

## AdClub OOH Day 2024 Concludes: Celebrating Line-up of 2024 Campaign Winners

**Toronto, November 13, 2024** - AdClub's OOH Day 2024 brought together planners, marketers, and media professionals for a day that celebrated the best of creative excellence and strategic innovation in the out-of-home (OOH) industry. The event showcased standout campaigns that seamlessly blended cutting-edge creativity with strategic placement, highlighting the talent and vision that drive the OOH sector forward. In addition to celebrating the winning campaigns, OOH Day also recognized the individuals who have made a lasting impact on the industry throughout their careers.

As a sponsor of the event, COMMB was honoured to co-present the Merit Award this year to Michele Erskine, CEO of Astral / OUTEDGE who has made an incredible impact in the Canadian OOH industry since her early beginnings in media in 1987.

"This year's AdClub OOH Day was a glittering showcase of the very best, brightest, and most beautiful ad campaigns that our medium brings to brands. Given that the event was the largest OOH Day in AdClub's 50+ year existence, that historic level of attendance means that every sponsor and every attendee contributed record-setting funds through the AdClub to NABS and to our student scholarship program. Out-Of-Home Day drove both donation levels out of the park", stated Amanda Newell, President of the AdClub.

### 2024 OOH Showdown Winners

- **2024 Best in Show Winner**

**Winner:** MAPLE FROM CANADA - Maple Goes With Everything (Rodeo FX, Espace M & Branded Cities)

Planners: Vickie Dugas, Danny Gauthier, Ahmed Megdiche, Karima Trad

- **Large Format Digital Billboard (non-3D)**

**Winner:** MAPLE FROM CANADA - Maple Goes With Everything (Rodeo FX, Espace M & Branded Cities)

Planners: Vickie Dugas, Danny Gauthier, Ahmed Megdiche, Karima Trad

**2nd:** HEINZ Deadpool & Wolverine Ketchup & Mustard (Carat, Billups & Branded Cities)

**3rd:** AUDIBLE Global Brand Campaign (Wavemaker & Branded Cities)

**4th:** OREO BY MLSE by Society and Branded Cities

**5th:** Molson Coors -Vizzy inflatable Can Dominations (Wavemaker & Branded Cities)

- **Large Format Digital Billboard (3D, Anamorphic, Forced Perspective):**

**Winner:** Sony PlayStation Spider-Man 2 Launch (EssenceMediacom, Group M OOH & Branded Cities)

Planners: Marisol Pulido, Wesley Grier, Vinesh Beharry, Mayank Sethi

**2nd:** NINJA Frost Vault (Horizon Media & Pattison Outdoor)

**3rd:** Benefit Mascara (Benefit Cosmetics & Branded Cities)

**4th:** PRADA. Paradoxe Virtual Flower Perfume (Wavemaker, Group M OOH and Branded Cities)

**5th:** AMAZON PRIME VIDEO - Rings of Power Season 2 (Initiative & Branded Cities)

- **Static Billboard:**

**Winner:** Alberta Teachers' Association Mounted Chairs (Tag Advertising & Astral-Outedge)

Planner: Todd Sloane

**2nd:** Boston Pizza - Loaded to the Edge (UM & Pattison)

**3rd:** NorthStar Bets Soccer vs Football (Starcom & Pattison)

**4th:** TD Accessibility Adapter by Starcom & Eat-It-Up Media)

**5th:** CIFQ - Wood is more than just Wood (Cossette, Billups & Pattison, Astral & Publicité Sauvage)

- **Indoor-Place Based:**

**Winner:** CHEWY for CHEWY.CA (Quan Media Group & Branded Cities)

Planner: Ashley Moll

**2nd:** PARAMOUNT PLUS, Paw Patrol: Pups, Planes & Pupmobiles (Wavemaker & GroupM OOH & Travel Path Media)

**3rd:** NETFLIX Bridgerton Season 3 (Media Experts & Branded Cities)

**4th:** Air Transat Destinations (Air Transat & Branded Cities)

**5th:** Sony PS5 MLB (Essence MediaCom, Group M OOH & UB Media)

- **Transit/Transportation**

**Winner:** Warner Brothers Beetlejuice Beetlejuice Streetcar (OMD & Pattison)

Planners: Alicia Mavreas, Meghna Dhall

**2nd:** BOTA BOTA- Drift Into a New Perspective (Agence DADA & CÔTÉ MÉDIA & Wrapped Media)

**3rd:** OLG Poker Lotto; (Essence MediaCom & Group M OOH & Statements Media)

**4th:** ATB at the Calgary Stampede; (Media Experts & Wrapped Media)

**5th:** Wendy's Cinnabon (Initiative & Wrapped Media)

- **Street Level/ Transit Shelters:**

**Winner:** Trojan - DUET 2 IN 1 Vibrator; (Wavemaker & GROUP M OOH & Astral-Outedge)

Planners: Tushita Jain, Kelly Wong

**2nd:** PLQ MILKEYE FILTER (TOUCHÉ & QUEBECOR OUT-OF-HOME)

**3rd:** GAYLEA WHIPPED CREAM (TRUE MEDIA & BRANDED CITIES)

**4th:** AMAZON PRIME - Fallout (We Are Very Polite & Pattison)

**5th:** LA PARISIENNE - LAVO (Jungle Media, Billups, Quebecor & Cogeco)

- **Station Executions / Activations:**

**Winner:** Netflix - Bridgerton Season 3 (Media Experts & Branded Cities)

Planners: Maria Gomez Silva, Farial Nazim, Jillian Clarke

**2nd:** Chewy (Quan Media Group & Branded Cities)

**3rd:** Audible - Global Brand Campaign (Wavemaker & Group M OOH & Pattison)

**4th:** Paramount+ Halo Season 2 (Wavemaker & Pattison)

**5th:** Molson Walkway Domination (Wavemaker, GroupM OOH & Lamar)

- **Client Direct:**

**Winner:** the Forum Pitch by the Forum, Church & State and Pattison

Planner: Anne McLean

**2nd:** Benefit Mascara (Benefit Cosmetics & Branded Cities)

**3rd:** YouVersion bible app (YouVersion & Pattison)

**4th:** Shoppers Drug Mart - Shoppers Beauty Event (Shoppers Drug Mart & Branded Cities)

**5th:** Air Transat - Destinations (Air Transat & Branded Cities)

For a full event recap from COMMB's perspective, click [here](#).

### **About COMMB**

COMMB is the national not-for-profit organization for the Canadian out-of-home (OOH) industry. Our membership base is comprised of advertisers, agencies, programmatic tech stacks, and OOH companies, large and small. COMMB is responsible for the collective marketing and measurement efforts for the OOH industry, developing proprietary audience measurement methodologies for a variety of OOH media formats, and ensuring the voice of OOH is at the forefront of media via broad marketing and communications initiatives.

### **For more information, please contact:**

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