

\* Quick Service Restaurant

# QSR CATEGORY REPORT



# Canadians Are Still Craving Convenience

QSR sales are up 8% to an all-time high of

**\$38.2 billion**

& forecasted to continue their upward march, rising 14% through 2023.



McDonald's, Burger King,  
A&W, Dairy Queen, **all these**  
**fast-food companies have**  
**been in** very high-growth mode.

David Longpre

Fast-Food Restaurant Developer, Western Canada



# QSR Restaurants Are Growing Across Canada



*Tim Hortons*

**+366 locations**

from 2019 to 2021



**KFC**<sup>®</sup>

**200+ locations**

Increase planned in 2022



*Pizza Hut*

**100+ locations**

Increase planned in 2022



**TACO BELL**<sup>™</sup>

**530+ locations**

Increase planned in 2022

# Delivery Is Up — Making OOH An Excellent Solution For Food Delivery Service Businesses

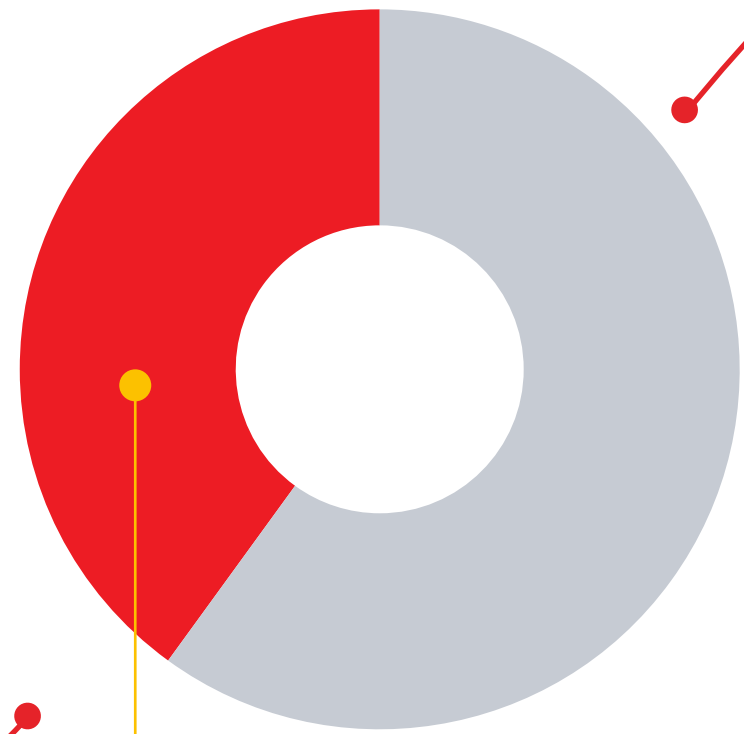
+7.7% — Annual growth in 2021

# ~14.5m

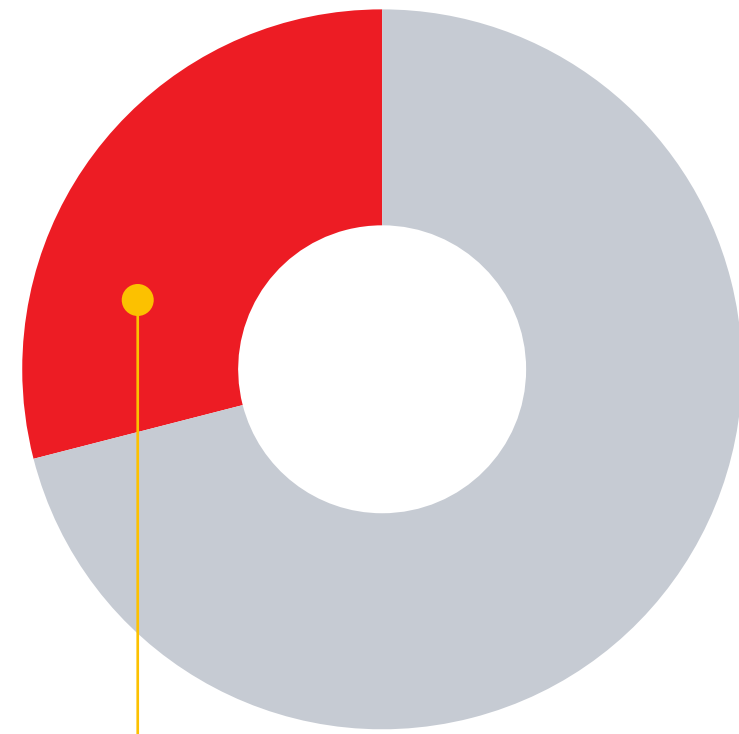
Canadians used online food delivery services in 2021.



