

Amanda Dorenberg ↘

QUESTIONS & ANSWERS



2021 & Onwards with Amanda Dorenberg

From 1.0 to 2.0, as Media in Canada reported, 2021 was a transformative year for COMMB under its new leadership and strategic development. Amanda Dorenberg, COMMB's new President reflects on the past 12 months and shares her 2022 vision for the Canadian Out-of-Home industry.

"I'm honoured to have the support of our members, Board of Directors and the COMMB team. A lot happened in 2021; besides growing our staff from the marketing departments to technical to meet the new industry demands and objections, we created a new membership category for programmatic/re-marketers, allowing PDOOH tech-stacks to become a part of COMMB and join the discussion of important topics such as standardization in the programmatic DOOH space. We also pivoted away from our former development partner to a new, more agile alternative that will facilitate COMMB's construction of a more enhanced product to support the vast amounts of data coming to the industry and enable a more future-forward, scalable solution."

1

In one sentence, describe your **first year at COMMB?**

An incredible journey so far, filled with great change, industry support, and many humbling moments.

2

What has been your **proudest accomplishment** to date?

Gaining the trust and support of our board of directors and the COMMB team. Coming together as an industry to support and execute a vision, and truly collaborating with one another. It's an amazing thing to witness the team grow and adopt a new organizational culture and to know the board is supportive of new initiatives to grow the OOH industry – together. It's a great group of industry leaders and I'm truly proud to work with everyone and to share our industry voice under the COMMB brand.



a great group of
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What's your **projection for the OOH industry's** success in 2022?

This year is going to be pivotal for the Canadian OOH industry with our highly anticipated enhanced measurement, new production and planning system that is finally coming to fruition. It's been a labour of love for many years – predating my time at COMMB – to develop new measurement methodologies to enhance the granularity to support OOH as a channel. Our recent partnership with Tactable as our development firm to build our end-to-end platform is one of the most critical components to our success in launching, not only enhanced measurement that supports future-forward growth, but also provides our members with an incredibly powerful tool to plan and review campaign KPIs. Aside from COMMB's proprietary developments, Canada will also play host to the World Out-Of-Home Organization's Global Congress at the end of May 2022, a much anticipated event which will see hundreds of OOH industry leaders from around the world gather in Toronto, bringing a spotlight onto the Canadian landscape for OOH media. Additionally, I see COMMB bringing a loud-and-proud voice to the advertising and media industry as a whole, with recent content partnerships with major media publications such

develop new
measurement
methodologies

OOH is the perfect medium to shift the focus

as Fast Company and Forbes, we're primed to communicate with brand decision makers curious about OOH however perhaps unfamiliar with niche Canadian media outlets.

From a revenue perspective, I anticipate overall OOH ad-spends to be close to 2019 baseline with digital out-of-home taking a larger piece of the overall ad spend as compared to 2019, whilst traditional out-of-home will still drive the lion's share of our industry's advertising revenues.

Marketers have adapted to leveraging OOH in new ways and are evaluating their marketing strategies with a keen eye on performance. The loss of third-party cookies as of 2023 means marketers and advertisers will begin to test new ways of speaking to consumers in an always-on capacity. OOH is the perfect medium to shift the focus from a one-to-one to a one-to-many conversation, whilst still providing the benefits that demographic and lifestyle targeting deliver – with the added advantage of scaled reach. Programmatic DOOH will continue its strong growth trajectory, and traditional formats still have their strength in the OOH marketing mix, as many brands and advertisers see great value in 100 percent share of voice. eMarketer is predicting a 12% year over year increase in out-of-home ad spends from 2021 to 2022, while not yet reaching the 2019 baseline levels, heavier restrictions on privacy legislation being implemented in the Canadian market are indicative that brands and advertisers will need to shift budgets to media formats offering a safer, more consistent ROI.

