

PORTFOLIO

CREATIVE STUNTS & MEDIA CREATIVITY

QUEBECOR
OUT-OF-HOME

In-House Creative Agency

/ From Ideation to Creation, to Make Your Brand Shine!

qolab

TO BRING YOUR IDEAS FROM CONCEPT TO REALITY BY CREATING MEMORABLE VISUAL EXPERIENCES



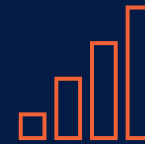
LOCAL CREATIVITY, NATIONAL REACH

Our creative stunts capture attention and are recognized with numerous industry awards. With a thoughtful and creative approach, a campaign can go beyond its OOH location, be shared on social media, and become a true global phenomenon.



CAMPAIGNS DESIGNED TO ACHIEVE YOUR GOALS

Since 2012, we have been designing and producing creative stunts, perfectly aligned with your brand image, to capture attention, create impact, and deliver tangible results.



ACCESSIBLE FOR ALL BUDGETS

Contrary to popular belief, a creative stunt does not necessarily require a major investment. With a healthy dose of creativity, boldness, and careful execution, it becomes accessible, impactful, and effective.



MEDIA REACH AND 360° EXPERTISE

A true strategic extension, Quebecor Expertise Media ensures your visibility on its social media and, for an additional fee, can amplify your campaign across all its platforms: TV, digital, newspapers, magazines, and digital radio, to maximize your reach.



PORTFOLIO

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OUT-OF-HOME



Wicked: For Good

Incentive to See the Movie in Theaters, Featuring Two Creative Stunts Facing Each Other



GOALS:

Awareness: Increasing the Movie's Visibility

Conversion: Generating Ticket Sales

CONCEPT:

For the release of Wicked: For Good in theatres, Universal Films created two creative stunts facing each other, leveraging our street-corner transit shelters to generate dominance and memorable storytelling. The first features Elphaba, the Wicked Witch, in an enchanted forest with dark, magical tones, while the second showcases Glinda in a magical, celestial setting with a panoramic view of the Emerald City.

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap



PRODUCTION:

- ▶ **3D Roof:** two witches and the movie title
- ▶ **Vinyl Wrap:** one with a dark-toned forest and the other with a magical, fairy-tale atmosphere

Cavendish Farms

Incentive to Purchase "Quick Crisp" Chip Packs

2025



STATIC TRANSIT SHELTER



Food Sector



GOALS:

Awareness: Increasing the Visibility of "Quick Crisp"

Conversion: Generating Sales

CONCEPT:

To catch the eye and whet the appetite, a creative stunt with a giant "Quick Crisp" bag extending up to the roof was set up. The frozen wavy chips, ready in just 5 minutes in the air fryer, invited passersby to a crunchy, indulgent snack break. The installation combines 3D chips with a video integrated into the interior screen, highlighting both the product's ease of preparation and its availability in stores.

PRODUCTION:

- ▶ **3D Roof:** chips
- ▶ **Vinyl Wrap:** giant "Quick Crisp" bag
- ▶ **Video Activation:** integrated into the transit shelter

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

Video Activation

Creativity by Time & Space Media, Culture Bureau & Qolab, for Cavendish Farms.

QUEBECOR
OUT-OF-HOME



More Than a Sponsor, a Bank That's a Fan Among CF Montréal Fans



Sport Event



GOALS:

Awareness: Associating the Brand with CF Montréal

Consideration: Engaging Fans and Creating a Memorable Impact

CONCEPT:

To encourage fans to support CF Montréal, BMO a fan among fans, completely covered a downtown Montreal transit shelter with soccer balls and played the sounds of an excited crowd recorded during a match, bringing the stadium's energy to life.

PRODUCTION:

- ▶ **3D Roof:** stacked soccer balls
- ▶ **Vinyl Wrap:** team colors
- ▶ **Sound Experience:** CF Montréal crowd

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

Sound Experience

5

ADCLUB
OF TORONTO

Category

Street Level

QUEBECOR
OUT-OF-HOME

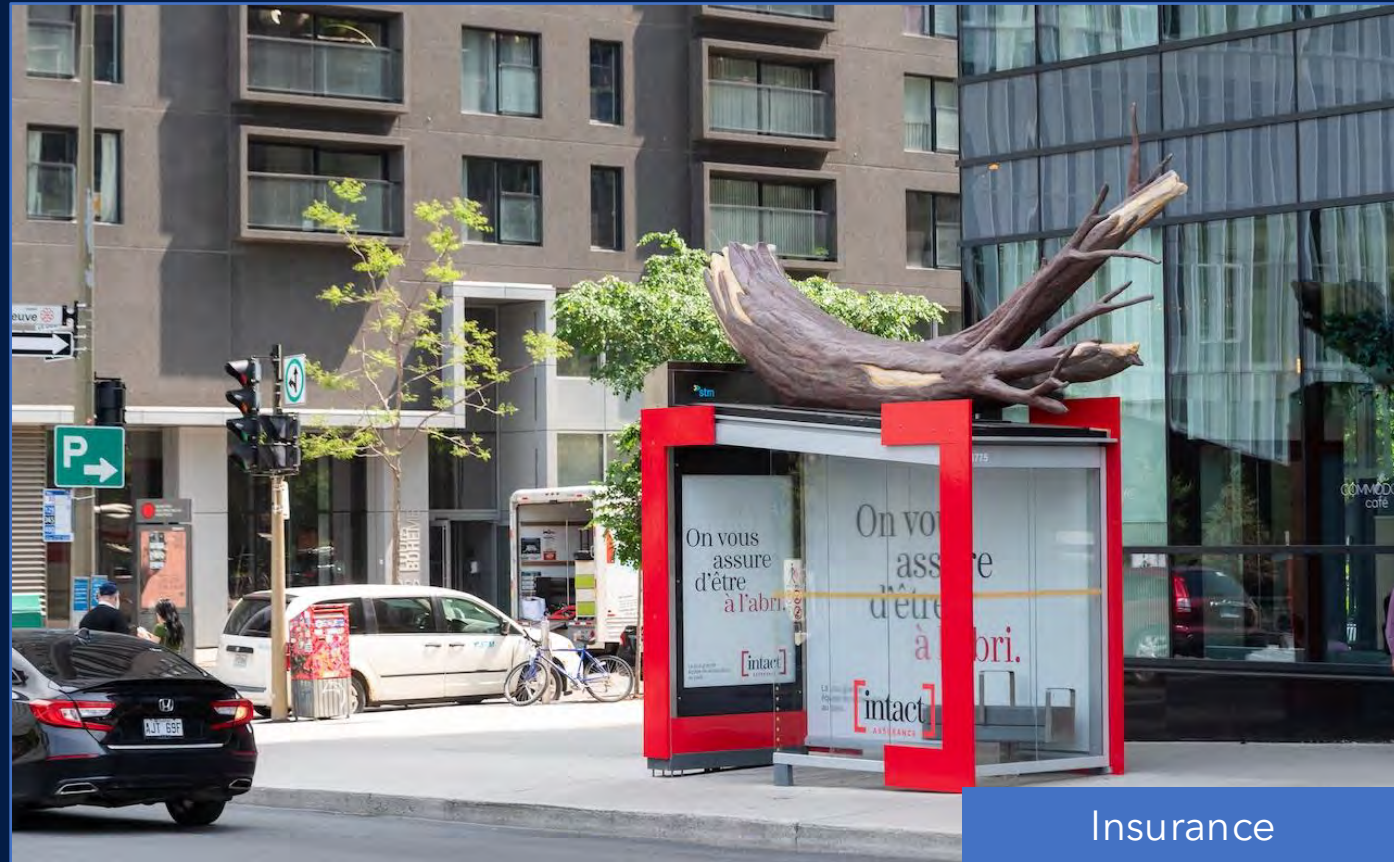
Intact Assurance

Insurance That Protects its Clients, No Matter the Weather

2025



STATIC TRANSIT SHELTER



Insurance

GOALS:

Awareness: Increasing the Visibility of the Insurance Service

Conversion: Generating Sales

CONCEPT:

To encourage the public to subscribe to insurance, Intact launched a striking visual campaign: on the roof, a tree trunk symbolizing unpredictability represents life's unforeseen events, while red hooks, nods to the brand's visual identity, reinforce its core message: protecting clients, no matter what.