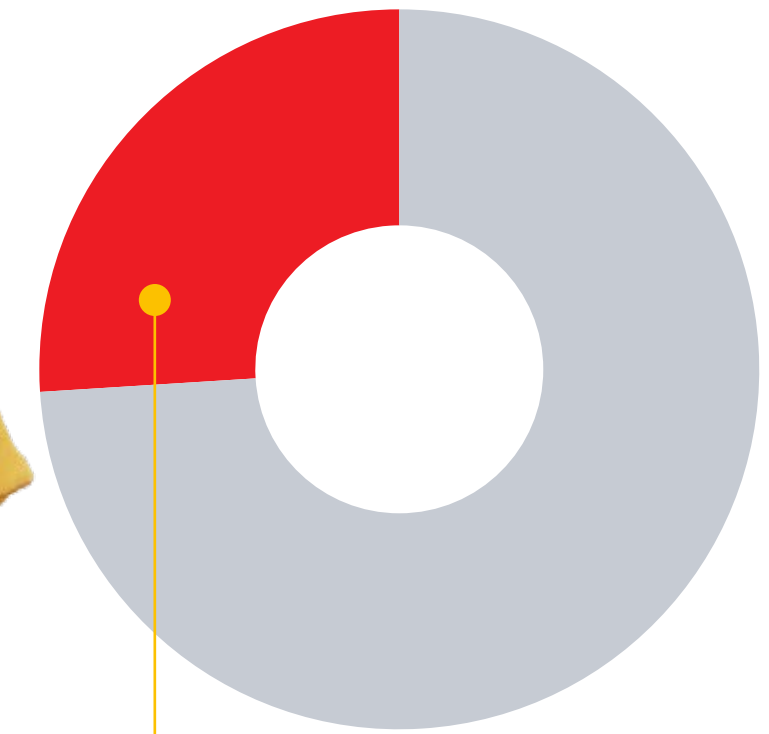
# The Canadian Fast-Foodie



**40%**  
like to eat  
breakfast  
**on-the-go**



**29%**  
want to have a  
**healthy option**  
when eating out



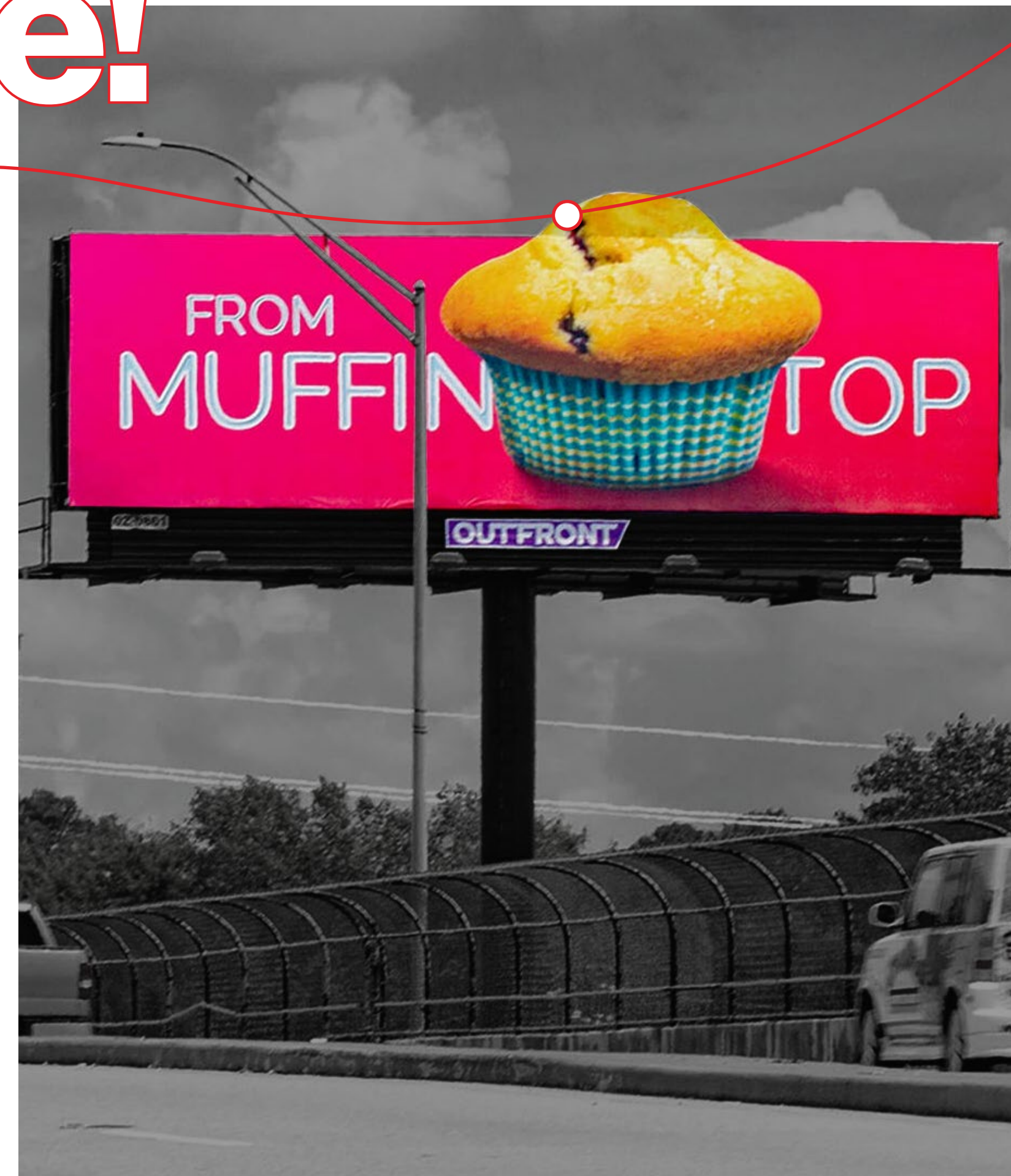
**26%**  
of adults 18-34 say  
eating out is their  
**favourite activity**

# Make Your Audience Crave With Flavourful Creative!



**60%**  
of \*adults recently **noticed OOH ads for QSR restaurants**, and the following consumer segments have an even higher notice rate:

- 77% of Gen Z**
- 76% of Millennials**
- 69% of Urban residents in cities of > one million population**
- 65% of Men**
- 62% of Urban residents in cities of < one million population**



# Add OOH To Your Media Mix For Lift In Foot Traffic

CASE STUDY

[COMMB.CA](https://www.commb.ca)

Aiming to drive awareness of its rewards program and increase foot traffic to store locations across Canada, a leading quick service restaurant chain activated a strategic DOOH campaign.

Running ads across billboards, bus shelters, urban panels, apartment buildings, office buildings and convenience stores ultimately resulted in an **immense +111% lift in store visitation for the restaurant.**



