

**Quebecor Out-of-Home is proud to highlight that two (2) spectacular transit shelter campaigns created for IKEA and Scene+ were honored at the 2024 Canadian Out-of-Home Awards**

**MONTREAL, June 12, 2024** – Quebecor Out-of-Home is pleased to announce IKEA Canada’s Moving Day OOH stunt won first prize in the "Best Creative" category at the Canadian Out-of-Home Awards ceremony. This campaign showcased innovative strategies and striking visuals impact with its unique approach, captivating the public's attention and thereby winning industry recognition. Taking the runner-up position within the same category, the campaign created for Scene+ distinguished itself through its remarkable performance, highlighting Quebecor Out-of-Home’s ability to create engaging interactive experiences and unique creative concepts.

On May 30th, the Canadian Out-of-Home Awards 2024 presented its second annual gala, showcasing the creative, technical, and strategic achievements of agencies and advertisers for their out-of-home campaigns.

*"With IKEA Canada’s transit shelter campaign, we’ve taken the creative and innovative concept to the next level!"* stated Michel Drouin, General Manager, Business Development at Quebecor Out-of-Home and presenter of the Best Multi-Media Award at the gala. *"These accomplishments have been made feasible through the implementation of innovative techniques on our transit shelters. This recognition from COMMB inspires us to continue our mission of assisting our clients in bringing their creative ideas to life, adding a touch of innovation."*



IKEA knows the unique Quebec Moving Day tradition is more than just about moving boxes; it’s about moving on to a new chapter in life. In the summer of 2023, to celebrate this tradition, IKEA, Carat, Rethink and Quebecor Out-of-Home transformed a Montreal Transit Shelter into a giant moving box with an 8-foot-tall stack of IKEA-branded boxes on the rooftop. The moving box concept enveloped the entire shelter with a box-like wrap, including the shelter's rear window, offering a captivating visual experience from every angle. The lenticular effect seamlessly transitioned from a room filled with packed boxes to reveal the comforting essence of HOME, demonstrating how IKEA Brings Home To Life.

The "Make it Rain Rewards" runner-up campaign, in collaboration with PHD, Talon\_, Rethink and Quebecor Out-of-Home, showcased the Scene+ rewards program at a transit shelter in Dorchester Square, Montreal in partnership with Scotiabank, Empire, and Cineplex. A custom built 10' sculpture was erected and a wind machine was installed for a street activation - giving away Scene+ points and gifts. The activation was complemented with sponsored weather segment on Quebec’s number one morning show, Salut Bonjour.



You can watch the videos of the award-winning creative campaigns at the 2024 Canadian Out-of-Home Awards here:

[IKEA](#)

[Scene+ Rewards](#)

These campaigns were also honored at the 2023 Toronto Ad Club OOH Day. This marks another successful year for Quebecor Out-of-Home, which had previously been rewarded with FIZZ at the 2023 Canadian Out-of-Home Awards.

#### **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.

#### **About Quebecor Out-of-Home**

Quebecor Out-of-Home, a division of Quebecor, is a cornerstone of impactful out-of-home advertising, boasting the widest range of urban furniture in Quebec, with a network of over 14,000 advertising faces in the Montreal CMA, Quebec CMA, and Sherbrooke markets. With an ever-evolving offering, strategic partnerships in programmatic advertising, unlimited media creativity, great flexibility, convergence strength, and the use of cutting-edge technology, Quebecor Out-of-Home stands out for its strong connection with advertisers and consumers. Quebecor Out-of-Home invests in the development of new markets and innovative products and is committed to a sustainable footprint.

To learn more about Quebecor Out-of-Home, visit  
<https://quebecorexpertisemedia.com/en/platforms/out-of-home>

#### **Information**

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