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

|  |  |  |
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| **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 |