

## PRODUCTION SERVICES

# THE INNOVATIVE EDGE



CLASSIC



DIGITAL



TRANSIT



PLACE BASED



[pattisonoutdoor.com](http://pattisonoutdoor.com)

THE INNOVATIVE EDGE

**CLASSIC**  
HORIZONTAL POSTER

# BCAA HOME INSURANCE REVEALS BETTER PROTECTION



BCAA Home Insurance used a teaser stunt board to show home owners the results of water damage. The design, placed on a Horizontal Poster, was changed weekly. Starting with a poster created to look like wallpaper, each subsequent design appeared as though strips of the wallpaper were gradually peeling away from water damage. During the last week, the poster underneath was revealed showing BCAA's copy and logo. This impactful creative definitely made home owners rethink their insurance coverage!

2,500

4,200\*

5,000

6,500



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included.  
\*\*Cost includes 2 full colour 10x20 paper posters, 2 SAV decals, build, installation, and removal.

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THE INNOVATIVE EDGE

**CLASSIC**  
HORIZONTAL POSTER

# BEN MOSS BILLBOARD DIAMOND IN THE ROUGH



Ben Moss made their billboards sparkle, shine and stand out from the rest by adding huge sequins to an already spectacular diamond ring. As traffic went by, each sequin caught both the light and the viewer's eye!

150

300\*

450

500



CLASSIC



DIGITAL



TRANSIT



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# BrokerLink BILLBOARD HIT WITH EXTREME WEATHER ALERT



Weather in Calgary makes a big impact. Big enough to inspire insurance provider BrokerLink to create a special execution on a PATTISON 10'x20' Horizontal board. A "hail effect" was achieved by cutting holes into the paper and back paneling. This realistic effect creates the illusion that the board was hit with hail and reminds us to make sure we are covered should extreme weather occur. A simple, yet effective way to get the message across.



2,500

5,105\*

7,500

10,000

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CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included. Includes production, installation and removal (including board replacement). Pricing subject to location.



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THE INNOVATIVE EDGE

CLASSIC  
HORIZONTAL POSTER

# DINO SPOTTING TURNS HEADS IN CALGARY



This ominous execution was sure to turn heads, especially once the sun sets. To promote its new exhibit at the Calgary Zoo, Market Mall and Telus Spark, Dino Spotting worked with PATTISON to install glowing dinosaur eyes on side-by-side Horizontal Posters. Translucent styrene material was die cut in the shape of giant dinosaur eyes and mounted six inches off of the billboard. LED lights were mounted behind the eyes to give a glow effect at night. Self-adhesive vinyl pupils were printed and mounted to the front of the styrene eyes.

6,000

6,200\*

6,400

6,600



CLASSIC



DIGITAL



TRANSIT



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THE INNOVATIVE EDGE

CLASSIC  
HORIZONTAL POSTER

# CANADIAN TIRE RUDOLPH GOES DOWN IN HISTORY



Canadian Tire wanted to add a little holiday magic to the star of their Christmas campaign. With the help of PATTISON's production team Rudolph was brought to life. There were forty 24" red noses created out of vacuum formed plastic and by placing a flashing light bulb behind the nose, the result was a nose so bright some "would even say it glowed." Rudolph, once again, led the way and the campaign's success went down in history!

900

1,000

2,000

3,000



CLASSIC



DIGITAL



TRANSIT



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THE INNOVATIVE EDGE

**CLASSIC**  
HORIZONTAL POSTER

# H&M'S CLOSET BILLBOARD BUILDS EXCITEMENT



H&M wanted to promote a new store opening in Winnipeg. With the help of PATTISON's production services a life size closet was constructed on a 10'x20' Horizontal Poster near Polo Park. The closet included wall and shelving build outs, birch pattern background and 3D formed hangers. A banner in the front promoted "We're Coming" for the first half of the campaign and "Now Open" once the store was opened to create a tease and reveal aspect. It had shoppers visualizing H&M styles in their own closets.



