



Make Father's Day Memorable with DOOH

Consumer spending on Father's Day has broken records each year since 2019¹. Consumers are eager to make meaningful purchases to honor fathers and other important men in their lives. Brands have the opportunity to stay top-of-mind with positive sentiments displayed across larger-than-life screens in any physical context.

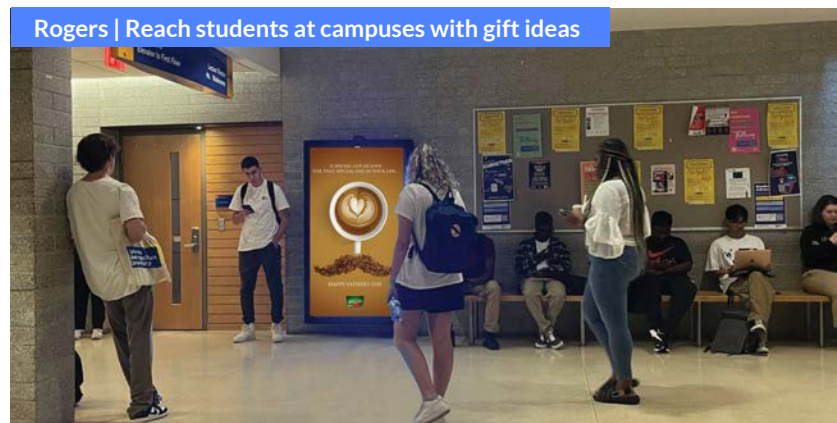
89%

of Canadians spent the same or more on Father's Day gifts compared to 2023¹

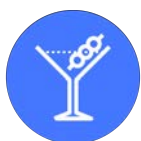
68%

of Canadian consumers shop in store for Father's Day gifts¹

Source: Retail Council of Canada, 2024



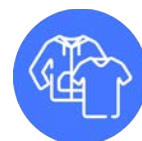
Top 3 gift categories by spend¹



48%
Food, Alcohol, and Dining



23%
Gift Cards



22%
Clothing

Contact sales@placeexchange.com to learn more

Place your brand at the point of purchase by leveraging the largest programmatic OOH retail network through Place Exchange

Key Benefits of Place Exchange's Retail Media Network

- **Unmatched scale** of premium retail media inventory, including exclusive supply
- **Display, video, and audio** formats
- **Reach & Frequency measurement** for pre/mid/post campaign use cases
- **Impression-based** budgeting and pacing
- **No hidden fees**, markups, or arbitrage
- Support for **3p ad server tracking**
- **Seamless DSP campaign execution**, unified across retail media inventory
- **Support for guaranteed & non-guaranteed deals**, and open auction buying
- **Mobile device ID capture** to power analytics, attribution, and retargeting
- **Independent & agnostic**, with no competing DSP business and not beholden to any publisher

PX Canada Retail Media Network currently includes over **7,000 screens** from premium publishers totaling over **1 billion monthly impressions** and growing.



and more!

Astral | Showcase your brand with high impact spectaculars



Best Buy Canada | Influence consumers at the point of purchase