CASE STUDY



# The Results Speak For Themselves... Don't Miss Out On The Benefits That OOH Has To Offer

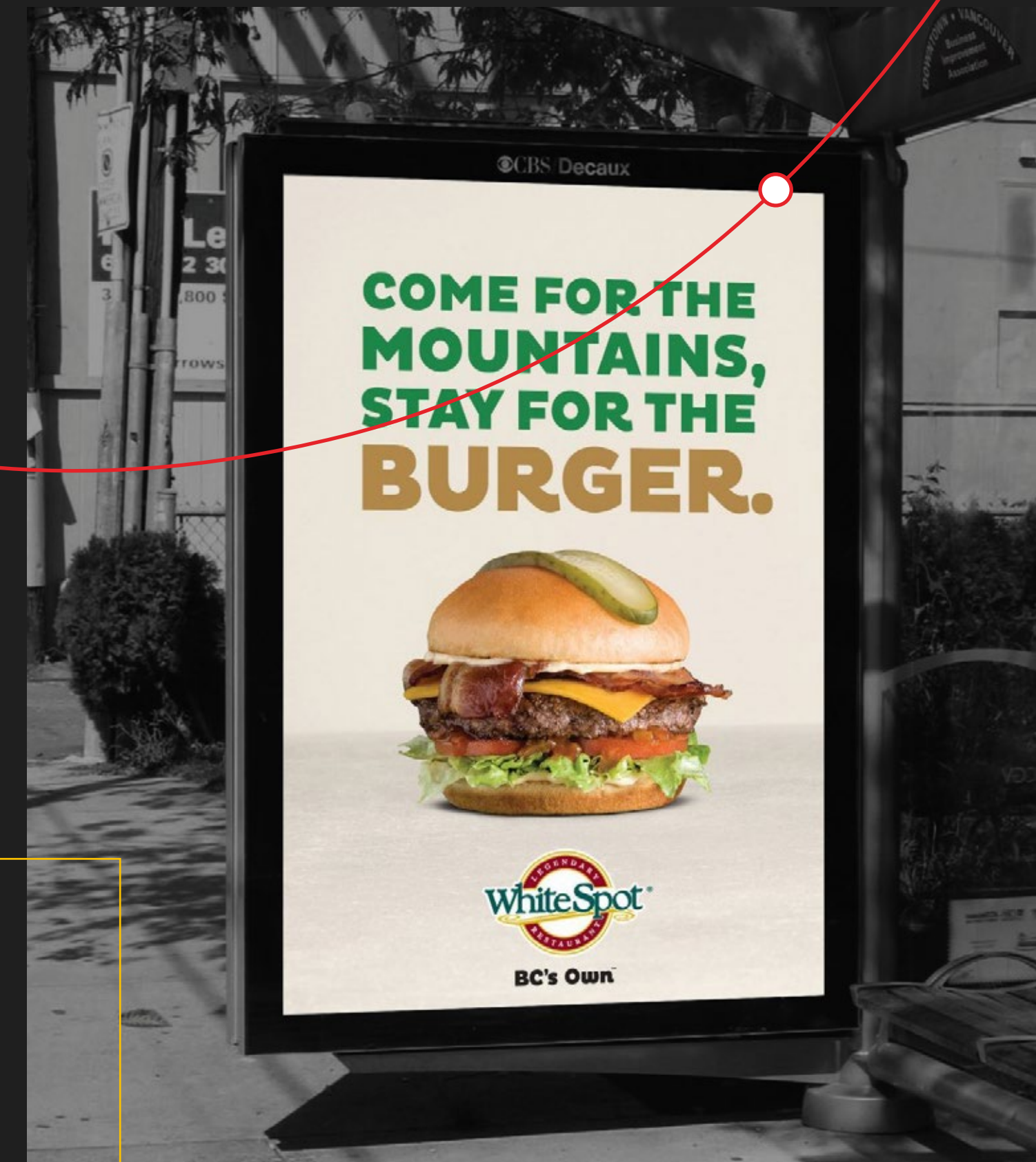
A leading QSR chain measured their OOH ad effectiveness and consumer engagement with a campaign that ran for two months.

**+379%**

The campaign saw an impressive **379% uplift**, which exceeded the category benchmarks.

**65%**

Of the majority of consumers exposed to the ad, **65% visited** a brand location (conversion rate) within one day.