5,000

10,000\*

15,000

20,000



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

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THE INNOVATIVE EDGE

**CLASSIC**  
HORIZONTAL POSTER

# KODOO TABS IN WITH EL TABADOR



Koodo encourages contract-bound cellphone users to tab in and wrestle their way out of contracts with its new El Tabador mascot. A billboard encased in a cage illustrates a bonafide "cage match" with a contract. Along with El Tabador's body slam, PATTISON finishes the competition and becomes the perfect agent for Koodo's new campaign!



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THE INNOVATIVE EDGE

**CLASSIC**  
HORIZONTAL POSTER

# PROCYCLE CHARNY MOUNTS REAL BIKES ON BILLBOARDS



Just in time for cycling season, South Shore's leader in bikes and PATTISON got creative with traditional Horizontal Posters. Two Horizontal Posters were wrapped in front-lit flex vinyl and real bicycles were mounted to the top of the billboards, making passersby look twice. The bicycles were modified and supplied by Procycle Charny, while the art was custom-designed by PATTISON's creative team. PATTISON's Production and Operations crews were also vital in bringing this campaign to life.

1,000

1,300\*

1,600

1,900



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\* Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included.

Includes the cost to print, ship, install and remove two units respecting required lead time.

Price based on a 12 consecutive week posting for each location.

Price does not include the cost of modified bikes supplied and delivered by client. Price subject to location, private and/or city approval.

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THE INNOVATIVE EDGE

CLASSIC  
HORIZONTAL POSTER

# THERE'S FAST. THEN THERE'S **SHAW** FAST!



Shaw Media utilized a 3D extension to exhibit the speed of their internet service. Advertised in Edmonton, Calgary, Winnipeg and Vancouver, these molded PVC sheets illustrated the power of Shaw's Internet Robot as it passes, pulling the creative off the billboard for an eye-catching effect.



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\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included. Based on one 4-week campaign with advertisement on 1 Horizontal Poster. Cost includes installation and removal.



THE INNOVATIVE EDGE

**CLASSIC**  
HORIZONTAL POSTER

# SPORT CHEK 3D FROSTY CONCEPT



This stunt board shows the Canadian Winter Olympians wearing adidas high performance clothing from Sport Chek, warm and unaffected by their cold surroundings. The athletes' high performance gear is so warm that it appears to be melting the ice on the billboard.

The stunt has an ice formation framing the 10'x 20' billboard, melting icicles along the catwalk, and a frozen billboard pole. The fabrication of the icy 3D frame consists of four corner sections. For colour accuracy and consistency the ice formations around the board are printed on self-adhesive vinyl on crezon, covered by a hard mylar substrate and heated to form into glistening, melted ice. The icicles hanging from the catwalk are fabricated the same way and then clamped along the edge of the structure.

14,000

16,000\*

18,000

20,000



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

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Based on a 4 week campaign with advertisement on 1 Horizontal Posters. Cost includes print, fabrication, installation and removal.

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THE INNOVATIVE EDGE

**CLASSIC**  
HORIZONTAL POSTER

# TRAVEL ALBERTA DEMONSTRATES ITS JUGGLING SKILLS



Travel Alberta wanted to highlight Alberta as a competitive vacation spot by showcasing one of its many festivities. To achieve a sense of real drama and excitement, they took it to the next level by contracting a live juggler to perform on the platform of this billboard for two hours a day. Special safety considerations had to be made in advance, but the effect is an advertisement that delivers a real experience that won't soon be forgotten.

