

# THE CANADIAN OUT-OF-HOME AWARDS 2025

## The Canadian Out-of-Home Awards Announces its 2025 Judging Panel

**Toronto, March 18, 2025** - The Canadian Out-of-Home Awards for 2025 have solidified their judging panel of esteemed industry leaders. This diverse group of judges offer a wealth of knowledge drawn from their distinctive experiences in the industry, ensuring a range of perspectives to evaluate this year's gala submissions.

"Out-of-home is unique in how it lets brands show up in the real world. The best work goes beyond the specs -- it interacts with the people, space, and culture around it. I'm excited to celebrate the brands that do this best!" – Janet Xi, Sr Director, Integrated Marketing, Wealthsimple

See below for the confirmed judges:

- Ajay Durani – DPAA, Vice President of Marketing
- Andrea Por – Zulu Alpha Kilo, Associate Creative Director
- Christina Roche – Zulu Alpha Kilo, Associate Creative Director
- Janet Xi – Wealthsimple, Sr Director, Integrated Marketing
- Kyla Francis – APEX, Group Director, Account Management
- Mark Flys – World Out of Home Organization, Chief Operating Officer
- Michele Beaulieu – Subway, Director of Media, Canada
- Nikki Stone – GroupM, CCO
- Shannon Lewis – Canadian Media Directors' Council (CMDC), President
- Raven Opatovsky – Tim Hortons, Head of Media & Digital Marketing



“Honoured to return as a judge for the Canadian OOH Awards, recognizing the bold innovation shaping out-of-home advertising. This work reflects the creativity and impact that drive Canada’s media industry forward.” – Shannon Lewis, President, CMDC.

As the Awards Show enters its third year, Lara Menzies, Director of Marketing at COMMB & Host had this to add to the sentiments above “This year’s judging panel brings together some of the brightest minds in marketing and media, tasked with recognizing the most innovative, strategic, and impactful OOH campaigns. Their expertise will set a high bar for creativity and effectiveness in our industry.”

**About the Canadian Out-of-Home Awards:**

Launched in Spring 2023, the Canadian Out-of-Home Awards gala is an all-encompassing industry celebration recognizing the creative, technical, and strategic achievements of agencies and advertisers for their out-of-home campaigns. Winning categories are focused on innovation, data, use of programmatic/digital technology, audience targeting, 360 planning, and more.

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