

The Power of Static OOH ↓

QUESTIONS & ANSWERS

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OUTDOOR ADVERTISING

QUEBECOR
EXPERTISE | MEDIA

OOH vs DOOH

1

What are some **key benefits** of traditional static OOH that cannot be replicated by DOOH?

Static OOH is a great outlet for 24/7 exposure that one cannot ignore. It is a great resource for brand awareness. It can be location specific and each board/wall can be strategically located to aim the advertiser's message at the audience they are trying to engage. It can also, generally, target a large and diverse market.

Karman Jiri, Mississauga Office Manager, **LAMAR**



Canada is really well-served by traditional static OOH as the medium has been around for over a century and essentially grew up along with the country and is available in markets from urban centres, suburban communities right down to rural, small markets. This breadth and depth of market coverage is why traditional OOH in Canada, unlike other countries, is really a “broadcast” medium because of how much of the country’s population can be reached, reached quickly and reached often for high levels of frequency. Deploying a national (regional or local) campaign and achieving effective levels of reach and frequency has always been doable with traditional OOH and continues to be so.

Mary Ventresca, Vice President, Marketing & Business Development,
PATTISON Outdoor

achieving effective levels of reach and frequency

One of the key benefits of traditional static OOH that cannot be replicated by DOOH includes the ability to dominate a geographical area. Not every neighbourhood or residential area has significant, large format Digital inventory, so there is the opportunity to have more coverage in a local neighbourhood with long term static. This also allows advertisers to be part of the local community, which is a strategic position to be in for an advertiser.

Astral Sales Team, **ASTRAL**

- ▶ 100% share of voice of the face
- ▶ Optimized OOH overall reach and coverage
- ▶ The development of solar transit shelters enables us to install them anywhere and with our new and improved lighting system combined with high-quality printing, it is sometimes hard to differentiate between a static and digital visual
- ▶ Opportunity to extend creative outside of the frame
- ▶ Unlimited targeting possibilities
- ▶ Permanence; always on!

Patricia Heckmann, General Manager Agency & Client Solutions,
Montreal & Toronto, **QUEBECOR**





Static provides the benefit of 100% share of voice – a compelling benefit that has to be considered a key strategic benefit. Static Posters still provide the best market coverage with significantly more locations. Transit Shelters and other street furniture products provide a benefit to their communities while also reaching local audiences on their daily consumer journey and offer the opportunity for geographic targeting. These static ad formats amplify a brand's message in a contextually relevant way and audiences are receptive to them.

The biggest – excuse the pun – advantage of large format traditional OOH is that they have a direct impact on consumers in terms of noticeability and spontaneous recall.

Last but not least are the creative options that abound for any static asset – be it using side-by-sides to tell a story or extensions to capture your audience's attention and spark conversation. These are truly show stoppers!

Anna D'Angelo, Marketing Director, **OUTFRONT Media**

2

In an ideal media mix, how would you use **a combination of traditional static OOH and DOOH** and/or pDOOH to achieve optimal results?

Static OOH is very crucial for branding. Its impact is great because diverse audiences can see it and most likely cannot ignore it. If the creative is engaging, it can be very memorable. Digital campaigns are mainly for short-term call to action and context. The creative used for both outlets is very important.

Karman Jiri, Mississauga Office Manager, **LAMAR**

static OOH is very
crucial for branding

A combination of all three really is ideal for advertisers as it allows them to have the best of all worlds to by starting with the "always on" nature of static traditional while ensuring an advertiser can have a scaleable geographical footprint in a market, achieve high levels of visibility and with pDOOH, have the flexibility to turn on/off, up/down campaigns, change up messaging as required.

Mary Ventresca, Vice President, Marketing & Business Development, **PATTISON Outdoor**

Depending on the strategy and business objectives, leveraging static OOH, DOOH and/or pDOOH allows advertisers to effectively follow the consumers throughout their daily journey. DOOH allows for messaging flexibility and reaches people as they are commuting to and from work, offering benefits in a strong call to action. We can get more granular with PDOOH, which leverages our Bell first party data and adds an enhanced layer of targeting by the hour on our highest indexing locations based on audience concentration and frequency. The ability to layer in static OOH, allows advertisers to geo-target and create memorable creative branding that can often be the last touchpoint for consumers while on the path to a purchase. A combination of static OOH, DOOH and/or pDOOH within the media mix is ideal in order to achieve optimal results.

