



2026 Canadian Out-of-Home Awards Congratulates Industry's Winners & Finalists

Toronto, October 8, 2026 – Yesterday, the Canadian Out-of-Home Awards 2026 brought the industry together at the Fairmont Royal York to celebrate the people, ideas and campaigns that made an impact over the past year.

This year's celebration marked the first-ever joint awards show between COMMB and the AdClub of Toronto and featured a record-breaking number of entries across three pillars: **Strategy, Medium and Creativity**. For all 18 categories, the awards showcased the incredible range of thinking, talent and innovation shaping the Canadian Out-of-Home landscape.

The show itself also entered a new era this year, with a completely reimagined format designed to create a more polished, engaging and production-driven experience. In an industry-first approach for the awards, category introductions were brought to life through pre-produced presenter segments filmed during Studio Day, while the full show was delivered across a massive 10' x 33' LED screen on stage. The new format put the work at the centre of the experience and created a dynamic showcase worthy of the creativity, impact and innovation being celebrated across the industry.

From smart strategic thinking to innovative uses of the medium and standout creative, the day celebrated the campaigns and people pushing the possibilities of Out-of-Home forward.

The afternoon also recognized **Adam Butterworth** as the **2026 Merit Award recipient**, while Olympian, **Kris Burley**, joined the program as this year's keynote speaker.

Please see the following list for the top three campaigns in each category, recognizing this year's gold, silver and bronze recipients.

Thank you to everyone who entered, attended, presented, partnered with us and helped make this year's Canadian Out-of-Home Awards such a success.

[FULL WINNERS LIST](#)

About the Ad Club of Toronto

The Ad Club of Toronto is Canada's largest advertising association, bringing together advertising and marketing professionals to connect, learn, and give back. Comprised of leaders from across agencies, brands, media, and platforms, the AdClub supports industry growth through educational programming, networking events, and thought leadership. For more than 50 years, the AdClub has raised and distributed charitable funds through its events, supporting student scholarships and bursaries at colleges and universities across Canada, as well as industry causes such as NABS (The National Advertising Benevolent Society). Operated by a volunteer Board of Directors, the AdClub is committed to honesty, integrity, and philanthropy, helping build a stronger, more connected advertising community. www.adclub.ca

About COMMB:

COMMB is the national organization for the Canadian OOH industry comprised of advertisers, advertising agencies and OOH companies. COMMB is responsible for developing and verifying audience measurement methodologies, providing audience data and planning resources, marketing and communications, government relations and member services. www.commb.ca

About the Canadian Out-of-Home Awards:

Launched by COMMB in 2023, the new Canadian Out-of-Home Awards in partnership with AdClub of Toronto 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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