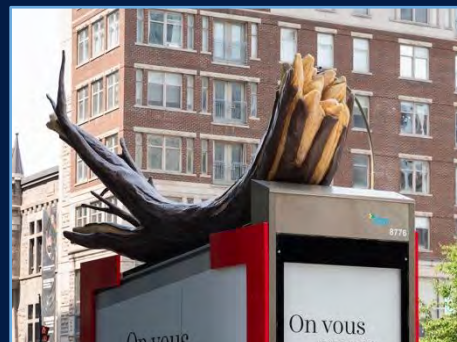
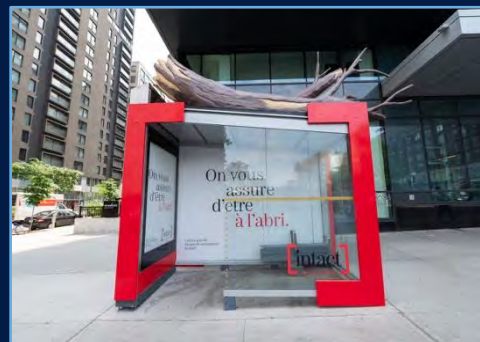
PRODUCTION:

- ▶ **3D Roof:** tree trunk
- ▶ **Vinyl Wrap:** in brand colors

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap



Creativity by PHD, Cosette & Qolab, for Intact.

QUEBECOR
OUT-OF-HOME

Canadian Tire

2025



STATIC TRANSIT SHELTER

Encourage Visits to the Store for Moving Day



Stores



GOALS:

Awareness: Associating the Brand with Moving Day

Conversion: Driving In-Store Traffic

CONCEPT:

On July 1st - Quebec's legendary Moving Day - Canadian Tire hit the streets to back up Montrealers on the busiest day of the year, thanks to a bold out-of-home strategy deployed across targeted postal codes, including 20 static and digital transit shelters. Result: an impactful campaign that literally made the brand shine across the streets of Montreal, painting the city red!

PRODUCTION:

- ▶ **Custom Ad Box:** faux-broken screen, visual extending beyond the frame

CREATIVE STRATEGIES:

Custom Ad Box

2

ADCLUB
OF TORONTO
Category
Multiformat

QUEBECOR
OUT-OF-HOME



Insurance and financial investments



GOALS:

- Awareness: Increasing the Recognition of Financial Products
- Consideration: Creating a Memorable Impact

CONCEPT:

To prevent clients from going in circles with their finances, a transit shelter featuring a continuously spinning 3D top was created. Wrapped in yellow vinyl in the brand’s colors, the structure also offered the possibility to watch a video inside, guiding Quebecers toward better financial management and helping them invest with confidence through expert advice.

PRODUCTION:

- ▶ **3D Roof:** spinning top
- ▶ **Vinyl Wrap:** in brand colors
- ▶ **Video Activation :** button to press for playback

CREATIVE STRATEGIES:

- 3D Roof
- Vinyl Wrap
- Video Activation

3
ADCLUB
OF TORONTO
Category
Street Level

QUEBECOR
OUT-OF-HOME



STATIC TRANSIT SHELTER

Tourism New-Brunswick

Incentive to Discover the Province and Support Local Tourism



Tourism

GOALS:

Awareness: Increasing the Province's Visibility

Consideration: Sparking Amazement

CONCEPT:

Tourism New Brunswick positions itself as the must-visit destination by reinforcing the province's image as a contemporary choice, featuring a custom 3D replica of the iconic Grande-Anse lighthouse illuminated day and night on the transit shelter roof to catch everyone's attention, along with vinyl artwork evoking the beach and integrated video and scent elements.

PRODUCTION:

- ▶ **3D Roof:** lighthouse with a rotating light
- ▶ **Vinyl Wrap:** to take on a journey
- ▶ **Scent Experience:** the fresh ocean air
- ▶ **Video Activation:** button to press for playback

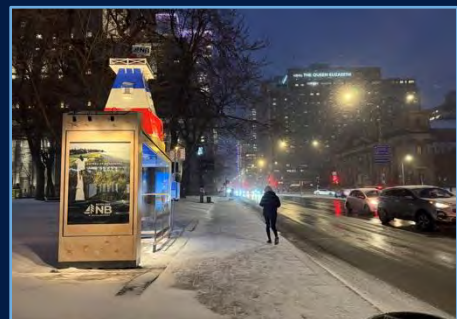
CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

Scent Experience

Video Activation



1

ADCLUB
OF TORONTO

Category

Street Level

QUEBECOR
OUT-OF-HOME

Creativity by Talon OOH Canada, Havas Media & Qolab, for Sun Life.



Flash Campaign to Support the CH – High Visibility, Low Budget



Stores



GOALS:

Awareness: Associating the Brand with the CH

Consideration: Engaging the Fans

CONCEPT:

RONA joined the 2025 series craze that took over the city with the "Knock on Wood" campaign, launched on a transit shelter transformed into a spectacular lucky charm, inviting fans to literally knock on wood to bring good luck to the hockey team - executed on a very tight schedule for maximum responsiveness and relevance! The campaign was further amplified by fans on social media and featured during TVA Sports' pre-game show, the official French-language NHL broadcaster, ensuring visibility worthy of the major leagues.

PRODUCTION:

- ▶ **Custom Ad Box:** wooden
- ▶ **Live Activation:** as seen on TV

Creativity by Sid Lee, Cossette & Qolab, for RONA.

CREATIVE STRATEGIES:

Custom Ad Box

Live Activation

LandShark

Launch of the Beer Brand in the Quebec Market

2024



STATIC TRANSIT SHELTER



Alcohol

GOALS:

Awareness: Brand Launch

Conversion: Generating Sales

CONCEPT:

Two transit shelters were wrapped in bright yellow vinyl and topped with 3D shark fins, instantly capturing everyone's attention.

PRODUCTION:

- ▶ **3D Roof:** a shark fin giving the impression of piercing through the roof.
- ▶ **Vinyl Wrap:** in the brand's colours

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap



QUEBECOR
OUT-OF-HOME

12

Creativity by Billups, dentsuX, The Garden & Qolab for Carlsberg.

Les Producteurs de lait du Québec

Encouraging Gen Z to Consume More Milk

2024



STATIC TRANSIT SHELTER



Food Sector

GOALS:

- Awareness: Associate the Brand with Ambassadors to Build Credibility
- Consideration: Amplify a Campaign by Creating Virality

CONCEPT:

The iconic 90s Fisheye filter was reinvented as the 'Milkey' filter, evoking the bottom of a glass of milk, and integrated into the screen of a transit shelter transformed into a photo booth. Photos could then be automatically reshared on nearby digital transit shelters and on social media, extending the campaign's reach beyond the streets, amplifying its impact, and engaging a much wider audience.

PRODUCTION:

- 3D Roof: backlit "photos" reminiscent of a photo booth
- Vinyl Wrap: milk-white and contrasting with its surroundings
- Photobooth Activation: resharing on other digital transit shelters and on social media

CREATIVE STRATEGIES:

- 3D Roof
- Vinyl Wrap
- Photobooth Activation



2

ADCLUB OF TORONTO

Category Street Level

QUEBECOR OUT-OF-HOME

Creativity by Touché!, LG2 & Qolab for PLQ.

Parisienne de LAVO®

2024



STATIC TRANSIT SHELTER

Launch of the Serenity Laundry Detergent Duo



Laundry detergent

GOALS:

Awareness: Brand Launch

Consideration: Creating a Memorable Impact

CONCEPT:

A transit shelter was wrapped in lavender-colored vinyl and diffused a scent reminiscent of the product.

PRODUCTION:

- ▶ **Vinyl Wrap:** purple to evoke lavender
- ▶ **Scent Experience:** lavender fragrance

CREATIVE STRATEGIES:

Vinyl Wrap

Scent Experience



Creativity by Bleublancrouge, Billups, Jungle Media & Qolab for LAVO®.

QUEBECOR
OUT-OF-HOME



Encouraging Consumers to Visit Stores for the Summer



Alcohol



GOALS:

Awareness: Increasing Brand Visibility

Conversion: Driving In-Store Traffic

CONCEPT:

Three transit shelters wrapped in colorful vinyls, evoking both the vibrant hues of summer and the variety of drinks offered at SAQ.

PRODUCTION:

- ▶ **Vinyl Wrap:** colorful, inspired by beverages sold at SAQ

CREATIVE STRATEGIES:

Vinyl Wrap



Encouraging Consumers to Create Their Own Bottles



Alcohol

GOALS:

Awareness: Increasing Brand Visibility

Conversion: Driving In-Store Traffic

CONCEPT:

Showcasing the diversity of SAQ's offerings through an experience that invited users to answer six questions to personalize a bottle with a unique label featuring their name. Visuals were also created to run ads on other digital screens, in addition to printed posters.

PRODUCTION:

- ▶ **Customized Activation:** interactive screen with a keyboard allowing users to answer questions, choose their bottle, and personalize it with their name.

