



Canadian Out of Home Marketing
and Measurement Bureau

Operator Q&A
2023 Creative Highlights

QUESTIONS & ANSWERS



ALLVISION
DIGITAL OUT-OF-HOME.
ELEVATED.

astral

Loblaws

PATTISON

QUEBECOR
OUT-OF-HOME

INTRO

Now that we've wrapped up the 2024 Canadian Out-of-Home awards, some of COMMB's operator members reflect on the amazing work done in 2023, in the Canadian OOH community. Below we share insights collected from Allvision, Astral, Loblaw, Pattison, Quebecor.


COMPANY:

ALLVISION
DIGITAL OUT-OF-HOME.
ELEVATED.

CAMPAIGN:

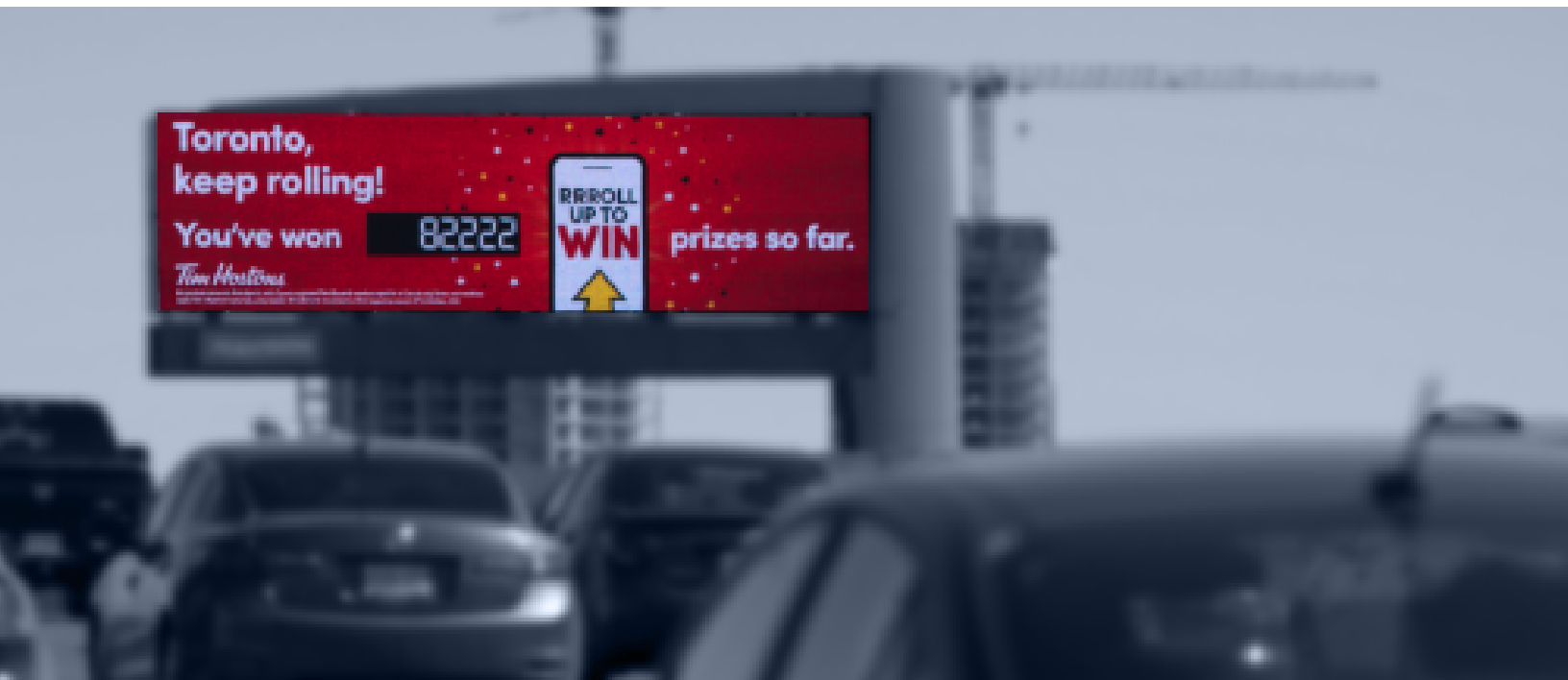
RUTW City Winner Counter

 Can you share with us **a standout campaign from 2023** that effectively utilized your OOH network? What **measurable impact** did it have on the advertiser's goals?