# OOH And Hospitality Have Always Been The Perfect Partnership!

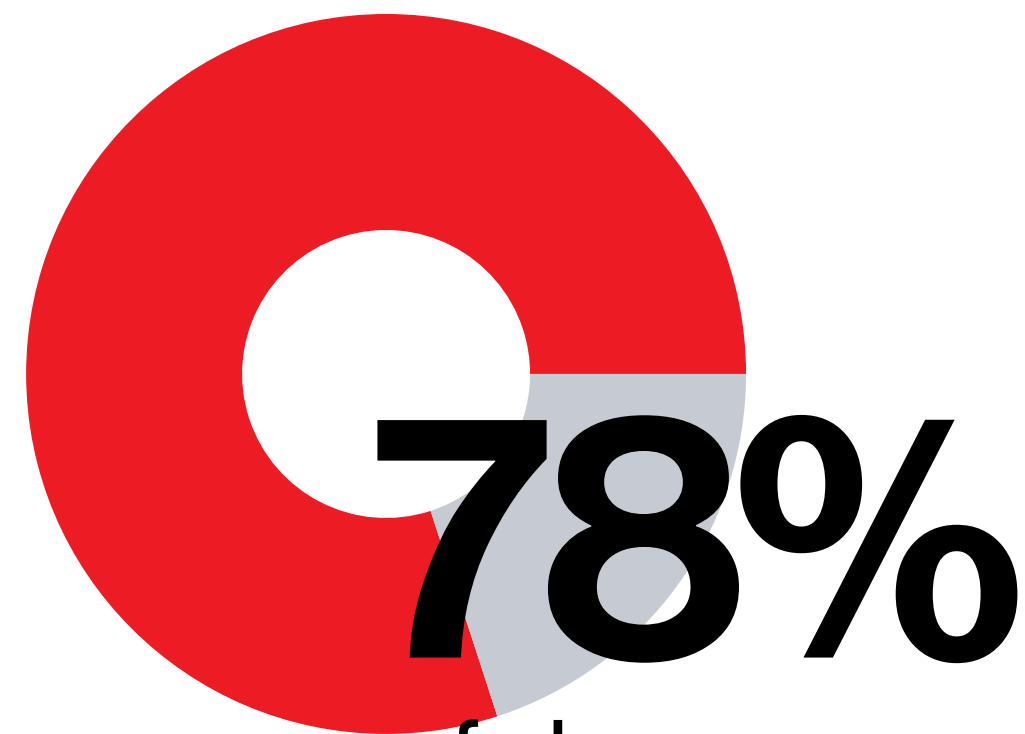
Every restaurant needs to invest in their signage...  
take it to the next level by investing in OOH campaigns.

**+80-120%**

In a recent study by Cuebiq, they found that the OOH channel contributed the most to driving footfall traffic — with an **average uplift of 80-120%** compared to mobile-only at 10-89% and cross-device (web and mobile) at 6-39%.

