

# THE CANADIAN OUT-OF-HOME AWARDS 2023

## 2023 Shortlist

Client	Campaign	Entrant
Air Miles	BTS Bonus Air Miles at Jean Coutu	Media Experts / Stingray Advertising
Alpha Foods	Chickenflation	Mischief @ No Fixed Address / Branded Cities
Canadian Tire	Canadian Tire Pet Foods ("The Paw-fect Match")	Touché! / TAXI / Studio AM / Branded Cities
Canadian Tire	Premier Paint – TruSnap	Leo Burnett Toronto / Touché! / NOVUS Media / Statements Media
Cirque du Soleil	Kooza	Adviso / Québecor
Coca-Cola	The Coca-Cola Dreamworld Experience	EssenceMediaCom / Kinetic / Eat It Up Media
Corona	Sunbrew	iProspect / Broadsign
Diageo (Johnnie Walker)	Blue Label	Touché! / Inertia / Branded Cities
Diageo (Johnnie Walker)	Keep Walking	Touché! / Inertia / PATTISON Outdoor
Fizz	Greenscreen Transit Shelter	Québecor
Fred Victor	Share the Warmth	OUTFRONT Media
Frito-Lay Canada (PepsiCo Canada)	Made For the Moment	OMD Canada / Astral/Bell Media
Government of Canada	Remembrance Day	Cossette / Hivestack / Branded Cities
Grand Marnier	Immersive Binaural Audio Experience	Derooted Immersive
HSBC	HSBC Punch Above the Weight	Touché! / Broadsign
IKEA	Bring Home to Life	Carat / Dentsu / Branded Cities
IKEA	IKEA Toronto Downtown XS Store Launch	Carat / PATTISON Outdoor
Intel EVO	Intel Evo Transit Shelter Installation	Dentsu / Québecor
KFC	Steaming Hot Sandwich	PATTISON Outdoor
Kraft Heinz Company (Philadelphia)	Taste of Heaven	Carat / PATTISON Outdoor / Stingray Advertising
La Cordée	OOH vs. Out of Stock	Jungle Media / OUTFRONT Media / PATTISON Outdoor
McDonald's	Grand Opening	Cossette
Michelob Ultra x NBA	#GetBuckets	Branded Cities / iProspect / Dentsu / Anomaly
MotoMaster	The Broken Billboard	Leo Burnett Toronto / Touché!
NBA	Takin' It to The Streets	DIVE Billboards
NotCo / NotBurger	NotBurger	Panoply Media / altavia.cloudraaker
NotCo / NotMilk	NotMilk	Panoply Media / altavia.cloudraaker
Parfums Christian Dior	The Distillery Winter Village	Dentsu / Eat It Up Media
Préma-Québec	The 1.8 Pound Book	Touché! / Québecor
Rain-X	Rain-X Weather Targeting Solution	Spinnn / Vistar Media
SickKids	SickKids vs. TheUnknown: Be a Light	OMD / NOVUS Media
Takis	Takis Hot Spot	Starcom / Québecor
Telus World of Science Edmonton	Out of the Depths - A Blue Whale Story	Branded Cities
Tourism Ireland	Green Button	OMD / Québecor
Tourism Nova Scotia	Do More	PATTISON Outdoor
TVA Sports	Euro 2020	Québecor
Vosker	There, Like You're There	Cartier Media / Lamar Advertising
Warner Brothers	The Matrix Resurrections	DIVE Billboards
Women's Trucking Federation of Canada	Know Human Trafficking	Big Rig Wraps

For questions or comments, please e-mail [awards@commb.ca](mailto:awards@commb.ca).

Shortlist has been created based on judges' scoring in each category. This is the list as it has been submitted. If your group was not included in the original submission and should be, please contact us and we will reach out to the requisite entrant(s) on your behalf.

