

Agency Q&A 2023 Campaign Highlights ➤

AGENCY QUESTIONS & ANSWERS

TALON_



billups



kinetic

Intro

As we are full steam ahead in 2024 and planning for this year's Canadian OOH Gala, COMMB is reflecting on the amazing work done in 2023 in the Canadian OOH community. We set out to chat with some of our agency members to launch the first Agency focused Q&A of the year.

Talon OOH Canada



Melissa Teti, Associate Director, Talon OOH Canada

Brand: **SCENE+**

What was one of the **most exciting campaigns** you worked on in OOH in 2023?

One of the most exciting campaigns that I worked on in 2023 was the Scene+ Launch in the province of Quebec. Along with a layer of programmatic DOOH, the client had a stunt TSA booked with Quebecor in Montreal. The TSA had a huge topper that shows the various rewards one can earn with the new Scene+ program. During the launch week, it was part of an integration with Montreal's morning station, Salut Bonjour, where people were able to enter a wind machine within the structure of the TSA where it "rained" rewards. Individuals had a limited time to catch as many rewards as possible. It was a fun and exciting activation that utilized OOH in a creative and unique way.

integration with Montreal's morning station, Salut Bonjour

In your opinion, what **aspect of the campaign** (whether it be creatively or strategically) took it over the finish line in terms of meeting brand goals?

For Scene+, the launch was about helping consumers understand the rewards available with the new program, “make it rain rewards”. The activation with the wind machine literally made it rain rewards as people were able to enter the TSA and win prizes that they caught in the wind machine. It was a very clever execution that made the client very pleased.



make it **rain rewards**



Talon OOH Canada OMD



Dina Slome, Supervisor, Talon OOH Canada/OMD

Brand: **PEPSI BUBLY**

What was one of the **most exciting campaigns** you worked on in OOH in 2023?

I worked on some really great campaigns in 2023, but I think one of favourites was the Pepsi Bubly Holiday campaign. With the launch of Bubly's Holiday Flavour, the strategy team at OMD encouraged us to think of fun, big and outside of the box ideas to make to make this execution pop. It was cool because the OOH was planned around pop-up stations at malls. Utilizing Mall placements, we bought a high share of voice in malls that had activations and supported with outdoor placements within close proximity to Key mall locations. Additionally, we planned a takeover in the Eaton Centre during a Michael Bublé performance. Finally, I thought the creative was great – they used the collaboration with Michael Bublé in a witty and clever way.

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great way to make the campaign pop

In your opinion, what **aspect of the campaign** (whether it be creatively or strategically) took it over the finish line in terms of meeting brand goals?

I think having it coincide with the activation was a really great way to make the campaign pop. They did takeovers/high share of voice for their media within malls which really helps to grab attention to passerby's and having an activation opportunity was just a way to push it over the top. Additionally, I thought the creative was great – using Michael Bub  in a fun and sassy way that made you look and smile.



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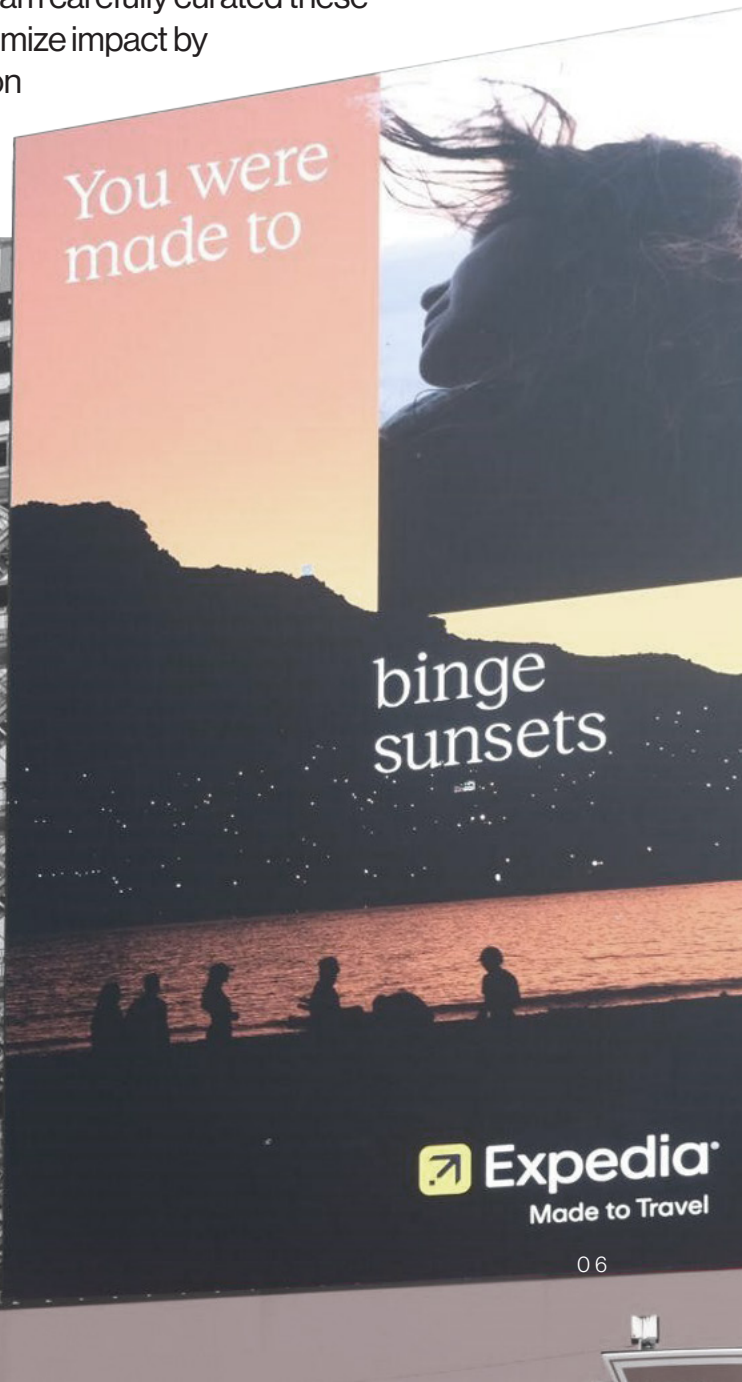