CREATIVE STRATEGIES:

Customized Activation

Green Roofs

Awareness Campaign on the Benefits of Green Roofs

2024



STATIC TRANSIT SHELTER



Environment

GOALS:

Awareness: Bringing Attention to the Cause

Consideration: Highlight a Commitment

CONCEPT:

ÉTS, in collaboration with Quebecor Out-of-Home and Toits Vertige, brought a touch of greenery and freshness to Montreal by covering two transit shelters with green roofs to beautify public spaces and reduce urban heat islands. The pilot project demonstrated tangible results, with temperature reductions of up to 2.9 °C, convincing ÉTS to deploy two additional green transit shelters. The initiative was also covered by renowned media outlets, including the Washington Post, LCN, and La Presse.

PRODUCTION:

▶ **Green Roof:** low-maintenance native plants



TIP FOR A SUSTAINABLE FOOTPRINT

Leverage our Green Roofs to connect your brand and eco-values with green-powered platforms.

CREATIVE STRATEGIES:

Green Roofs



QUEBECOR
OUT-OF-HOME

17

Creativity by ÉTS, Toits Vertige, and Quebecor Out-of-Home for ÉTS.

BelairDirect

Ease of Subscribing to Insurance

2023



WATCH
THE VIDEO



STATIC TRANSIT SHELTER



Insurance

GOALS:

Awareness: Increasing the Visibility of the Insurance

Conversion: Generating Subscriptions

CONCEPT:

To show how simple it is to subscribe to insurance, the campaign featured short, impactful messages comparing the process to everyday challenges. In Montreal, where construction sites complicate life, the message was clear: finding your insurance with BelairDirect is easier than avoiding the orange cones!

PRODUCTION:

- ▶ **3D Roof:** the iconic orange cones and BelairDirect's mascot, the Little Knight
- ▶ **Vinyl Wrap:** in BelairDirect's colors

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap



3

ADCLUB
OF TORONTO

Category

Street Level

QUEBECOR
OUT-OF-HOME

Creativity by PHD Media, Talon & Qolab for BelairDirect.



WATCH
THE VIDEO



STATIC TRANSIT SHELTER



Stores



GOALS:

Awareness: Associating the Brand with Moving Day

Conversion: Driving In-Store Traffic

CONCEPT:

IKEA knows that for Quebecers, Moving Day is about more than just moving boxes. It's about moving into a new home. IKEA wanted to connect with Quebecers as the ultimate destination to ease this transition and help Quebecers bring their new home to life!

PRODUCTION:

- ▶ **3D Roof:** a stack of boxes 8 feet high
- ▶ **Vinyl Wrap:** completely wrapped the transit shelter in a box-shaped design and included a lenticular effect creating an optical illusion that transformed a room filled with boxes into a warm, well-decorated space.

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

1
COMMB
AWARDS
Category
Best In Show

2
ADCLUB
OF TORONTO
Category
Street Level

QUEBECOR
OUT-OF-HOME

Scotiabank Scène +

'Make It Rain Rewards' Showcases the Benefits of the Scène+ Rewards Program

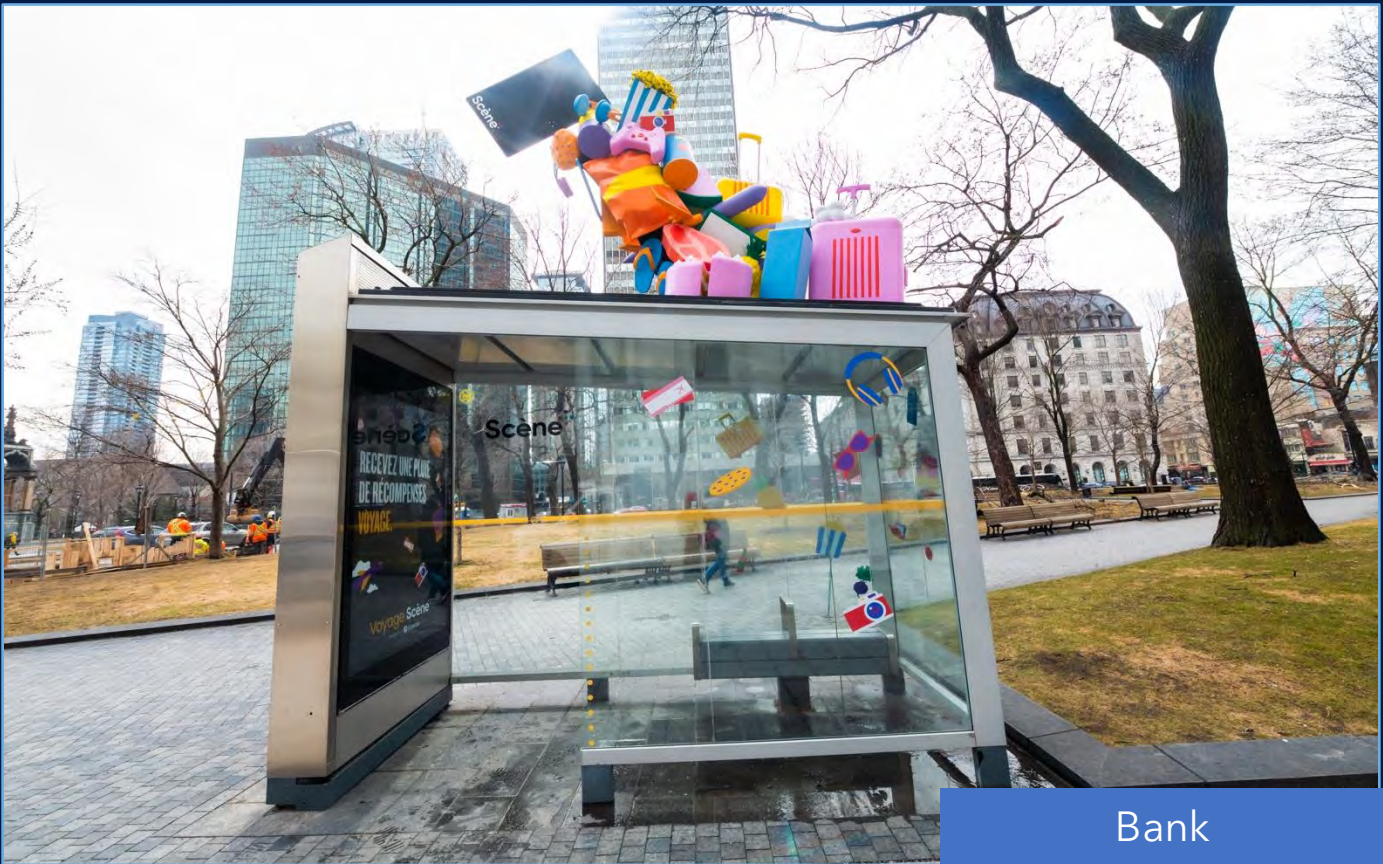
2023



WATCH
THE VIDEO



STATIC TRANSIT SHELTER



Bank

GOALS:

Awareness: Increasing Visibility, Notably Through a Multimedia Presence

Consideration: Engaging the Audience

CONCEPT:

A transit shelter transformed into an immersive experience, where passersby had the chance to earn Scene+ points and exclusive gifts. Salut Bonjour, Quebec's leading morning show, broadcast three weather segment integrations during the activation, highlighting the enthusiastic participation of Montrealers and the weather host interacting with the transit shelter's wind machine to catch as many rewards as possible.

PRODUCTION:

- ▶ **3D Roof:** 10-foot sculpture
- ▶ **Vinyl Wrap:** rewards to be won
- ▶ **Wind Machine Activation:** blown rewards for passersby to catch during a street activation broadcast simultaneously on TV

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

Wind Machine
Activation

1

COMMB
AWARDS

Category

Best In Show

1

ADCLUB
OF TORONTO

Category

Street Level
and Showdown
Winner

QUEBECOR
OUT-OF-HOME

Tel-Jeunes

Encouraging Gen Z to Use the Organization's Help Resources

2023



STATIC TRANSIT SHELTER



GOALS:

Awareness: Building Visibility for a Cause by Using a Brand Ambassador

Conversion: Drive Traffic to the Website

CONCEPT:

To raise awareness of Tel-Jeunes, an organization offering support resources for teenagers, an audio system was installed in four transit shelters to play "Pour les Homies" by Mike Clay, which became Tel-Jeunes' official song.

PRODUCTION:

- ▶ **Sound Experience:** music clip
- ▶ **QR Code Activation:** integrated into the poster, directing viewers to YouTube for the full video

CREATIVE STRATEGIES:

Sound Experience

QR Code Activation

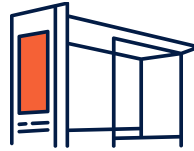


Creativity by Carat for Tel-Jeunes.

