



Say “B-OOH” This Halloween

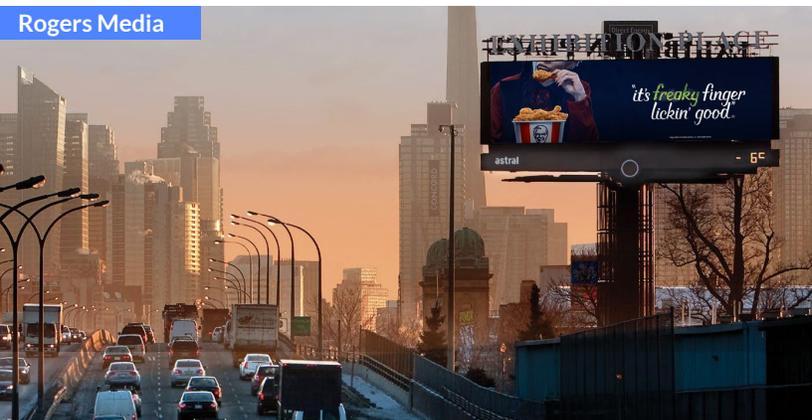
With over 86%¹ of Canadians households participating in Halloween celebrations, the holiday has become one of the biggest celebrations in Canada.

Programmatic DOOH connects brands with Halloween shoppers with high-impact creative near and inside physical store locations. Leverage Place Exchange to reach your consumers this Halloween in a variety of real-world contexts, all supported by advanced targeting and measurement capabilities.

Branded Cities



Rogers Media



\$1.8
billion

was spent by Canadian consumers on Halloween candy in 2024²

73%

of Canadian consumers prefer to shop for Halloween in store⁴

53%

of Canadian consumers plan to buy something for Halloween³

83%

of Canadian consumers plan to spend the same or more than last year on Halloween⁴

Source: ¹Field Agent,2024, ²Statistique Canada, 2025, ³Statista 2024, ⁴Retail Council of Canada 2024

Reach “spooky shoppers” with Place Exchange’s Retail Media Network - the largest network of in-store retail media in Canada with over 11,000 screens

- Storefront video/displays ads capturing attention at the point of entry
- Aisle and Endcap video/display ads at the point of consideration
- Checkout video/display ads at the point of purchase



Stay top-of-mind with dynamic creative executions & offer deals with QR codes



Dynamic Creative to tailor messaging and increase relevance

Use dynamic creative to make your message relevant, using real-time triggers, dynamic data feeds, directions, countdowns, and more.



QR codes to drive promotional offerings and engagement

Place QR codes on any eye-level screen, enabling customers to engage with your ad, receive special coupons, and more.

Contact sales@placeexchange.com to learn more.