****

**The Canadian Out-of-Home Awards 2024 winners and runners-up:**

|  |
| --- |
| **Best Creative Award** |
| IKEA | Moving Day Stunt | Carat / Quebecor Out-of-Home |
| Scene+ Rewards Program | Make it Rain Rewards | PHD / Quebecor Out-of-Home |
| **Best Multi-Media Award** |
| Paw Patrol | Pups, Planes & Pupmobiles | Paramount+ / Wavemaker / Kinetic / Travel Path Media/ Adapt |
| Nutella | Savour the Beauty of Canada | Publicis Montreal, Vistar/ Astral/ Pattison/ OUTEdge/ Vendo/ Directwest |
| **Best Classic Award** |
| The Strong National Museum of Play | N/A | Partners and Napier / Billups |
| Cheetos (PepsiCo Canada) | Sponsortips | Pattison Outdoor |
| **Best Digital Award** |
| Air Transat | Win Back Sunlight | Sid Lee / Pattison Outdoor |
| Pizza Pizza | Pizza Pizza Stuffed Crust | Ad Track Media / Media Experts |
| **Best Client-Direct Award** |
| Air Transat | Win Back Sunlight | Sid Lee / Pattison Outdoor |
| Sico Paint | The Colour Swatches Mural | PHD Montreal / Publicite Suavage |
| **Best Global Award** |
| Destination Toronto | You Gotta See What We See | Wavemaker / Scarlett Street / Bensimon Byrne / TIktok Canada / DIVE |
| Maybelline New York | Extend Your Lash Reality | Maybelline / DOOH.com |
| **Best Data-Focused Award** |
| Tim Hortons | Tim Hortons CaffinAITed | Horizon/ Astral/Pattison |
| Uber Eats | Only On Uber Eats | Talon OOH |
| **Best High-Impact Award** |
| KFC | Fry Funeral | Wavemaker/Kinetic/Statements Media / Courage / Narrative |
| Pet Valu | Take Me Home Tonight | True Media |
| **Best Community Involvement Award (Winning tie)** |
| Silk | Bee Hotel | Wavemaker / CARL Social Club / MINT / Pattison Outdoor |
| Aura Freedom | End Femicide | UB Media |
| Swab the World | Swab the World - Patients | UB Media |