QUEBECOR
OUT-OF-HOME



WATCH
THE VIDEO



DIGITAL TRANSIT SHELTER

Encouraging Young People to Take Photos with a Green Screen



Telecommunications



GOALS:

Awareness: Increasing Visibility, Notably Through a Multimedia Presence

Consideration: Driving Viral Engagement

CONCEPT:

To strengthen its image as a mobile and Internet provider offering customizable plans, FIZZ transformed a transit shelter into an interactive "green screen" reflecting its visual identity. This interactive photobooth invited passersby to take their own personalized photos, while Quebec influencers shot video clips there, giving FIZZ remarkable multiplatform visibility, from web content to an appearance on the morning show Salut Bonjour, featuring the world's first live weather segment broadcast from a transit shelter turned into a studio.

PRODUCTION:

- ▶ **Vinyl Wrap:** green screen - FIZZ color
- ▶ **Photobooth Activation:** to take photos and share them on social media
- ▶ **Live Activation:** launch on Salut Bonjour

CREATIVE STRATEGIES:

Vinyl Wrap

Photobooth Activation

Live Activation

1

COMMB
AWARDS

Category

**Best Experiential
Campaign**

QUEBECOR
OUT-OF-HOME



Gaspésie Tourism

Encouraging People to Explore the Region and Support Local Tourism



GOALS:

Awareness: Increasing the Region's Visibility

Consideration: Evoking Emotions

CONCEPT:

A transit shelter transformed into an immersive showcase: wrapped in vinyl featuring Percé Rock, the region's iconic landmark, and enhanced with an audio setup to immerse passersby in the best the region has to offer.

PRODUCTION :

- ▶ **Vinyl Wrap:** image of Percé Rock
- ▶ **Sound Experience:** evoking nature

CREATIVE STRATEGIES:

Vinyl Wrap

Sound Experience



Port of Montreal

Raising Awareness of Its Importance in Our Supply Chain

2023



STATIC TRANSIT SHELTER



Maritime Transport



GOALS:

Awareness: Strengthening Brand Image

Consideration: Highlighting Its Role through Storytelling

CONCEPT:

Activation on three transit shelters, directly incorporating examples of everyday products passing through the port and used by Montrealers into the ad box.

PRODUCTION:

- ▶ **Custom Ad Boxes:** pasta, sports equipment, musical instruments

CREATIVE STRATEGIES:

Custom Ad Boxes

Desjardins

Encouraging People to Download the Ajusto App

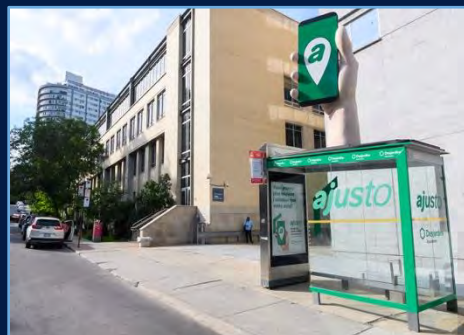
2023



STATIC TRANSIT SHELTER



Bank



GOALS:

Awareness: Increasing the App's Visibility

Conversion: Driving App Downloads

CONCEPT:

Installation of a 3D structure on the transit shelter's roof to highlight the Ajusto app, which awards points based on trips and driving behaviour to adjust the insurance rate.

PRODUCTION:

- ▶ **3D Roof:** hand holding a mobile phone
- ▶ **Vinyl Wrap:** green, in the brand's colors

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

Héma Québec

Awareness: Encouraging a Generous Act

2023



WATCH
THE VIDEO



STATIC TRANSIT SHELTER



Health Organization

GOALS:

Awareness: Increasing Visibility about the Importance of Plasma Donation

Conversion: Generating Donations

CONCEPT:

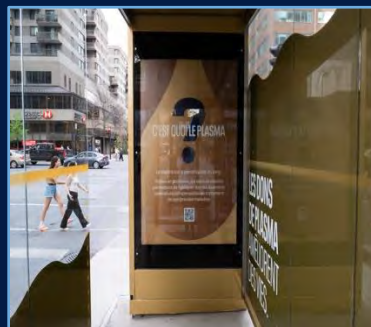
To encourage plasma donation, a transit shelter wrapped in a gold vinyl, evoking the value of this precious resource, featured the message "Share what shines within you", highlighting that a plasma donation is truly priceless.

PRODUCTION:

- ▶ **Vinyl Wrap:** gold, evoking both the brilliance of plasma and the message

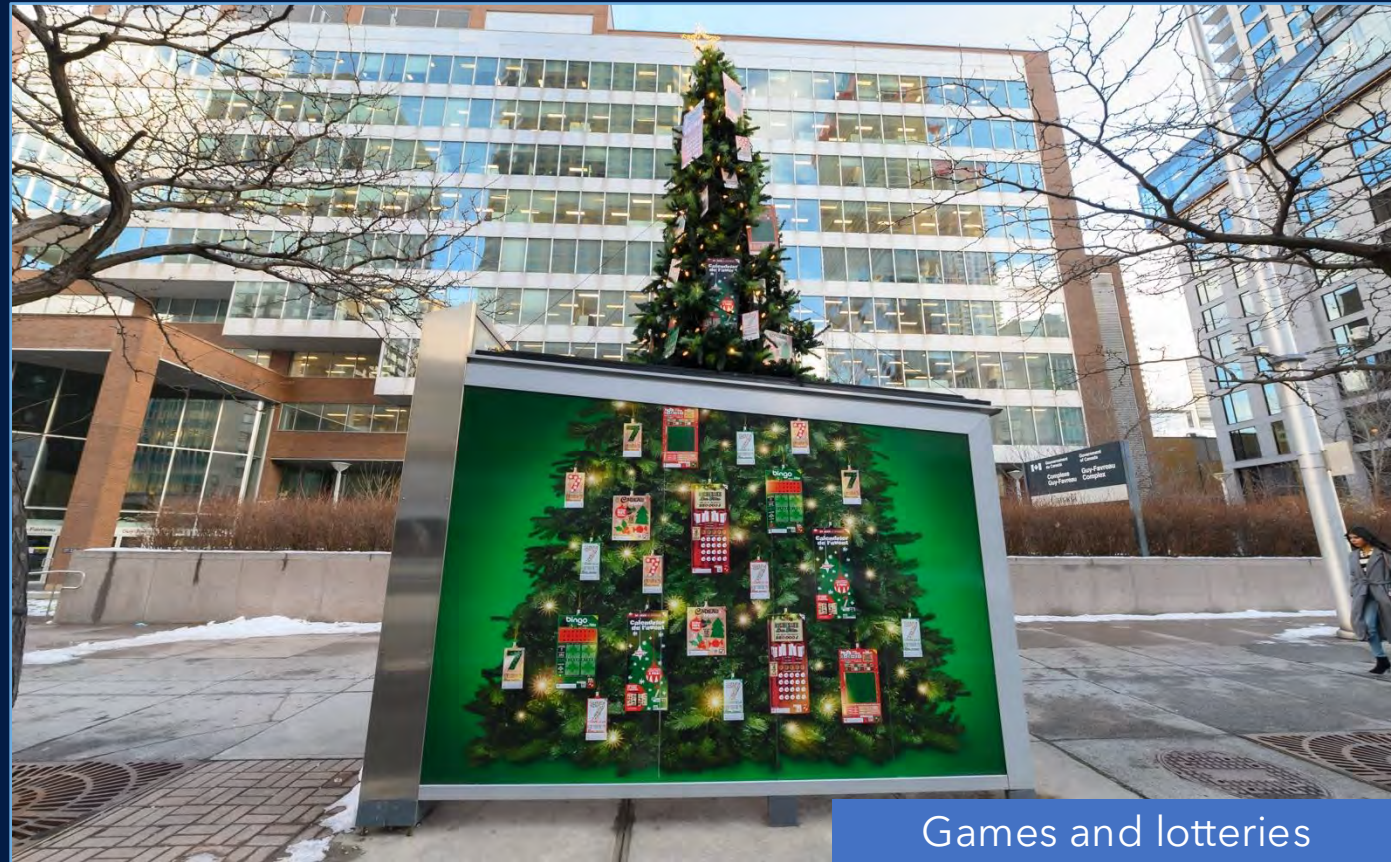
CREATIVE STRATEGIES:

Vinyl Wrap

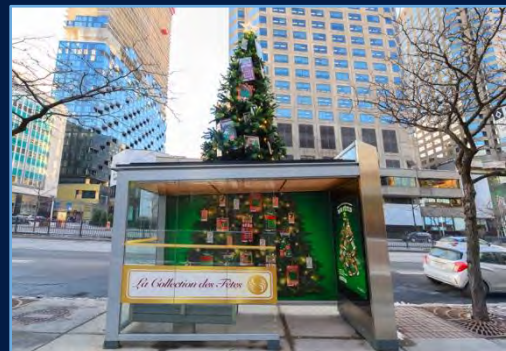




Incentive to Discover and Purchase Scratch Tickets for the Holiday Season



Games and lotteries



GOALS:

Awareness: Increasing the Visibility of Scratch Tickets

Conversion: Generating Sales

CONCEPT:

The holiday collection holds an important place in Loto-Québec's portfolio and with its customers. To celebrate, a transit shelter was transformed into a Christmas tree adorned with scratch tickets. An impressive initiative that lit up the streets of Montreal with a beautiful glow for the year-end celebrations!