## 2023 Shortlist by Creative Category

Best Creative Concept		
Canadian Tire	Premier Paint – TruSnap	Leo Burnett Toronto / Touché! NOVUS Media / Statements Media
Grand Marnier	Immersive Binaural Audio Experience	Derooted Immersive
McDonald's	Grand Opening	Cossette
MotoMaster	The Broken Billboard	Leo Burnett Toronto / Touché!
Best Use of Multi-Media		
IKEA	Bring Home to Life	Carat / Dentsu / Branded Cities
NotCo / NotBurger	NotBurger	Panoply Media / altavia.cloudraaker
NotCo / NotMilk	NotMilk	Panoply Media / altavia.cloudraaker
Parfums Christian Dior	The Distillery Winter Village	Dentsu / Eat It Up Media
Best Use of Classic OOH		
Cirque du Soleil	Kooza	Adviso / Québecor
KFC	Steaming Hot Sandwich	PATTISON Outdoor
McDonald's	Grand Opening	Cossette
Michelob Ultra x NBA	#GetBuckets	iProspect / Dentsu / Anomaly / Branded Cities
Best Use of Digital OOH		
Diageo (Johnnie Walker)	Blue Label	Touché! / Inertia / Branded Cities
Diageo (Johnnie Walker)	Keep Walking	Touché! / Inertia / PATTISON Outdoor
Frito-Lay Canada (PepsiCo Canada)	Made For the Moment	OMD Canada / Astral/Bell Media
Government of Canada	Remembrance Day	Cossette / Hivestack / Branded Cities
Best Client-Direct Concept		
Air Miles	BTS Bonus Air Miles at Jean Coutu	Media Experts / Stingray Advertising
Telus World of Science Edmonton	Out of the Depths - A Blue Whale Story	Branded Cities
Tourism Nova Scotia	Do More	PATTISON Outdoor
Women's Trucking Federation of Canada	Know Human Trafficking	Big Rig Wraps
Best Experiential Campaign		
Coca-Cola	The Coca-Cola Dreamworld Experience	EssenceMediaCom / Kinetic / Eat It Up Media
Fizz	Greenscreen Transit Shelter	Québecor
Kraft Heinz Company (Philadelphia)	Taste of Heaven	Carat / PATTISON Outdoor / Stingray Advertising
TVA Sports	Euro 2020	Québecor
Best International Campaign		
Alpha Foods	Chickenflation	Mischief @ No Fixed Address / Branded Cities
NBA	Takin' It to The Streets	DIVE Billboards
Vosker	There, Like You're There	Cartier Media / Lamar Advertising
Warner Brothers	The Matrix Resurrections	DIVE Billboards

# 2023 Shortlist by Industry Category

Best Innovative Campaign		
Canadian Tire	Canadian Tire Pet Foods (“The Paw-fect Match”)	Touché! / TAXI / Studio AM / Branded Cities
Canadian Tire	Premier Paint – TruSnap	Leo Burnett Toronto / Touché! / NOVUS Media / Statements Media
Intel EVO	Intel Evo Transit Shelter Installation	Dentsu / Québecor
Tourism Ireland	Green Button	OMD / Québecor
Best Data-Focused Campaign		
Corona	Sunbrew	iProspect / Broadsign
HSBC	HSBC Sustainability	Touché! / Broadsign
La Cordée	OOH vs. Out of Stock	Jungle Media / OUTFRONT Media / PATTISON Outdoor
Rain-X	Rain-X Weather Targeting Solution	Spinnn / Vistar Media
Best High Impact Campaign		
Canadian Tire	Canadian Tire Pet Foods (“The Paw-fect Match”)	Touché! / TAXI / Studio AM / Branded Cities
Cirque du Soleil	Kooza	Adviso / Québecor
IKEA	IKEA Toronto Downtown XS Store Launch	Carat / PATTISON Outdoor
Takis	Takis Hot Spot	Starcom / Québecor
Best Community Involvement		
Fred Victor	Share the Warmth	OUTFRONT Media
Government of Canada	Remembrance Day	Cossette / Hivestack / Branded Cities
Préma-Québec	The 1.8 Pound Book	Touché! / Québecor
SickKids	SickKids vs. TheUnknown: Be a Light	OMD / NOVUS Media