Astral Sales Team, **ASTRAL**



geo-target and
create memorable
creative branding

While digital offers enhanced flexibility, static can provide an opportunity for efficiency. There is no ideal media mix; the choice is more about the campaign's KPIs. For example, programmatic is better at delivering attribution and targeting, but ultimately all the faces serve the same objective.

Patricia Heckmann, General Manager Agency & Client Solutions,
Montreal & Toronto, **QUEBECOR**





Ultimately, it should all go back to the best solution for the client's needs. If we start with "what does success look like for you?" and then craft the right mix of assets/products to meet that goal – that is the key. DOOH and pDOOH are great options but they are not the best solution for every client. We have to start with solutioning for the client's needs and then everything else falls into place.

George Jakji, Sr. Vice President Sales, Canada, **OUTFRONT Media**

3
What's one of the **most iconic traditional static OOH campaigns** that comes to mind?

The Sephora Wall Murals in Granville station in Vancouver were very well done (July 2020). It had the traditional Sephora black background but with very inclusive campaign models. There were several of them placed in the same station so the reach was high.

Karman Jiri, Mississauga Office Manager, **LAMAR**

The Sephora Wall Murals in Granville station in Vancouver

What I love about OOH is you can ask just about anybody in or out of the business what was a favourite or memorable creative or even well-known location, it's likely something will come to mind. For me, Apple's use of a downtown Toronto mural for over a decade signifies the iconic location contributes just as much as the iconic creative it displays. We tend to forget how much location, location, location can really drive fame and popularity for a brand.

Mary Ventresca, Vice President, Marketing & Business Development, **PATTISON Outdoor**

There have been so many iconic pieces of creative over the years but one that stands out is our campaign for CTV's Designated Survivor. We took over a TSA to look like the White House and re-created the ad case to resemble a presidential podium. This allowed interaction with pedestrians and enabled them to take their pictures as if they were the President, standing on the podium. We also executed a 3D Superboard extension that included flags and a roof top to mimic the Capital building. Placed strategically on the Gardiner Expressway in Toronto, tens of thousands of commuters and drivers were exposed to the unique board.

Astral Sales Team, **ASTRAL**



So many come to mind... here are just a few. Alegria Cirque du Soleil, Aura Thierry Mugler, Disney Hollywood Tower Hotel, Joe Fresh, New Amsterdam Vodka, Nespresso, Euro 2020, Ferrero Rocher and Nespresso.

Patricia Heckmann, General Manager Agency & Client Solutions,
Montreal & Toronto, **QUEBECOR**



- ▶ McDonald's Directional billboards for the most simplistic but efficient messaging.
- ▶ McDonald's side-by-sides
- ▶ Subway Extensions
- ▶ Weather network campaign from years ago which displays a perfect use of contextual advertising
- ▶ Honda Hill Assist Poster

Anna D'Angelo, Marketing Director, **OUTFRONT Media**



Which national advertisers actively used your traditional static products in the last year?

Are you seeing an influx of national advertisers returning to market as we emerge into normalcy?
How are brands and advertisers ramping up for the Holiday season?

City News is the latest advertiser that used our traditional static products. City News has a campaign with several Wall Murals at Burrard Station in Vancouver (October 2021).

As far as getting back to 'normal', the advertisers are moving slowly. We do expect more campaigns and activity for the holiday season, but so far, not as much as expected.

Karman Jiri, Mississauga Office Manager, **LAMAR**

There were two notable developments in OOH advertising during the pandemic that I observed.

1

One was the emergence of new/niche/challenger brands trying the medium for the first time . It's been such a smart move on their part – they generate quick awareness at scale, likely got great deals and used the inherent “legitimacy” of OOH to show their brand has “arrived”.

2

The second notable advertising category was DTC brands like streaming services, meal kit delivery, who turned out to be big users of OOH (both digital & traditional)and we see this continuing. But what's been so nice as of recent months is the return of categories that really couldn't advertise this past year like movies that will debut in actual physical cinemas rather than be a direct to streaming option. The movies category was probably one of the first to jump back into OOH as soon as possible and it says so much about their faith in the medium.

