



PRESS RELEASE

Celebrating Excellence in Out-of-Home Advertising: Submissions Now Open for the 2025 Canadian Out-of-Home Awards

Toronto, January 16, 2025 – COMMB (the Canadian Out-of-Home Marketing and Measurement Bureau) announces the return of the Canadian Out-of-Home Awards which shine a spotlight on the most inspiring and impactful Out-of-Home campaigns in 2024.

Why Enter the Canadian Out-of-Home Awards?

The Awards recognize outstanding achievements in Out-of-Home advertising, including:

- **Creative Excellence:** Bold designs and compelling advertising that stood out.
- **Data & Innovation:** Use of technology and insights to amplify campaign impact.
- **Cross media Impact:** Best use of Out-of-HomeH in a multi-media campaign.

Important Dates

- **Save the Date:** Join us on May 15, 2025, at the Arcadian Court on Queen Street, Toronto, ON M5H 2Y4
- **Submission Deadline:** April 9, 2025

How to Enter

Don't let the best work go unnoticed! Submit and showcase your brand's & advertiser's best of the best campaigns in the industry. [[Click here to submit and learn more](#)].

Sponsorship Opportunities Available

Position your brand at the forefront of innovation by partnering with the 2025 Canadian Out-of-Home Awards. Connect with industry leaders, and engage directly with the brightest minds shaping the future of Out-of-Home.

"The 2025 Canadian Out-of-Home Awards celebrate the bold ideas and innovative campaigns that defined 2024. These awards honour the creativity, strategy, and impactful execution that not only showcased the power of OOH advertising but also moved the medium forward", states Lara Menzies, Director Marketing & Partnerships who will oversee this year's event.

About the Canadian Out-of-Home Awards:

Launched in Spring 2023, the Canadian Out-of-Home Awards gala is an all-encompassing industry celebration recognizing the creative, technical, and strategic achievements of agencies and advertisers for their out-of-home campaigns. Winning categories are focused on innovation, data, use of programmatic/digital technology, audience targeting, 360 planning, and more.

About COMMB

COMMB is the national organization for the Canadian OOH industry comprised of advertisers, advertising agencies and OOH companies. COMMB is responsible for developing and verifying audience measurement methodologies, providing audience data and planning resources, marketing and communications, government relations and member services. www.commb.ca

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