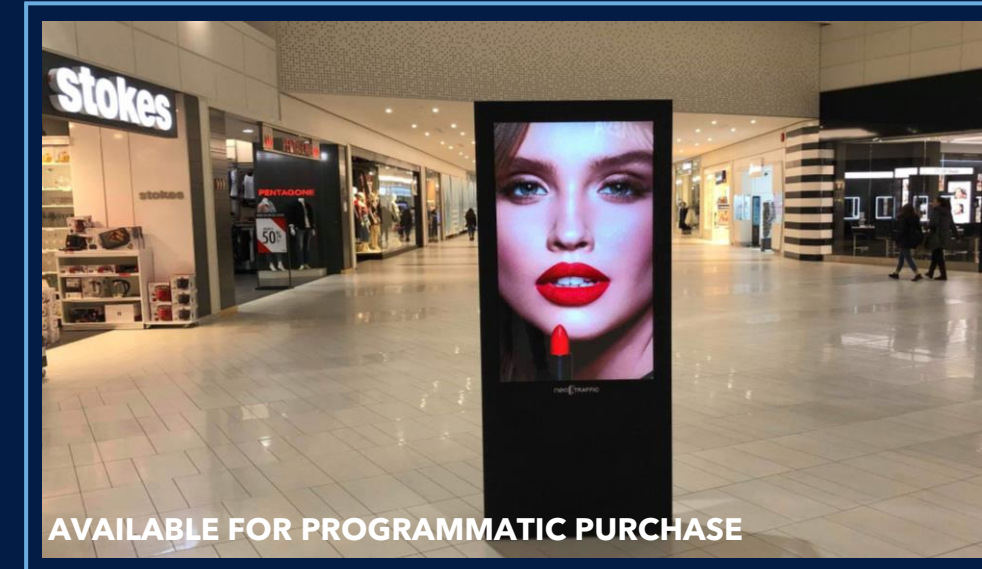
- Reach consumers nationwide, boosting your reach and visibility.

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.

CONTACT US

FOR A SUSTAINABLE FOOTPRINT

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**Distance
Test**

**Creative
Guide**

Portfolio

QUEBECOR
OUT-OF-HOME