 **Tim Horton's RUTW campaign** had a comprehensive approach to connect with Canadians and drive engagement.

Tims activated the "City Winner Counter" across major markets to accompany the "Roll Up Capital of Canada" message in their national creative for national bragging rights as the winningest city in the country. By displaying the number of winners from each city, it encouraged participation and engagement as people aimed to contribute to their city's tally and earn the prestigious title.

Incorporating dynamic content optimization ensured that the messaging remained relevant and up to date. By updating the screens with real-time winner counts, the campaign kept the audience engaged and motivated to participate throughout the contest period.



To maximize visibility and impact, Tim Hortons' strategically booked large format digital spectacular billboards in high-traffic areas with Allvision. Placements on Highway 401 in Toronto and the Champlain Bridge in Montreal ensured that the RUTW message reached a mass audience on the busiest highway in North America and the busiest bridge in Canada, amplifying the campaign's reach and effectiveness.

Overall, the combination of dynamic content, competitive spirit, and strategic placements ensured that the RUTW campaign effectively connected with the audience, drove engagement, and garnered maximum visibility on the Allvision DOOH networks for Tim Hortons.

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COMPANY:

astral

CAMPAIGN:

Staples Wireless and Internet services



Can you share with us **a standout campaign from 2023** that effectively utilized your OOH network? What **measurable impact** did it have on the advertiser's goals?



In August 2023 we launched the **Staples Wireless and Internet services campaign**.

The goal of the campaign was to build awareness of the new Staples Wireless and Internet services available at 300+ locations across Canada through a partnership with Bell. OOH was leveraged to drive mass awareness and drive store traffic to retail locations, measured through OOH faces, impressions, and verified walk-ins.



Could you walk us through the **creative concept behind the campaign**? How did it aim to **connect with the audience** and drive engagement?



The campaign ran from launch at the end of August and through the Holiday season ending December 24. **To keep the messaging fresh and relevant to our audience we updated the creative to match the season.** During August and September we led with a Back to School message focused on letting customers know they could now get great deals on phone plans at Staples. During October we shifted the message and target audience to focus on businesses, letting them know that we have exclusive offers for small businesses in Canada. For the final phase of the program in November and December, we closed with a holiday campaign with the message of how getting great deals on mobile plans can help you connect with friends and family during the holidays.



Can you **share any data or insights** on the campaign's performance deliverable such as reach and frequency etc.?



The program **delivered 9.8M spots** and **309M impressions** over the 4 month campaign. **Most impressively**, through the verified walk-in reporting through Astral Staples saw a **16% lift in store traffic** from those exposed to the OOH campaign. This showcases the power of OOH to drive intent and action within the target audience.



*In hindsight, what do you believe were the **key factors** that contributed to the success within your OOH network? **How do you think this campaign exemplifies the effectiveness** of out-of-home advertising in achieving advertiser objectives?*



There are **two key factors to the success** of the campaign. **The first** was using a data-driven approach to target the right people, at the right time as evidenced by the 16% lift in store traffic from those exposed to the campaign. **The second** was the length of time in market leveraging fresh creative that speaks to the seasonal moment.

Since this was a new service offering, Staples needed to drive frequency of messaging to ensure people knew that Bell phone and internet plans could be purchased at Staples locations. **Furthermore**, updating the campaign creative to match the season (back to school, small business, and holiday) ensure that the message stayed fresh and relevant throughout the duration.



16% lift in store traffic

COMPANY:



CAMPAIGN:

Ring Cereal

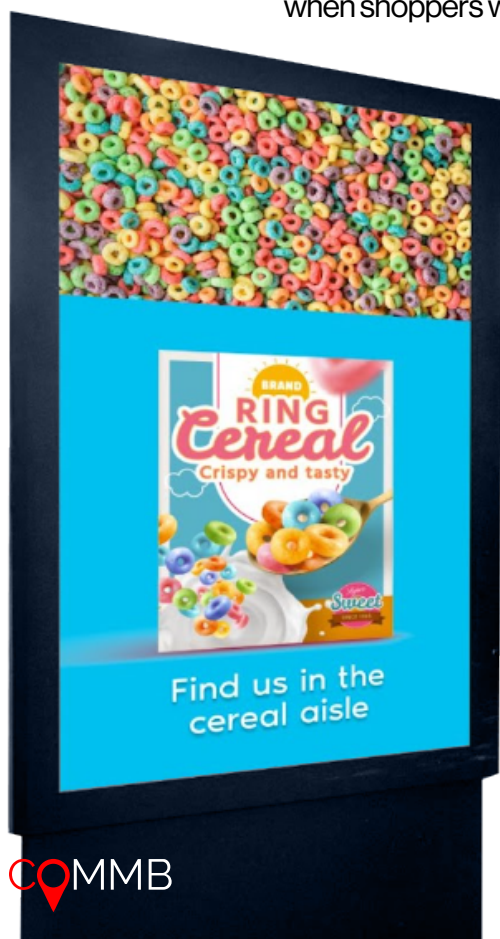


Can you share with us **a standout campaign from 2023** that effectively utilized your OOH network? What **measurable impact** did it have on the advertiser's goals?



