

2020



Out-Of-Home Community Commitment Report 2020

COMMB
Canadian Out of Home Marketing
and Measurement Bureau

Investing in Canadian Communities

More than

\$83,000,000

dollars of donated OOH advertising space, was leveraged by charitable and community organizations to reach consumers for COVID-19 related messaging, awareness and fundraising campaigns.

The OOH industry operates in hundreds of communities across Canada and continues to be one of the only traditional media formats seeing consistent growing year over year. When the news of the global pandemic first hit Canada in early 2020, OOH media owners joined forces to support their communities, local businesses and health organizations. With more than \$83 million dollars of donated OOH advertising space, the OOH industry banded together in commitment, community and unity to ensure Canadian businesses and consumers thrive.

"2020 was an unprecedented year, and the OOH industry was a strong medium to provide local businesses, not-for-profits and global health initiatives with a much-needed voice, specifically localized communications that provided Canadians with ways to stay healthy during the pandemic," said Lara Menzies, Director of Marketing and Partnerships at COMMB. "By taking a strategic approach to leveraging this impactful media format to engage with consumers as they adjust their daily routines, millions of Canadians felt that their community had their best interests in mind."

The Frontline Fund

The Frontline Fund represents Canadian hospital foundations dealing with COVID-19 all across the country.



campaign spotlight: pandemic & COVID-19

The Frontline Fund

COVER US



johntory
Toronto



10.328 views

@johntory #StayHome. Stop the Spread. Save Lives. Thanks to @BrandedCities for providing free digital billboard space to help in the #COVID19 fight. #StayHomeTO

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May 1, 2020



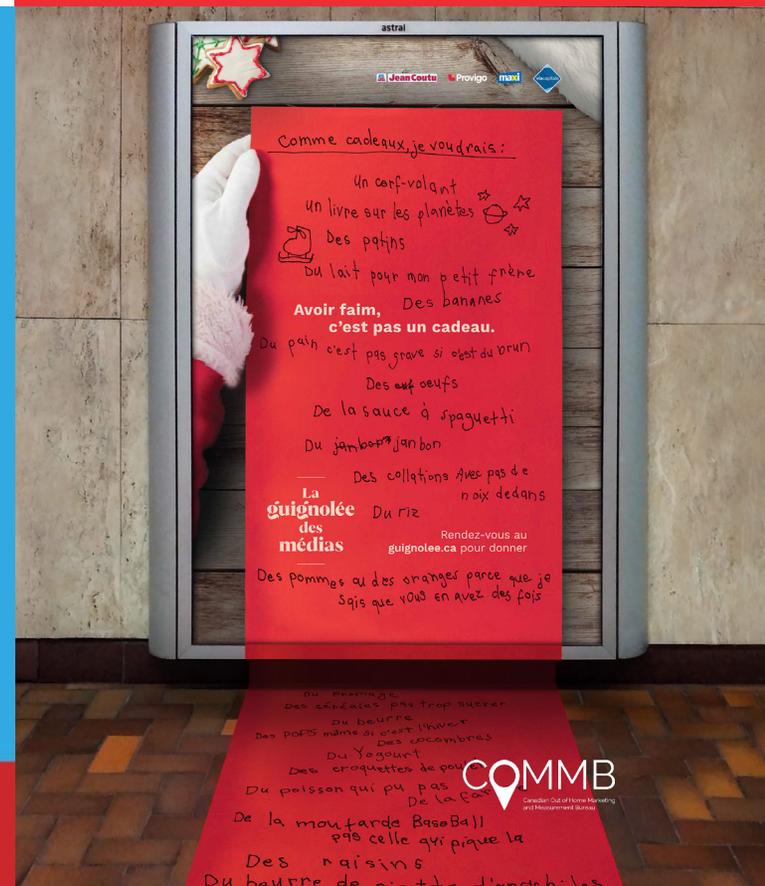
The **Artists' Foundation** is a non-profit organization whose mission is to provide one-time financial assistance to local artists going through a difficult period.



Canada United is a movement that brings fellow Canadians together to show their support for local businesses.

campaign spotlight: assisting communities

"To promote its annual collection, the **Media Food Drive** collaborated with Astral to deploy a lumiquais campaign in the Montréal metro stations in the run-up to the holiday season. A long list of holiday gift requests, handwritten by a child, was displayed within the core creative, requesting basic food items beside the slogan "There is nothing festive about being hungry", the campaign conveyed a strong message. The fundamental roots of this campaign were simple; maintain the goal of collecting fiscal and food donations to be distributed to food banks across provinces."





Covenant House Toronto is the largest agency in Canada serving youth who are homeless, trafficked or at risk.



BC Children's Hospital Foundation is a Canadian non-profit registered charity that raises money to support the British Columbia Children's Hospital.

campaign spotlight: youth advocacy

"When you have some of Canada's largest digital screens, like those at at Yonge and Dundas Square, it's a no-brainer to use them in promoting cause and charitable initiatives that aim to make a difference. Media agencies understand the impact these large-scale assets make and we don't hesitate to partner with them in promoting these life-changing organizations. We believe in supporting our communities, agency partners, and more importantly, these important initiatives."

Bill McDonald, VP, Sales, Branded Cities





Parachute, founded in 2012 through the amalgamation of four charities in the injury prevention field, has become Canada's leader in injury prevention.

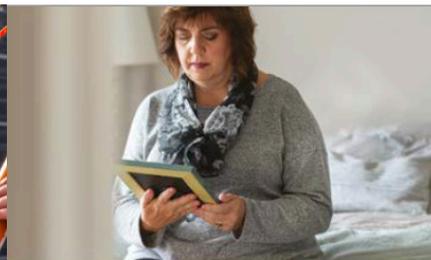
Make-A-Wish
ROPE FOR HOPE

Make-A-Wish® Rope for Hope is a unique challenge event that calls on participants to fundraise in support of local wish-granting efforts, in exchange for an exhilarating experience to rappel down a city skyscraper.

**campaign spotlight:
 health & wellness**

"Thanks to generous donations from VENDO Media, Bell Media and Branded Cities, our #CheckForConcussion campaign in winter 2020, featuring celebrity athletes Scott Moir, Marie-Philip Poulin, Cindy Ouellet and Steve Podborski, ran on digital boards from Halifax to Vancouver. The overall result was 347 million impressions and more than 60,000 visits in two months to our website pages with information on recognizing and managing concussion."

Pamela Fuselli, President and CEO, Parachute



It's something no parent should ever go through.

Let's End Diabetes.

Donate now.
diabetes.ca/endtoday



**Creating a strong business
and building a better world are
not conflicting goals – they are
both essential ingredients for
long-term success.**

William Clay Ford Jr.

Executive Chairman, Ford Motor Company

Thank you for contributing!