

THE CANADIAN OUT-OF-HOME AWARDS 2024



Second Annual Canadian Out-of-Home Awards Gala, Celebrated Remarkable Industry Achievements: Winners and Runners-Up Announced

Toronto (Ontario), June 3, 2024 – On May 30th the second inaugural Canadian Out-of-Home Awards commenced and brands, agencies, and out-of-home (OOH) operators were celebrated industry-wide for their strategic use of the OOH medium. With a full house, the evening kicked off with the welcome address by Lara Menzies, Director of Marketing & Partnerships at COMMB, a presentation by Michele Erskine, Chair of COMMB’s board and CEO of OUTEDGE, alongside Mary Ventresca, VP Marketing and Business Development at PATTISON Outdoor introducing each category presenter from both operator and agency sides of the OOH industry.

From a red carpet experience to the venue being transformed digitally with projections, lighting and sound into a vibrant display of colour and thematics, due to the creative expertise of Derooted Immersive, the guest experience was one of glam and sophistication.

Reflecting back on the night, Lara Menzies, commented, “We extend special recognition to our title sponsor, UB Media, for their unwavering support for two consecutive years and all our special partners for making it such an incredible night for the industry to come together and celebrate. We also recognize with gratitude the hard work all the judges put into scoring the vast amount of campaigns entered into the awards this year.”

The winning and runner-up campaigns truly highlighted the creativity, innovation and ingenuity of the out-of-home medium & celebrated the advertiser’s incredible hard work. Menzies added “When creativity and strategy are combined effectively, the impact is palpable, demonstrating the medium's powerful presence in the public realm.”

The Canadian Out-of-Home Awards 2024 winners and runners-up are as follows:

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 / Tlktok 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 |

ABOUT THE CANADIAN OUT-OF-HOME AWARDS

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 not-for-profit organization for the Canadian out-of-home (OOH) industry. Our membership base is comprised of advertisers, agencies, programmatic tech stacks, and OOH companies, large and small. COMMB is responsible for the collective marketing and measurement efforts for the OOH industry, developing proprietary audience measurement methodologies for a variety of OOH media formats, and ensuring the voice of OOH is at the forefront of media via broad marketing and communications initiatives. COMMB.ca

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