A 2023 campaign for a popular confectionary brand capitalized on the holiday season to boost brand visibility and engagement among holiday shoppers.

- By integrating **offsite media and in-store screens and audio**, the campaign maximized touchpoints with consumers.
- **Targeted** at both existing customers and new prospects, it aimed to increase consideration and purchase intent.
- **In-store media efforts** resulted in a significant 5.8x Halo Return on Ad Spend (ROAS).
- **Notable uplifts** included a 3.6x customer growth, +18pts in message recall, and +17pts in purchase intent.
- The campaign was **strategically timed during the holiday season**, ensuring maximum exposure when shoppers were most receptive to messaging.



brand
capitalized
on the holiday
season



Could you walk us through the **creative concept** behind it? How did it aim to **connect with the audience** and drive engagement?



The creative concept revolved around showcasing the confectionary brand as an **essential ingredient for holiday treats**, capitalizing on festive recipe trends.

- **Creative recommendations** were tailored to invoke nostalgia and the joy of holiday cooking, resonating with the target demographic.
- The approach included vibrant **in-store display ads** to captivate shopper attention in the retail environment.
- Audience targeting was honed to **reach holiday entertainers**, a segment with high engagement potential during the campaign period.
- Success was attributed to the **seamless integration of message** across media channels, fostering a strong connection with shoppers in a relevant context.



COMPANY:



CAMPAIGN:

Bible mobile app download



Can you share with us **a standout campaign from 2023** that effectively utilized your OOH network? What **measurable impact** did it have on the advertiser's goals?



The OOH campaign by YouVersion, for the Bible mobile app stood out amongst 2023 campaigns, for its highly effective use of OOH.

Even more impressive was the fact that this was the clients first time using OOH! From the launch of the campaign in December 2023, to present date, they've seen a **73% increase in app downloads** in Canada alone. Additionally, the clever campaign creative went viral on social media with millions of impressions from people sharing photos of the ads.



Could you walk us through the **creative concept** behind it? How did it aim to **connect with the audience** and drive engagement?



The creative for the Bible app was hugely successful because the **messaging was clear and simple**, with a dash of humour. The 'Zero Stars, Not Recommended - Satan' design particularly stood out. **The goal of this campaign** was to increase Bible engagement in Canada. Excellent creative combined with the power of the out-of-home medium helped the client stand out and pique curiosity in busy environments.

COMPANY:

QUEBECOR OUT-OF-HOME

CAMPAIGN:

“Make It Rain Rewards”