David Krupp, Global CEO, Billups

Brand: **EXPEDIA**

What was one of the **most exciting campaigns** you worked on in OOH in 2023?

There were so many inventive and creative OOH campaigns in 2023, but the one that most excited us was Expedia. Looking to promote tourism and inspire travel, Expedia strategically entered the Toronto Market and captivated audiences by transporting them on a holiday through their high-impact creative placements in Yonge and Dundas Square. The Billups NA team carefully curated these placements to drive brand awareness and maximize impact by utilizing a combination of transit station saturation and roadside advertising.





In your opinion, what **aspect of the campaign** (whether it be creatively or strategically) took it over the finish line in terms of meeting brand goals?

The Billups NA team partnered with Expedia's internal creative and strategy teams to drive brand awareness, and immersed their audiences in captivating creativity that ignited wanderlust through impactful placements. This strategic approach was a key component of Expedia's No Matter What campaign, where the messaging was carefully tailored around overcoming barriers to travel with the right tools and encouragement. The combination of compelling creativity and the campaign's focused message played a pivotal role in achieving Expedia's campaign goals.

wanderlust through impactful placements

Kinetic Worldwide



Ariane Levasseur, Account Manager, Kinetic Worldwide

Brand: **SCOTTIES – KRUGER**

What was one of the **most exciting campaigns** you worked on in OOH in 2023?

It was a campaign for Kruger & their product Scotties, in response to Kleenex's late August press release informing Canadians that their products would no longer be available in this country. It launched to market very quickly on September 20th.

In your opinion, what **aspect of the campaign** (whether it be creatively or strategically) took it over the finish line in terms of meeting brand goals?

Not only was Scotties very quick to respond to the news, the creative was extremely brilliant. It featured their product's mascot, a West Highland Terrier, in a seated position with the tagline "We know how to stay". The double entendre utilized their beloved and recognizable brand's imagery, while playing on feelings of nationalism and loyalty, which was extremely well-received.





Kelly Wong, Account Manager, Kinetic Worldwide
Brand: **KFC**

What was one of the **most exciting campaigns** you worked on in OOH in 2023?

Fry Funeral - To bid adieu to their old bland fries, KFC hosted a Fry Funeral online followed by a procession on the streets of Toronto.

In your opinion, what **aspect of the campaign** (whether it be creatively or strategically) took it over the finish line in terms of meeting brand goals?

From an OOH perspective, we launched the New Fries creative nationally through our programmatic platform and paired this with eye-catching high impact billboards. The goal was to create awareness for the launch of KFC's new fries and bid farewell to their old fries. Side note: the new fries are delicious!

What took this over the finish line was the custom-wrapped hearse and casket supported by pallbearers (brand ambassadors), driving around the streets of Toronto. Creatively, we've put the "fun" in funeral and strategically this stunt was reshared all day and picked-up by local press/media publications.

Thank You!

Want to be featured in COMMB's next Q&A?

↵ **Get in touch!**

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