

Quebecor Out-of-Home wins top honours at the 2023 Toronto Ad Club OOH Day

Quebecor's Out-of-Home division takes top honours in the "Street Level/Transit/Transportation", "Best Innovation Out of Home" and "Best in show" categories.

MONTREAL, September 21, 2023 - Quebecor Out-of-Home has once again demonstrated its reputation for creative, cutting-edge outdoor advertising campaigns. From ideation to production to the manufacture of original campaigns, Quebecor Out-of-Home led several of its clients to victory at the latest edition of the Toronto Ad Club OOH Day, which took place on September 19th.

Driven by a playful and innovative concept, the transit shelter turned into a wind machine campaign for Scotiabank and Scene+ took top honors in the " *Street Level/Transit/Transportation* " category, as well as winning "Best in show".

Intel Evo's distinctly artistic campaign won "Best Innovation Out-of-Home". Quebecor Out-of-Home's campaigns for Ikea and belairdirect also captured attention, taking second and third place respectively in the " *Street Level/Transit/Transportation* " category.

A recognized not-for-profit organization, the Ad Club of Toronto serves the advertising industry and all its related services, including media, creative, production, advertising, and marketing. The Ad Club's mandate is to raise and distribute funds by organizing charitable events that showcase the latest ideas and developments in the advertising industry, also creating networking opportunities for advertising industry colleagues.

"Thanks to their committed teams and their integration into a multiplatform environment, Quebecor Out-of-Home and Qolab are able to produce spectacular creative stunts that stand out in competitions, enabling clients to make their brand shine, not only with their targets but also in the industry," said Patrick Jutras, Senior Vice-President and Chief Advertising Officer for Quebecor and TVA Group.

For an overview of the creative and eye-catching campaigns, please view the videos here:

[Scotiabank](#)

[Intel](#)

[IKEA](#)

[belairdirect](#)

You can also view the images below:



To learn more about QUEBECOR EXPERTISE | MEDIA, visit quebecorexpertisemedia.com

About Quebecor

A Canadian leader in telecommunications, entertainment, news media and culture, Quebecor is one of the most successful integrated communications companies in the industry. Driven by the desire to provide its customers with the best possible experience, all of Quebecor's subsidiaries and brands are distinguished by their offering of quality, multiplatform and convergent products, and services.

-30-

For further information, please contact:
Valérie Dupaul, valerie.dupaul@tva.ca
QUEBECOR EXPERTISE | MEDIA