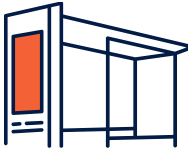
PRODUCTION :

- ▶ **Vinyl Wrap:** illusion of a Christmas tree decorated with fake scratch tickets
- ▶ **3D Roof:** continuing the vinyl tree theme, a giant real Christmas tree adorned with fake scratch tickets was installed on the transit shelter roof

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap



Launch of the Intel Evo and Dell Computer Model



Electronics

GOALS:

Awareness: Increasing the Visibility of the Computer Model

Conversion: Generating Sales

CONCEPT:

A tailored activation, exclusively in Quebec, to showcase the functional superiority of the Intel Evo and Dell platform by transforming a transit shelter into an outdoor art exhibition. The installation featured a screen resembling a giant laptop, with participation from Quebec digital artist Jonathan Ly, who created a digital artwork live, allowing Quebecers to experience the performance of Intel Evo laptops. Every hour, Jonathan's artwork was updated and displayed across all our digital transit shelters in the Montreal CMA.

PRODUCTION :

- ▶ **Vinyl Wrap:** fully wrapped in the colors of Intel Evo & Dell Inspiron 7620 2-in-1
- ▶ **Video Activation:** digital artwork created from a screen evoking an Intel computer

CREATIVE STRATEGIES:

Vinyl Wrap

Video Activation



1

ADCLUB
OF TORONTO

Category

Best Innovation

QUEBECOR
OUT-OF-HOME

Cirque du soleil

Campaign to Discover Their New Show Kooza

2022



WATCH
THE VIDEO



STATIC TRANSIT SHELTER



Entertainment



GOALS:

Awareness: Increasing the Visibility of Their Show

Conversion: Generating Ticket Sales

CONCEPT:

To announce that the Cirque is back in town and win back the hearts of Montrealers, one of KOOZA's signature acts was highlighted: the Wheel of Death and its acrobat, hand-sculpted by an incredible local artisan, faithfully inspired by the show's details.

PRODUCTION:

- ▶ **3D Roof:** the Wheel of Death
- ▶ **Vinyl Wrap:** promotion of the show with a colorful visual featuring key characters from the performance
- ▶ **Sound Experience:** show music
- ▶ **QR Code Activation:** to purchase tickets

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

Sound Experience

QR Code Activation

1

ADCLUB
OF TORONTO

Category

Showdown
Winner

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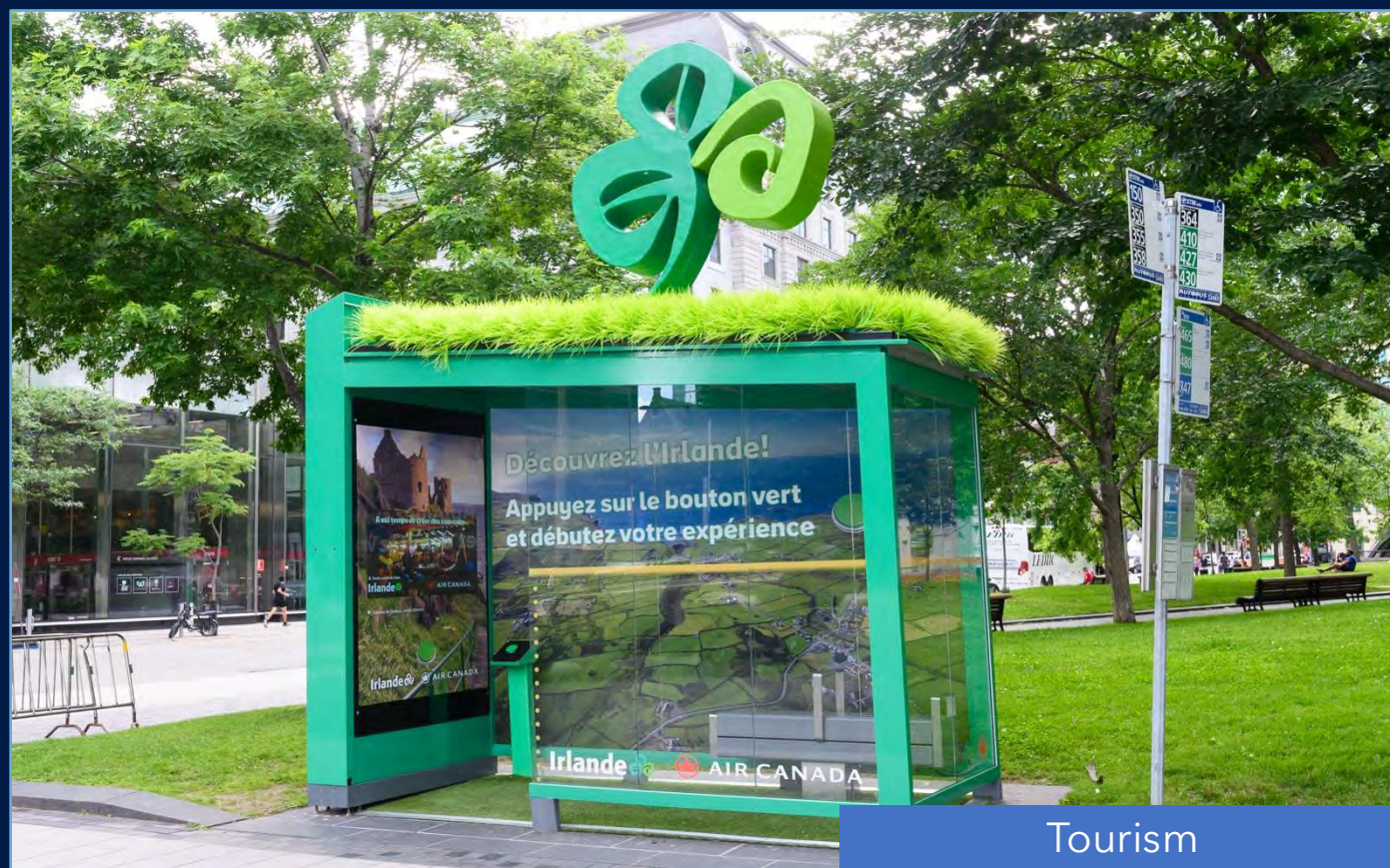
Tourism Ireland

Incentive to Travel to Ireland

2022



WATCH
THE VIDEO DIGITAL TRANSIT SHELTER



Tourism



GOALS:

Awareness: Increasing The Visibility of this Tourist Destination

Consideration: Creating a Memorable Impact

CONCEPT:

Creation of an immersive space inside a transit shelter, bringing consumers closer to the Emerald Isle. Visitors could interact with various Irish experiences while promoting Air Canada's direct flight and the speed of the journey - almost as simple as taking local transit! The activation transported Montrealers to Ireland at the press of a green button.

PRODUCTION:

- ▶ **3D Roof:** natural grass and a huge green shamrock evoking Ireland
- ▶ **Vinyl Wrap:** green, in the colors of Ireland
- ▶ **Video Activation :** button to press for playback

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

Video Activation

QUEBECOR
OUT-OF-HOME

RECYC-QUÉBEC

Campaign to Promote Composting Adoption

2022



STATIC TRANSIT SHELTER



Environment



GOALS:

Awareness: Raising Awareness For a Cause

Consideration: Highlighting a Commitment

CONCEPT:

To encourage Montreal residents to adopt composting, RECYC-QUÉBEC, a Crown corporation whose mission is to guide Quebec toward reducing, reusing, recycling, and recovering waste materials, illustrated the benefits of composting through the dimensions of an experiential transit shelter corresponding to the physical space of greenhouse gases saved through a simple individual action. RECYC-QUÉBEC thus gave full meaning to the expression "a picture is worth a thousand words".