Travel and Tourism is another ad category that seemed to immediately jump back into OOH as soon as vaccinations paved the way for consumers to take holidays both locally and into the US or Europe. Every week we're posting new campaigns for this category which again speaks to how these advertisers see OOH as an important channel to connect their destinations with consumers who are rearing to start vacationing again.

Overall, we're seeing that National advertisers are recognizing that people are out and about at pre-pandemic levels especially as restrictions are lifted and indoor capacities are increased for things like dining, going to live events and entertainment venues. Consumers have pent-up appetites to spend and the holiday timing is really advantageous for advertisers to use OOH to be front and centre on their shopping and leisure journeys.

Mary Ventresca, Vice President, Marketing & Business Development, **PATTISON Outdoor**

There are a variety of national advertisers that leverage our OOH products, but the main objective is always mass awareness. Static TSAs are favoured for programming launches where they buy a GRP domination of 600+ faces. However, based on our experience, advertisers see the most success when they combine static and digital in their plans. On top of the 600+ faces, we are able to layer a digital component on major routes and highways, therefore attracting even more eyeballs. What seems to work well is a domination of the Toronto CMA, where we prioritize the core area and leverage a combination of site specific TSAs and signature columns.

Advertisers are seeing people out and about where traffic has essentially returned back to normal or better in comparison to pre-pandemic levels. The need to reach people is evident and even more crucial for the holiday season. We have been seeing demand for OOH solutions, which means advertisers have started to think about ways to gain mass awareness.

Astral Sales Team, **ASTRAL**

combine static and digital in their plans

Our national advertisers based out of Québec are definitely back to normal whereas the rest of Canada seems to be taking a more cautious approach.

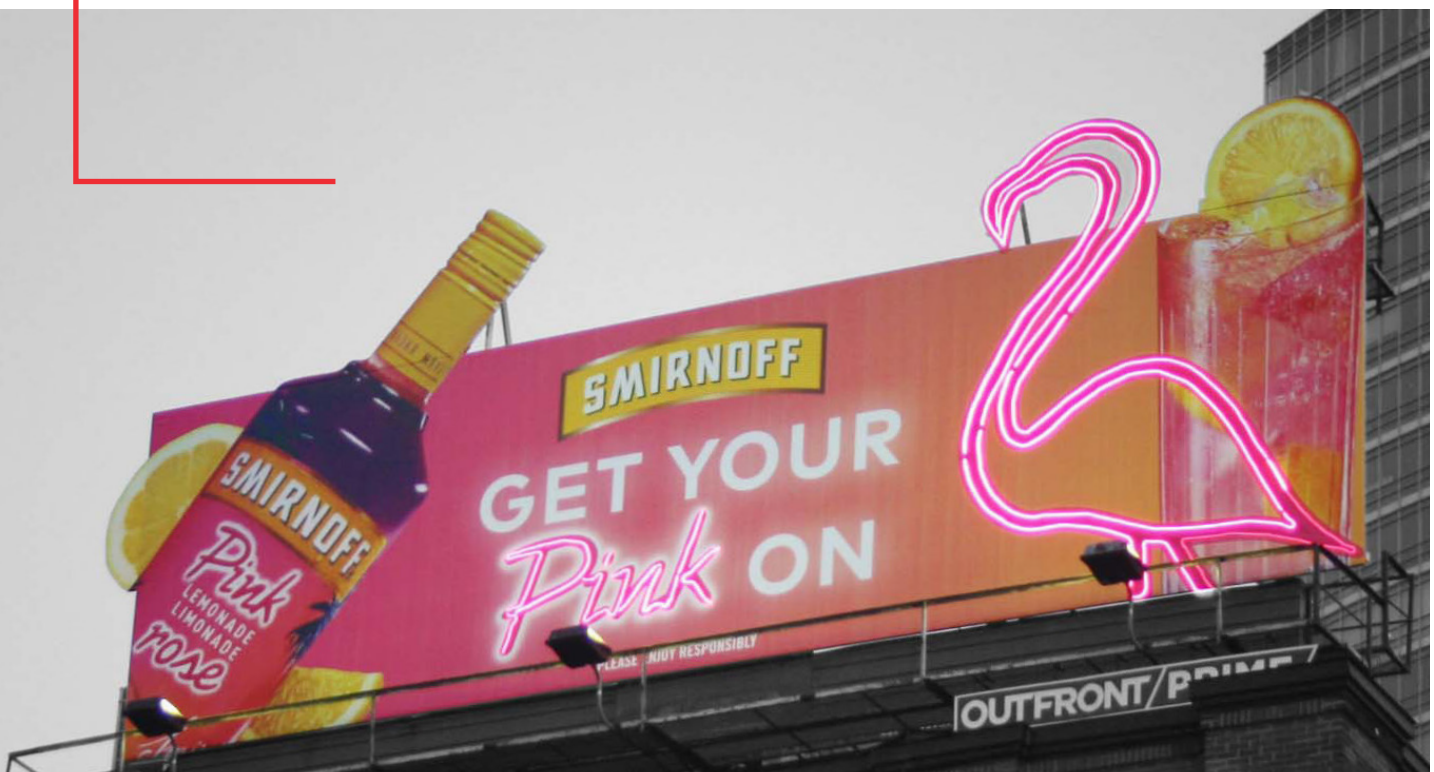
Brands and advertisers are ramping up for the Holiday season as we see they are eagerly buying our festive and decorated transit shelters.

