

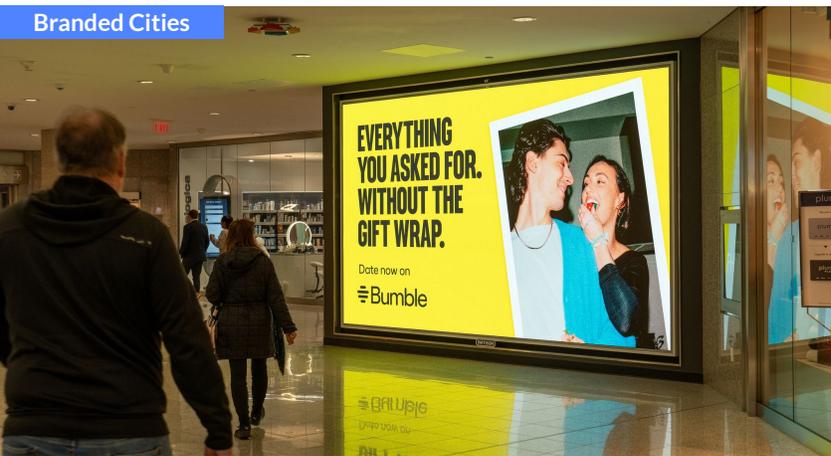


## Celebrate the Holiday Season With OOH

In 2024, Canadians spent \$1,853 per person on gifts, travel, and entertainment during the holiday season, marking a 13% increase since 2023<sup>1</sup>. Advertisers are turning to DOOH advertising to engage consumers in the physical world before and during crucial shopping periods.

Advertisers are turning to DOOH advertising to engage consumers in the physical world before and during crucial shopping periods, and Place Exchange unlocks the power of this channel with unparalleled scale spanning all venues and formats, advanced audience targeting, innovative creative solutions, and measurement across the entire marketing funnel.

Branded Cities



Astral



**90%**

of Canadians celebrate Christmas<sup>2</sup>

**84%**

of Canadians buy Christmas gifts on Black Friday or Cyber Monday<sup>3</sup>

**60%**

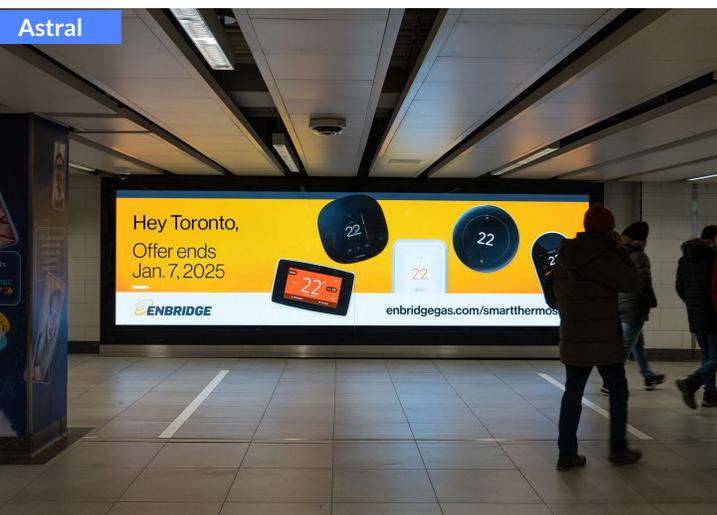
of holiday shoppers shop in store<sup>1</sup>

## Reach holiday shoppers with Place Exchange’s Retail Media Network - with over 11,000 screens

- In-store video/static at the point of purchase
- Storefront video/static
- Unify in-store messaging with retail marketing efforts in other channels



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



Stay in focus by displaying directions to closest brick and mortar with Dynamic Creative

Use dynamic creative to auto-populate directions to your brand’s closest brick and mortar location to increase foot traffic and in-store sales.



Drive sales and holiday promotions with QR Codes

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