PRODUCTION:

- ▶ **Vinyl Wrap:** blue, in the brand's colors
- ▶ **Custom Ad Box:** 3D integrated brown bin

CREATIVE STRATEGIES:

Vinyl Wrap

Custom Ad Box



WATCH THE
VIDEO



STATIC TRANSIT SHELTER



Audiobooks

GOALS:

Awareness: Increasing the Visibility of Audiobooks

Conversion: Generating Sales - Subscriptions

CONCEPT:

A transit shelter was transformed into an immersive experience: vinyl covered the space, and an interactive screen allowed passersby to choose from three audiobooks and listen to a sample by clicking on their selection.

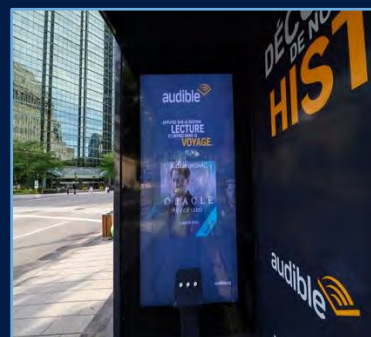
PRODUCTION :

- ▶ **Vinyl Wrap:** evoking the brand
- ▶ **Sound Experience:** screen allowing users to choose between 3 audiobooks to listen to a sample

CREATIVE STRATEGIES:

Vinyl Wrap

Sound Experience





Call of Duty

Incentive to Discover the New Game



Entertainment

GOALS:

Awareness: Increasing the Visibility of the Game

Conversion: Generating Sales

CONCEPT:

To encourage players to discover Call of Duty: Modern Warfare II, a video game by Activision, a transit shelter was transformed in military colors, with sandbags and a camouflage tarp on the roof.

PRODUCTION:

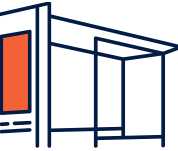
- ▶ **3D Roof:** sandbags and camouflage tarp
- ▶ **Vinyl Wrap:** military colors, including a lenticular effect at the back of the transit shelter with a visual that changes depending on the passerby's position

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

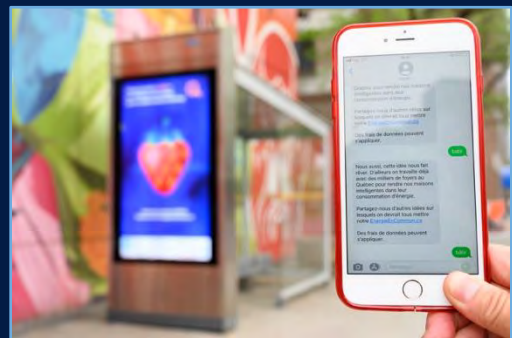




Citizen Engagement to Stimulate Reflection on the Energy Future



Energy



GOALS:

Awareness: Raising Awareness for a Cause

Consideration: Generating Engagement

CONCEPT:

Citizens were invited to send a lightning bolt emoji via text. Each submission triggered the illumination of the lightning bolt on the digital transit shelter, symbolizing the collective power to make a difference, while redirecting to the website to learn more.

PRODUCTION:

- **SMS Activation:** to activate the digital screen

CREATIVE STRATEGIES:

SMS Activation

Euro by TVA Sports

Activation to Engage and Create Excitement Around Soccer

2020



WATCH
THE VIDEO



STATIC TRANSIT SHELTER



Sport Event

GOALS:

Awareness: Associating the Brand with Soccer

Consideration: Engaging Fans around the Euro

CONCEPT :

Immersive and interactive transit shelter, inviting passersby to vote for their favorite team with their feet by “kicking” soccer balls. Once a team was chosen, the country’s national anthem played, the ceiling lit up in the colors of the flag, and the transit shelter took on the colors of the team with the most votes.

PRODUCTION :

- ▶ **Vinyl Wrap:** in the colors of Euro 2020
- ▶ **Customized Activation:** soccer balls to kick to select your favorite team and display your score in real time
- ▶ **Sound Experience:** national anthem of the country
- ▶ **Lighting:** ceiling in the colors of the flag of the country that received the most votes

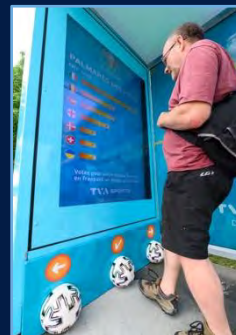
CREATIVE STRATEGIES:

Vinyl Wrap

Customized Activation

Sound Experience

Lighting



Cirque du Soleil

2020



WATCH
THE VIDEO



STATIC TRANSIT SHELTER

Campaign Inviting Audiences to Discover Their New Show *Under The Same Sky*



Entertainment

GOALS:

Awareness: Increasing the Visibility of the Show and Intriguing the Audience

Conversion: Generating Sales - Tickets

CONCEPT:

A mysterious cube was installed on the roof of a transit shelter: an original way to intrigue the public by gradually giving clues about the origin of this mysterious installation. The imposing cube, adorned with humanoid sculptures and whose appearance changed depending on the viewing angle, seemed to literally defy gravity. Additionally, the artwork was repurposed to give it a second life as a decorative object, extending its impact beyond the street.

PRODUCTION:

- ▶ **3D Roof:** giant cube
- ▶ **Vinyl Wrap:** banner placed on the back, providing clues about the mysterious origin of the cube and replaced daily

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap





WATCH
THE VIDEO



STATIC TRANSIT SHELTER

Recruitment of Candidates By Creating Remote Job Interviews



GOALS:

Consideration: Amplifying a Campaign by Creating a Viral Video on Social Media

Conversion: Encouraging Immediate Action - Live Recruitment

CONCEPT:

Thanks to a videoconferencing system integrated into the transit shelter screen, HR staff could communicate with passersby as soon as the handset was picked up.

PRODUCTION:

- ▶ **Customized Activation:** phone and live recruitment screen on a transit shelter

CREATIVE STRATEGIES:

Customized Activation



Cirque du Soleil

Incentive to Discover the New Show Alegría

2019



WATCH
THE VIDEO



STATIC TRANSIT SHELTER



Entertainment



GOALS:

Awareness: Increasing the Visibility of the Show

Conversion: Generating Sales - Tickets

CONCEPT:

To encourage Montreal audiences to discover their new show and celebrate the 25th anniversary of Alegría, an iconic Cirque du Soleil performance, an interactive transit shelter was transformed into an experience that immersed passersby in the show's fantastical universe, blending visuals and sounds for total immersion.

PRODUCTION:

- ▶ **3D Roof:** scenography elements integrated into the roof
- ▶ **Vinyl Wrap:** evoking the show Alegría
- ▶ **Video Activation:** presence detector triggering an animation in a large decorated mirror, inviting passersby to activate the experience by placing their hand on a pedestal

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

Video Activation

1

ADCLUB
OF TORONTO
Category
Showdown
Winner

QUEBECOR
OUT-OF-HOME

Thierry Mulger

New Fragrance Aura

2018



WATCH
THE VIDEO



STATIC TRANSIT SHELTER



Perfumery



GOALS:

Awareness: Increasing the Visibility of the Perfume

Conversion: Driving In-Store Traffic

CONCEPT:

A strategically positioned digital transit shelter was transformed into a tropical forest, the central theme of the promotional campaign.

PRODUCTION:

- ▶ **3D Roof:** roof covered with vegetation
- ▶ **Vinyl Wrap:** new fragrance perfume

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

McDonald's

2017



WATCH
THE VIDEO



STATIC TRANSIT SHELTER

New Mighty Angus Burger Promoted by a Brand Ambassador



Food Sector

GOALS:

Awareness: Increasing Visibility with a Brand Ambassador

Consideration: Amplifying a Campaign with a Viral Video

CONCEPT:

The public was invited to test their skills against Montreal Canadiens' tough defenseman and spokesperson Shea Weber in a blink-off contest. To do this, a video screen was installed on the exterior of the transit shelter to create an experience using a facial recognition camera that tracked participants' eyes. The game consisted of staring into Shea Weber's eyes and keeping their own eyes open longer than his. Several pre-programmed scenarios were set up to add variety to the experience.

CREATIVE STRATEGIES:

Facial Detection Activation

Vinyl Wrap

PRODUCTION:

- ▶ **Facial Detection Activation:** screen with built-in camera
- ▶ **Vinyl Wrap:** to promote the burger



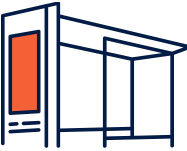
Takis

Hand Warmers Shaped Like Chips to Warm Up Passersby

2016



WATCH
THE VIDEO



DIGITAL TRANSIT SHELTER



Food Sector



GOALS:

Awareness: Increasing Product Visibility

Consideration: Driving Engagement

CONCEPT:

To help passersby stay warm during the cold month of February, a distinctive transit shelter equipped with a hand warmer shaped like a Takis chip was offered to pedestrians.