Patricia Heckmann, General Manager Agency & Client Solutions,
Montreal & Toronto, **QUEBECOR**

Here are just a few national clients to have used our static products this year: Diageo, BMO, Tim Hortons, Belair Direct, Intact Insurance, and Nespresso.

Diageo has gotten really creative with our Superboards this year (see creatives), which is great to see. BMO has used Posters, Superboards (including DOOH) for campaigns to deliver a true media mix. Tim Hortons has used quite a few Superboards recently for their creative executions; going above their base buys.

In fact, most national advertisers are using media mixes of several products (within static and digital) versus one of the other.



We are seeing many advertisers shifting dollars from TV and Digital (online) to out-of-home. Our Canadian passion for life out-of-home has been elevated over the past two years and measures lift there is an appreciation for "normal" life (i.e. workers are returning to the office, students are back in university, people are dining out, etc.). And – can you really blame anyone for being tired of being inside after what we've just been through. Heck, even traffic jams are a welcome change now.

Vincent Aloï, Vice President of Sales, Toronto, **OUTFRONT Media**

Alexandre Guillemette, Vice President of Sales, Eastern Region, **OUTFRONT Media**

5 Aren't **digital OOH boards** more 'in' right now and **more effective**?

Perhaps that's true to some extent, but Static, especially large scale OOH is still the way to go if brand awareness is the key to the advertising campaign. That's mainly due to its large exposure (one cannot turn off or 'skip ad' in a static board). Also, static campaigns tend to be longer in the market.

