



## Back to School with DOOH

While school supplies are in need year-round, peak back-to-school (BTS) shopping season begins at the start of the summer, and consumers are looking to DOOH ads for special sales and deals as they make informed buying decisions. In addition to influencing online purchases, programmatic DOOH is in a prime position to reach all the BTS shoppers turning to brick-and-mortar stores with high-impact creative near and inside physical store locations.

Branded Cities



Pattison



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**85%** of Canadian consumers spent more on BTS supplies in 2024 than in 2023

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**73%** of Canadian consumers spent over \$50 on BTS supplies in 2024

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**71%** of Canadian consumers prefer to shop for BTS supplies in store

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Source: Retail Council of Canada, 2024

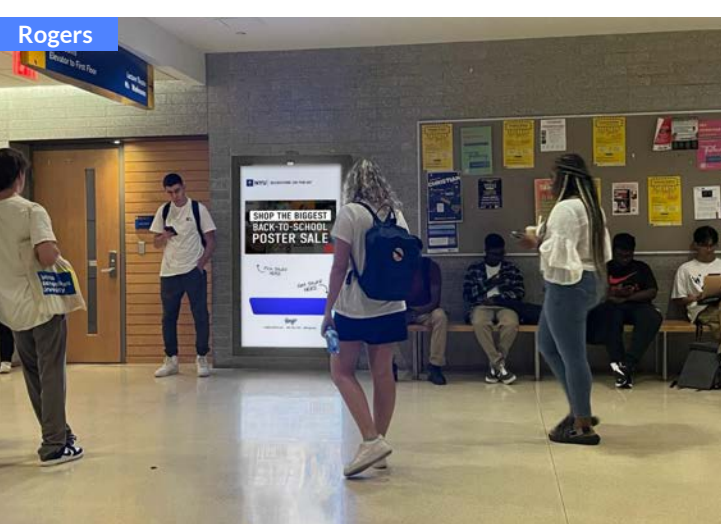
Contact [sales@placeexchange.com](mailto:sales@placeexchange.com) to learn more.

## Reach Canadian shoppers with one of the the country's largest networks of in-store retail media - with over 7,000 screens

- In-store video/static at the point of purchase
- Storefront video/static
- On street furniture and billboards surrounding retailers
- Unify in-store messaging with retail marketing efforts in other channels

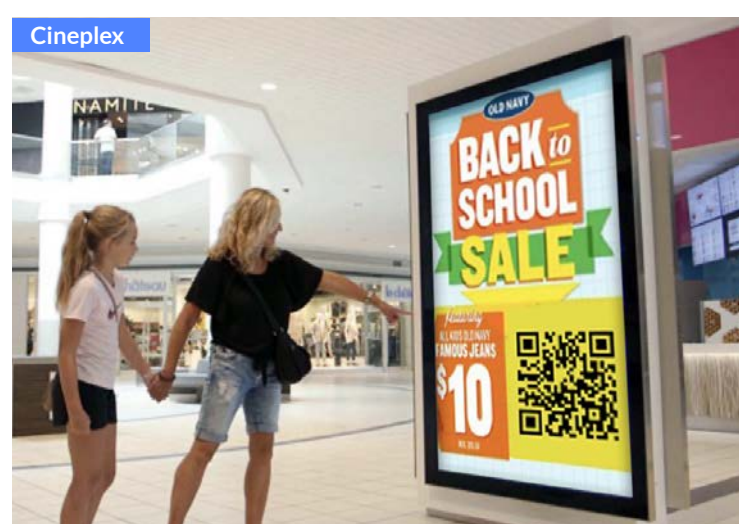


## Stay top-of-mind with contextual executions & offer deals with QR codes



### College Campus screens to engage higher education students

Use contextually relevant placements in college campuses, common areas, dining halls, and around the radius of college campuses



### QR Codes with sales and promotional offerings

Leverage the ability to place QR codes on any eye level screen enabling customers to engage with the ad to receive special coupons