PRODUCTION:

- ▶ **3D Roof:** campfire with logs replaced by Takis
- ▶ **Vinyl Wrap:** in Takis colors
- ▶ **Lighting:** warm, comforting light
- ▶ **Sound Experience:** crackling of the fire
- ▶ **Heating:** a giant warming Takis

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

Lighting

Sound Experience

Heating

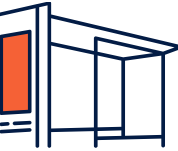
Lassonde Oasis

Multisensory Experience to Introduce Its Orange Juice

2016



WATCH
THE VIDEO



DIGITAL TRANSIT SHELTER



Food Sector



GOALS:

Awareness: Increasing Product Visibility

Conversion: Generating Sales Following Sampling

CONCEPT:

Designed to promote freshly squeezed orange juice, brighten gloomy autumn days, and capitalize on the reduced daylight during the season.

PRODUCTION:

- ▶ **3D Roof:** orange tree on a transit shelter
- ▶ **Vinyl Wrap:** boxes of oranges
- ▶ **Lighting:** LED ceiling light emitting a warm orange glow
- ▶ **Sound Experience:** bird and cicada songs
- ▶ **Scent Experience:** orange scent
- ▶ **Sampling Activation:** Oasis orange juice

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

Lighting

Sound Experience

Scent Experience

Sampling Activation

QUEBECOR
OUT-OF-HOME

Canadian Tire

Drive Store Traffic On Moving Day

2016



DIGITAL TRANSIT SHELTER



Stores

GOALS:

Awareness: Associating the Brand with Moving Day

Conversion: Driving In-Store Traffic

CONCEPT:

Reinforce that Canadian Tire is the place to find everything for Moving Season.

PRODUCTION:

- ▶ **3D Roof:** made from furniture and items available in-store
- ▶ **Vinyl Wrap:** in the brand's colors

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap



New Amsterdam

Launch of New Amsterdam Vodka in the Quebec Market

2015



WATCH
THE VIDEO



STATIC TRANSIT SHELTER



Alcohol

GOALS:

Awareness: Launching the Brand

Conversion: Generating Sales

CONCEPT:

To promote the launch of New Amsterdam Vodka in the Canadian market, a transit shelter was transformed into a lounge experience.

PRODUCTION:

- ▶ **3D Roof:** giant bottles
- ▶ **Vinyl Wrap:** illusion of a lounge bar
- ▶ **Lighting:** scenographic - blue lighting
- ▶ **Sound Experience:** motion sensor triggering ambient music

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

Lighting

**Sound
Experience**



Ferrero Rocher

Incentive to Purchase Chocolate Boxes

2015



STATIC TRANSIT SHELTER



Food Sector

GOALS:

Awareness: Increasing Product Visibility

Conversion: Generating Sales

CONCEPT:

For the Holiday Season, Ferrero wanted to stand out against the gray fall landscape.

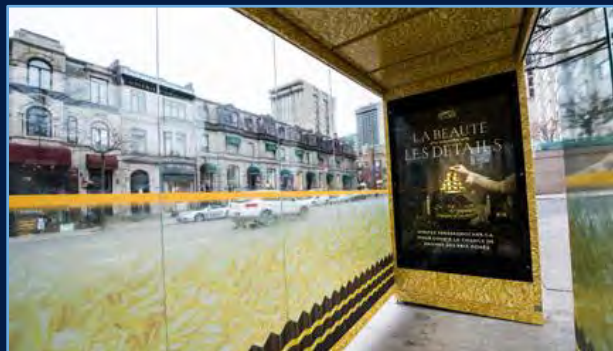
PRODUCTION:

- ▶ **3D Roof:** giant Ferrero Rocher box
- ▶ **Vinyl Wrap:** appearance of a Ferrero Rocher

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap



Vidéotron

Karaoke to Get Montrealers Singing Along to the Impact Anthem

2015



WATCH
THE VIDEO



STATIC TRANSIT SHELTER



Sport Event



GOALS:

Awareness: Increasing the Visibility of the New Anthem

Consideration: Engaging Montréal Impact Fans

CONCEPT:

To introduce the public to the new Montreal Impact anthem, composed by the popular group Radio Radio, a transit shelter was transformed into a karaoke experience. On the interior advertising panel, a button allowed each word of the anthem's chorus to light up, karaoke-style, encouraging passersby to sing along.

PRODUCTION:

- ▶ **3D Roof:** illuminated sign and flags on the roof
- ▶ **Vinyl Wrap:** in Vidéotron's colors, official sponsor
- ▶ **Karaoke Activation:** with the lyrics of the Impact anthem

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

Karaoke Activation

Disney

A Preview of the Tower of Terror to Encourage Visits to the Park

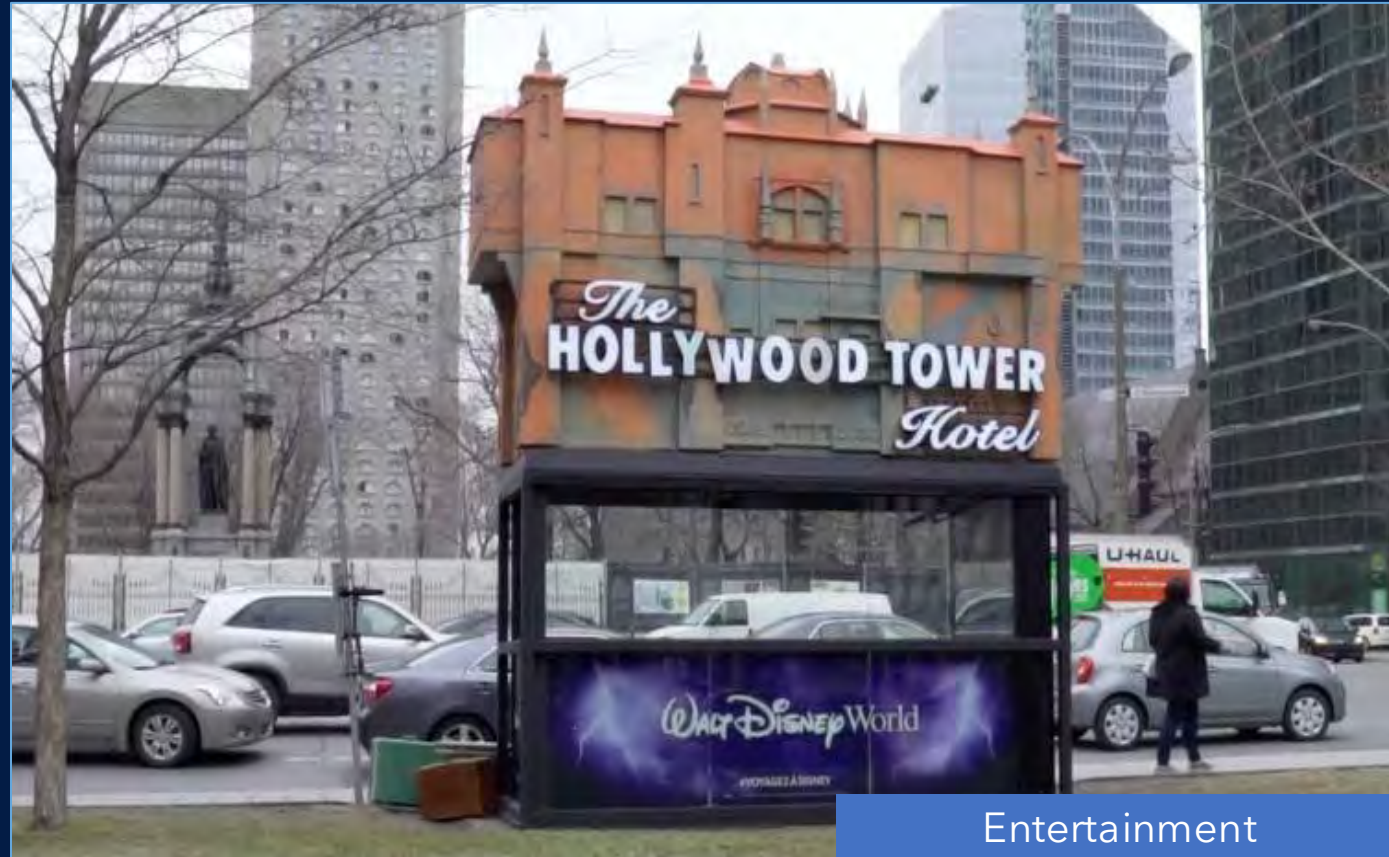
2015



WATCH
THE VIDEO



STATIC TRANSIT SHELTER



Entertainment

GOALS:

Awareness: Strengthening Brand Image

**Conversion: Driving Traffic
to the Website**

CONCEPT:

To give a preview of the Disney Parks experience, a replica of the famous Tower of Terror ride was installed in downtown Montreal. In addition to faithfully reproducing the ride's appearance and featuring two illuminated signs, the rooftop structure contained several electronic devices that generated real-time sound and light effects, as well as small mischievous gusts of wind to make hair stand on end.