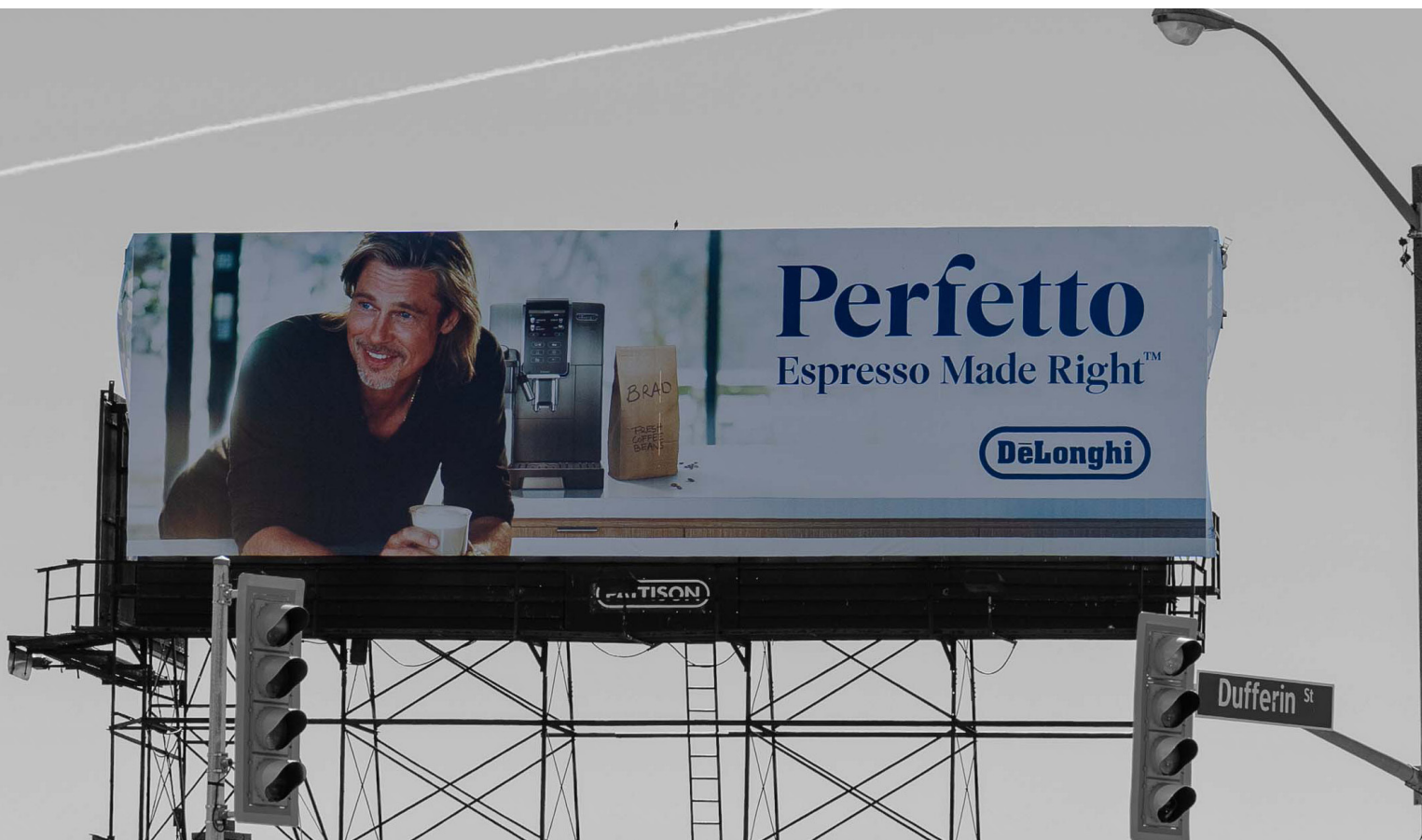
Karman Jiri, Mississauga Office Manager, **LAMAR**



What else are you seeing in the **OOH space**?

- ▶ A big return to geo-targeting and FSA targeting, proximity to bricks and mortar stores and market-wide coverage.
- ▶ The use of fun, striking, affordable 2D extensions. It seems like creatives have discovered or rediscovered how production embellishments such as 2D extensions really enhance a campaign and create memorable moments for viewers.
- ▶ Advertisers acknowledging in their creative that we are coming out of the pandemic with copy that speaks to being outside the home and getting back to the things we loved to do before March, 2020.

Mary Ventresca, Vice President, Marketing & Business Development,
PATTISON Outdoor



What is the **unique thing** about static shelters versus any platform?

Mass coverage is more appropriate for building awareness.

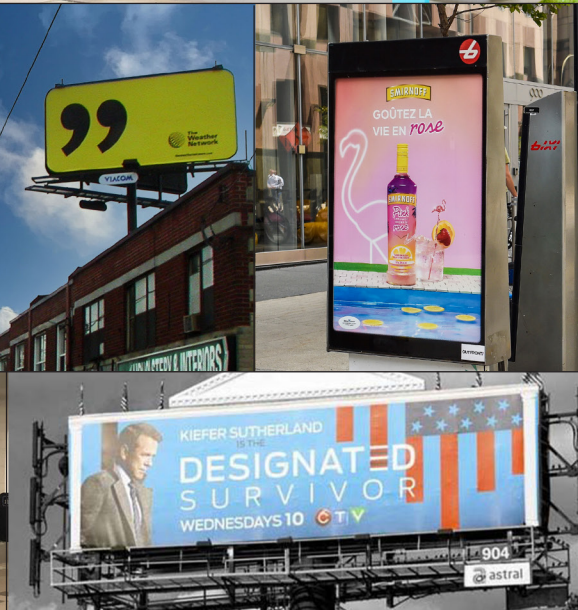
Patricia Heckmann, General Manager Agency & Client Solutions,
Montreal & Toronto, **QUEBECOR**