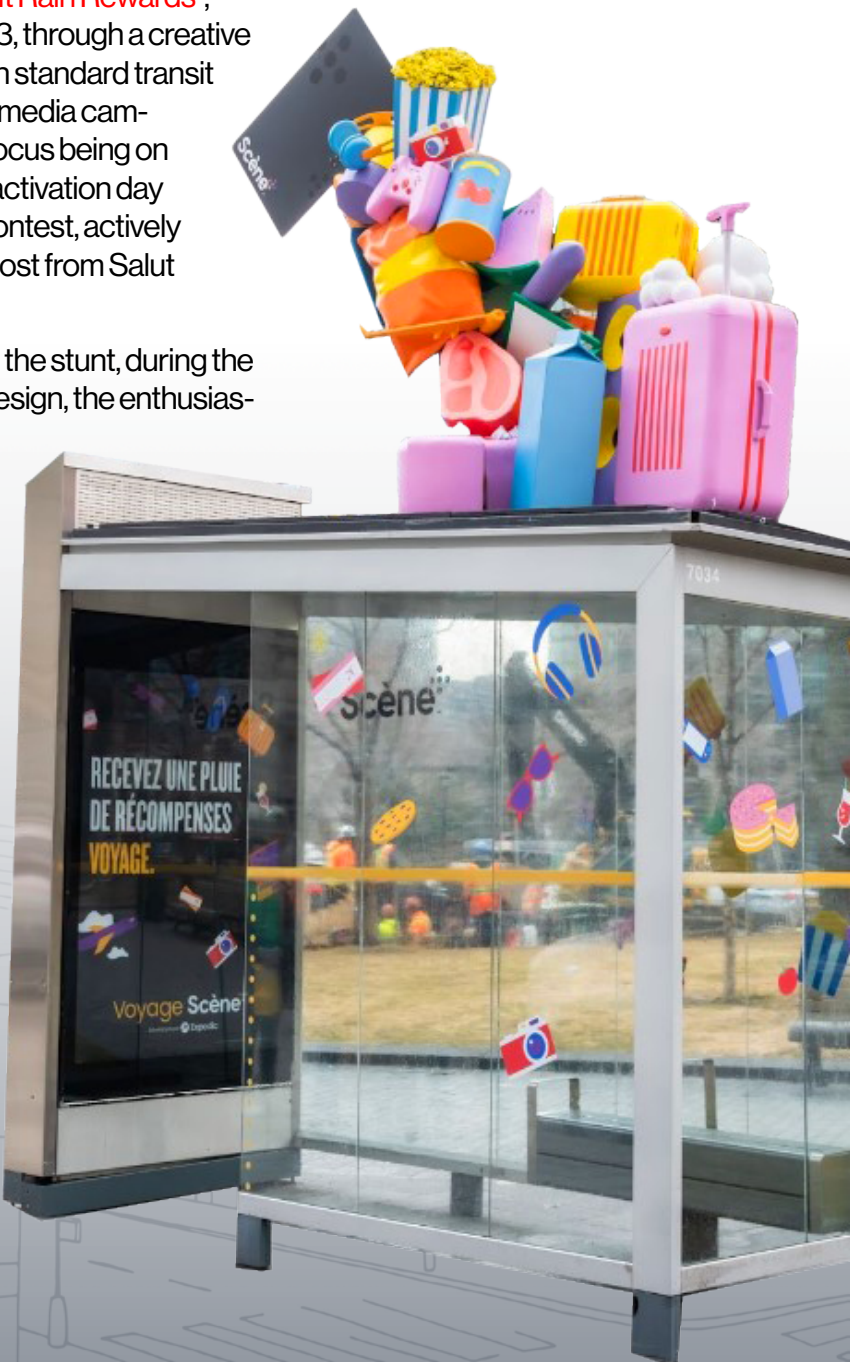
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The Scotiabank Scene+ campaign “**Make It Rain Rewards**”, conducted from April 3rd to May 14th, 2023, through a creative stunt on a transit shelter and a campaign on standard transit shelters. During this period, a multifaceted media campaign was orchestrated, with the primary focus being on a prominent stunt. Alongside the stunt, an activation day was organized featuring a wind machine contest, actively involving both the public and the weather host from Salut Bonjour, Quebec’s premier morning show.

The three (3) weather integrations aired, at the stunt, during the activation day, showcased the complete design, the enthusiastic participation of Montrealers, and the weather host engaging with the wind machine situated within the TSA, attempting to catch as many flying rewards as possible.

The OOH program delivered 150 million impressions across greater Montreal with another 16.6 million across Quebec. **The stunt delivered over 1.7 million impressions.** The Salut Bonjour weather report integrations engaged an additional 200,000+ Quebecers as they sat by their TV’s watching, while an epic winter storm swept into Quebec.





Could you walk us through the **creative concept** behind it? How did it aim to **connect with the audience** and drive engagement?



To further elaborate on the **creative concept**, a pile of rewards in the form of three dimension icons was designed and installed on the top of the bus shelter, topped by a Scene+ card, also in three dimensions. Their disposition suggested that the rewards are coming from the Scene+ card. Illuminated for maximum visibility even after dusk, this arrangement captured public attention day and night. **The highlight of the campaign** was the activation day, which occurred on April 5th, 2023. A section of the transit shelter was ingeniously transformed into a giant snow globe. A brand ambassador invited participants to go in. After a few seconds, a rain of rewards in the form of papers cascaded from the shelter ceiling. With only a fleeting 10-second window, participants had to catch as much as they could to win the rewards, resulting in Montrealers lining up to partake in this exciting new experience.

In addition to this **interactive element**, we further connected with the audience by filming a custom video of the stunt during the activation day, showcasing the exciting wind machine activities with participants. Subsequently, this video was shared across various social media platforms and made available on Scene+ O&O to enhance community engagement.



**installed on
the top of the
bus shelter
also in three
dimensions**



Thank You!

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

↙ **Get in touch!**

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