PRODUCTION:

- ▶ **3D Roof:** Tower of Terror
- ▶ **Vinyl Wrap:** a device resembling an elevator, putting the brand in the spotlight

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

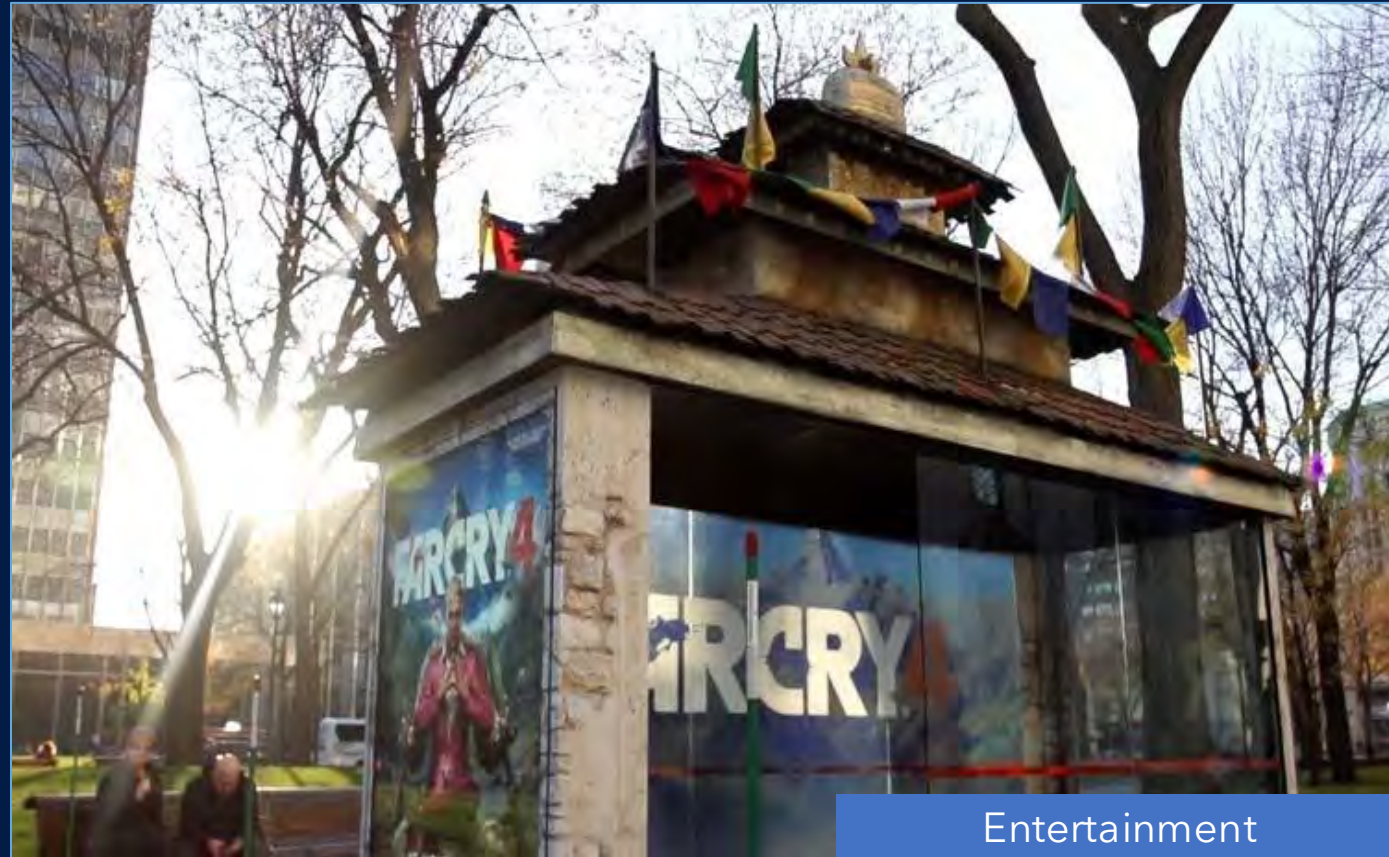




WATCH
THE VIDEO



STATIC TRANSIT SHELTER



Entertainment



GOALS:

Awareness: Increasing Game Visibility

Conversion: Generating Sales

CONCEPT :

As part of the launch of the game Far Cry 4, a creative stunt was designed reflecting the iconic architectural style of the game's universe.

PRODUCTION :

- ▶ **3D Roof:** architectural elements from the game
- ▶ **Vinyl Wrap:** game-inspired landscape design

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

Duracell

Humanitarian Fundraising Campaign for Habitat for Humanity

2013



WATCH
THE VIDEO



STATIC TRANSIT SHELTER



Nonprofit Organization



GOALS:

Awareness: Raising Awareness for a Cause

Conversion: Driving Donations

CONCEPT:

To promote a humanitarian fundraising campaign for Habitat for Humanity, a heated transit shelter requiring participants' collaboration was created. When two people held hands and touched the positive and negative poles at each end, the heater would turn on.

PRODUCTION:

- ▶ **3D Roof:** half battery
- ▶ **Vinyl Wrap:** in line with the brand image
- ▶ **Heating:** integrated into the transit shelter

CREATIVE STRATEGIES:

3D Roof

Vinyl Wrap

Heating

1

ADCLUB
OF TORONTO
Category

Street Level
and Showdown
Winner

QUEBECOR
OUT-OF-HOME

Euro - TVA Sports

Engaging the Public Around the World-Class Sporting Event

2024



GOALS:

Awareness: Increasing Visibility with Brand Ambassadors

Consideration: Launching the Event and Inviting the Audience to Tune In

CREATIVE STRATEGIES:

Vinyl Wrap

Live Activation

CONCEPT:

Eight buses from the Laval, Sherbrooke, Lévis, and Longueuil transit networks were wrapped in 360° vinyl featuring the colors of Euro 2024 and TVA Sports, creating a strong visual impact across the cities. On June 13, the official launch took the form of an on-site activation at an STL station, where promotional items were handed out to passengers and passersby. Hassoun Camara and Frédéric Lord, two key figures from TVA Sports' broadcast team, presented the initiative live on Salut Bonjour and Québec Matin, amplifying the campaign's visibility.

PRODUCTION:

- ▶ **Vinyl Wrap:** in the event's colors
- ▶ **Live Activation:** launched simultaneously on Salut Bonjour and Québec Matin

Fête du Lac des Nations

Promoting Eco-Friendly Festive Behavior

2025



BUS



GOALS:

Awareness: Increasing the Event's Visibility

Consideration: Creating a Memorable Impact

CONCEPT :

Three buses were wrapped in the colors of the festival and its partners to promote public transportation, including the free shuttle service at three strategic locations in the city. Circulating throughout the city a month before the event, these buses amplified the festival's visibility while reinforcing its environmental message - what could be more fitting than using an eco-friendly vehicle to deliver a message focused on sustainability?

PRODUCTION :

► **Vinyl Wrap:** in the festival's colors



TIP FOR A SUSTAINABLE FOOTPRINT

Target our hybrid and electric buses to link your brand and eco-friendly values with green-powered media.

CREATIVE STRATEGIES:

Vinyl Wrap

Vidéotron

Partnering With Major Events = Amplified Visibility

2025



MOBILE DIGITAL SCREEN



GOALS:

Awareness: Increasing Visibility and Associating with an Event

Conversion: Generating Subscriptions

CONCEPT:

Vidéotron leveraged the power of digital screen flexibility to partner with major events during the Alouettes parade and the Pride Parade with contextualized and impactful campaigns. This clever campaign, which also targeted transit shelters along the Parade route, was even featured on the big screen during a TVA Sports special highlighting the Alouettes' victory, resulting in amplified visibility.

PRODUCTION:

- ▶ **Vinyl Wrap:** in the brand's and product's colors and image
- ▶ **Live Activation:** featured on the big screen during the Alouettes Parade on TVA Sports

CREATIVE STRATEGIES:

Vinyl Wrap

Live Activation