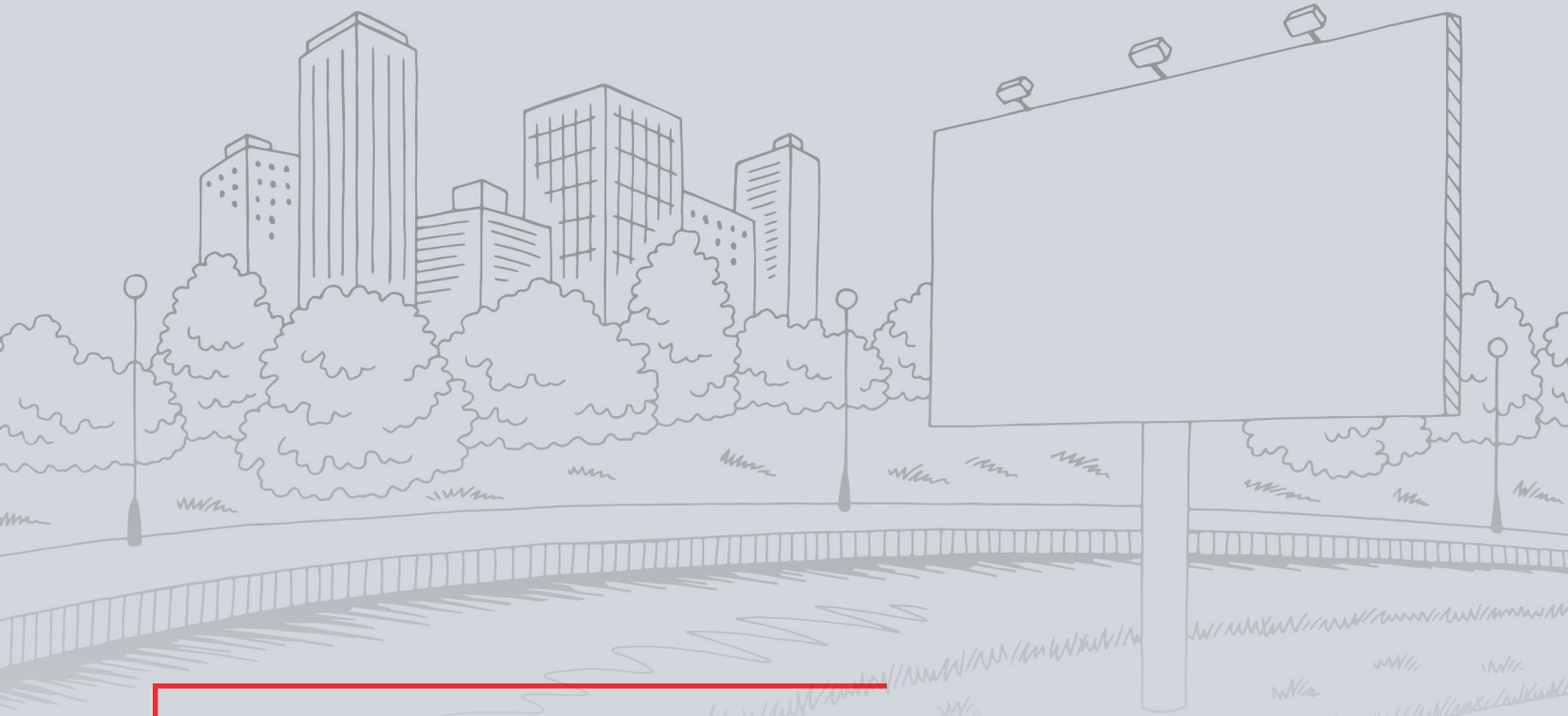
What **excites** you about the coming year?

This is an exciting time to be in OOH in Canada. COMMB will launch the new data with a more dynamic methodology and demographics, this will further enhance our ability to provide customer insights and the industry is coming out of the pandemic better, stronger and excited about the future.

Michele Erskine, CEO – Canada, **OUTFRONT Media**



Thank You!



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

↵ **Get in touch!**

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