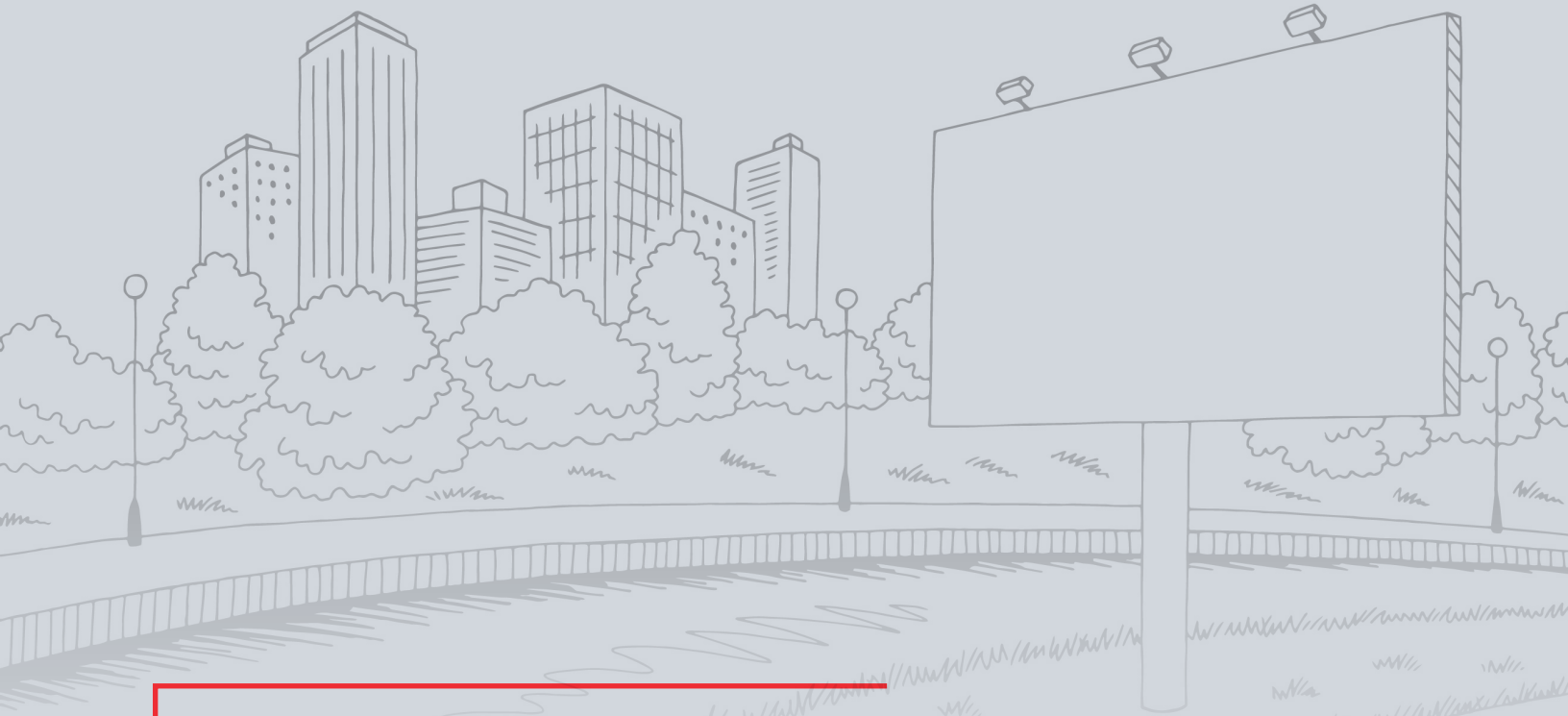
From your perspective, what is **COMMB's new role in the OOH industry?**

I don't think COMMB's role for the industry has changed, however, I do think we are approaching things with a different lens. COMMB is the industry standard currency agencies, brands and advertisers trust from a measurement perspective. We are also the industry voice to support OOH as a channel with the ultimate goal of increasing OOH's piece of the ad-spend pie. We're examining how we do this with a more critical focus on impact, cross-industry collaboration, transparency and scalability. Our goal is to advance OOH as a medium, to showcase the value of the various formats within the medium and to celebrate the many organizations who make this one of the longest standing trusted media formats globally.

I believe the change many have mentioned to me personally with regards to COMMB and its evolution as of recently, lies within our industry and organizational collaboration and a boldness to command attention for our industry with enhanced marketing initiatives. We could have the most advanced measurement approach in the world, but without marketing initiatives and support from our members, no one would know about it. The COMMB voice is a powerful tool for our industry to gain adoption for the many years of work that has gone into developing new measurement, and to maintain excitement for OOH as a powerful channel, whether as a stand-alone or as part of a 360 media mix.

a powerful tool
for our industry

Thank You!



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