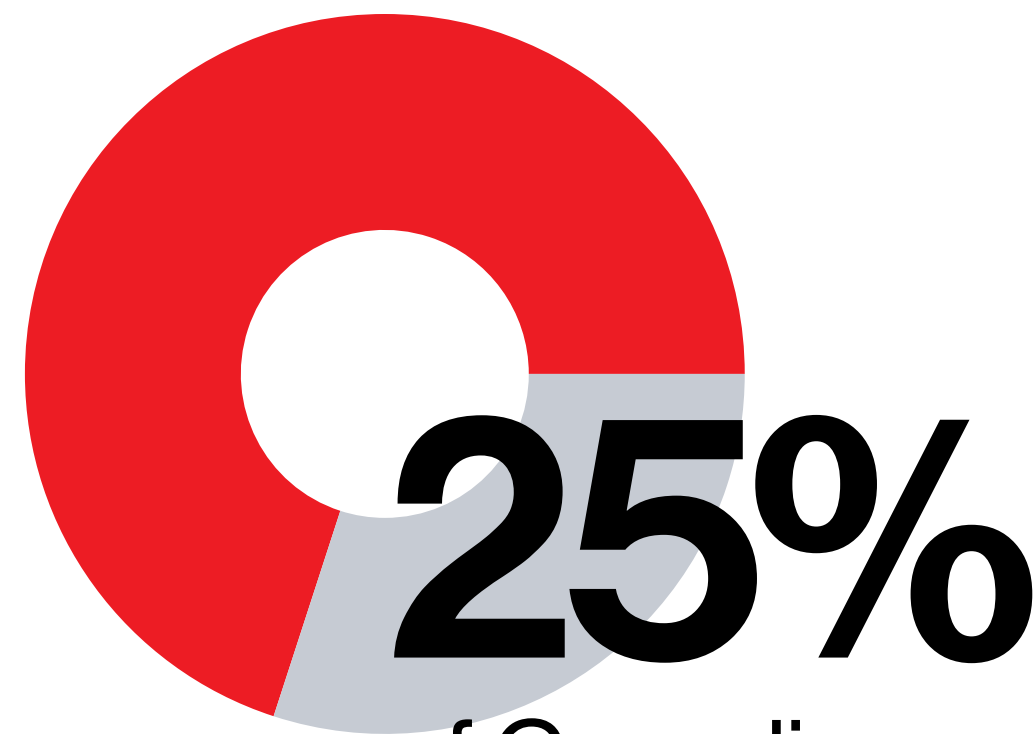


# Choose Out-Of-Home For Optimized Audience Targeting



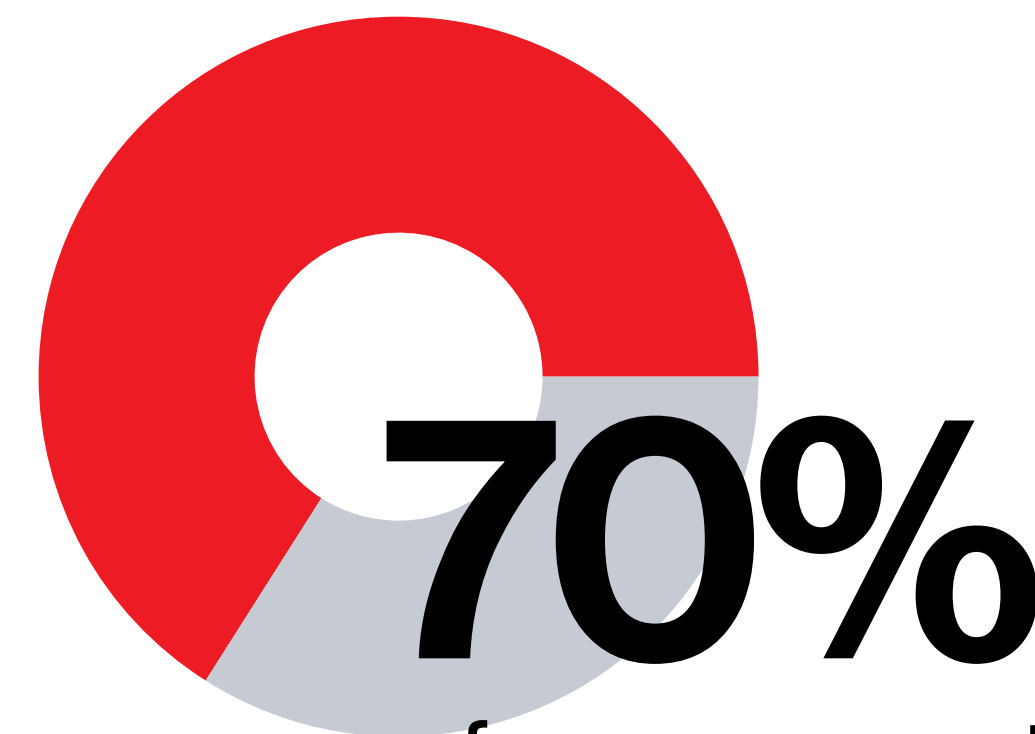
**78%**

of shoppers **notice**  
OOH ads



**25%**

of Canadians  
recall OOH they've  
seen in or around  
shopping malls



**70%**

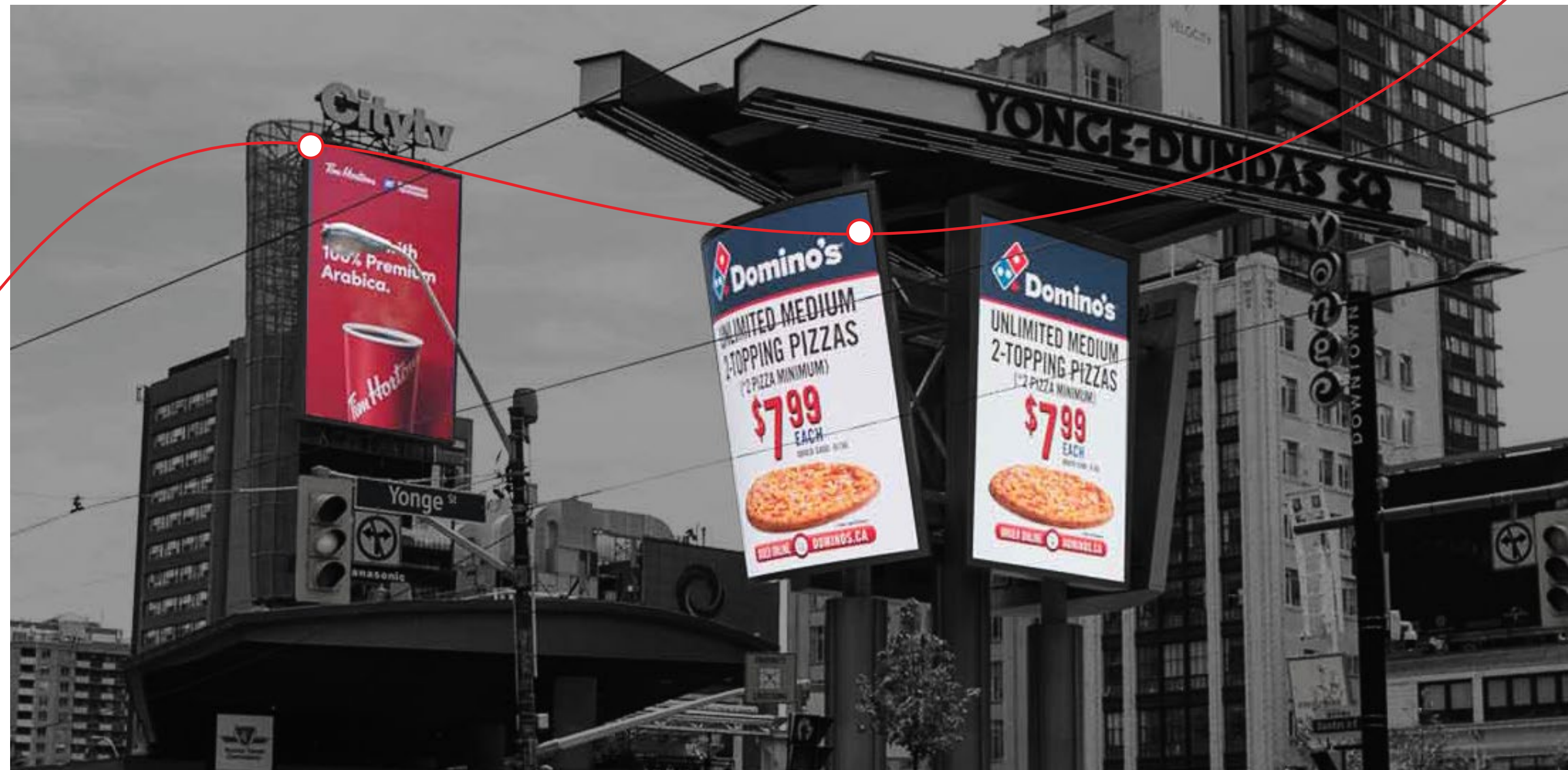
of consumers **take**  
**action** after seeing  
OOH ads

# Reach Your Customers

COMMB.CA

# By Leveraging The Power Of Data

With stores going back to full capacity, consider tapping into the **agility and flexibility of DOOH** to maximize your reach and awareness.



# Reach Your Customers In The Right Place At The Right Time With The **Power** Of **Programmatic Dooh**

To target summertime audiences, McDonald's launched a **weather-reactive DOOH campaign** with cold drink creative that appeared on screens when the temperature rose above 22°C. When temperatures rose above 25°C, the ad server (integrated with the weather API feed) updated the creative with the live temperature and city name in real-time to make a memorable impact.

Tap into the agility and flexibility of **DOOH** to maximize your reach and awareness!



# THINK OUTSIDE THE BOX

**Make the most of your brand's  
impact with memorable creative.**



**Questions?  
Comments?  
Please contact:**

**[marketing@commb.ca](mailto:marketing@commb.ca)**

**[COMMB.CA](http://COMMB.CA)**