2,500

5,000\*

7,500

10,000

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CLASSIC DIGITAL TRANSIT PLACE BASED

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THE INNOVATIVE EDGE

CLASSIC  
HORIZONTAL POSTER WITH EXTENSION

# CIRQUE DU SOLEIL MONTREAL SHOWS OFF ITS CURIOSITIES



Anything is possible with the power of imagination. Using the billboard located in front of the National Circus School, and Cirque du Soleil's headquarters, Kurios was promoted with an over-the-top production using two dimensional extensions. Defying the laws of gravity, Nico, a main character, measured 24 feet in length and 12 feet in height, leaned off of the billboard, and hovered just above the nearby fence distorting the size of the board in an acrobatic display.

2,000

3,400\*

4,000

4,500

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CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\*Subject to final artwork, location and approvals. Media cost not included. Includes the cost of printing, shipping, building, installing and removing board with extensions. Subject to change based on location and city approval. Production costs may vary or change based on campaign complexity.



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THE INNOVATIVE EDGE

**CLASSIC**  
HORIZONTAL POSTER WITH EXTENSION

# STRONGBOW SHATTERS MORE THAN EXPECTATIONS



Strongbow shattered gigantic beer glasses across Canada in their new campaign, which features two enormous 3D arrows sticking straight through the billboard. This attention grabbing visual goes perfectly with the drink's "Shatter Expectations" tagline!



Call PATTISON Production Services and put the power of Out-of-Home to work for your business!



\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included.



# COKE HANGS OLYMPIC MEDALS WITH PRIDE



During the XXII Olympic Winter Games held in Sochi, Russia from February 7th to the 23rd, Canadian pride was raised to a whole new level. Each time a Canadian athlete won an Olympic medal, a large replica medal was affixed to a Superboard to reflect Canada's total medal count to that point.

The centre-piece Maple Leaf was constructed on an existing Superboard, with an extension on 6" spacers. The two- and three-foot Olympic medals were manufactured using Crezon base with self-adhesive vinyl. Each morning following a Team Canada athlete's Olympic medal win, corresponding gold, silver and/or bronze medals were hung off the large Maple Leaf, with a total of 25 medals collected by the end of the Games.



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\*Subject to final artwork, location and approvals. Media cost not included. Production costs may vary or change based on campaign complexity. Based on one 4 week campaign with advertisement on 1 Horizontal Poster. Cost includes print, fabrication, installation and removal.



THE INNOVATIVE EDGE

**CLASSIC**  
SUPERBOARD WITH EXTENSION

# CANADIAN OPEN JUNIOR CHAMPIONSHIPS



To highlight Repentigny's 30th annual international junior tennis tournament, PATTISON put their ingenuity to the test in the execution of an extension set out of the ordinary to help mark off the last exit to the playing fields.

Specially engineered reinforced steel brackets support the 12' long disembodied arm off the bottom of the angled 14'x48' Superboard, and the whole thing is seamlessly finished with standard front lit flex.

1,500

2,500

3,000

3,500



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included.  
Includes print, shipping, build and install for 1 Super board and set of extensions; based on required lead time and on a 4 week campaign.

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THE INNOVATIVE EDGE

**CLASSIC**  
SUPERBOARD WITH EXTENSION

# DISNEY WORLD RESORTS AWAKENS SUMMER WITH OTHERWORLDLY SUPERBOARDS

PATTISON brought imagination to life with these impressive executions to mark the debut of Disney's newest attractions coming to all four of its theme parks in Florida.



The Frozen character Elsa extends one hand gracefully beyond the edge of the Superboard, while icicles formed from Sintra and SAV, span the length of the catwalk to create two frosty locations in Montreal.



Poised to attack, the Star Wars antagonist from the Force Awakens stands 17-feet tall. Kylo Ren's die-cut figure mounted on spacers springs off the Superboard, while his iconic Lightsaber, a custom-built 12-foot acrylic tube with LED lighting, glows red.

Strategically positioned around the city, these otherworldly executions created high-impact, and stood out from all angles, bringing the magic of Disney to Canadians.



CLASSIC DIGITAL TRANSIT PLACE BASED

\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included. Cost includes install, removal, fabrication of extensions and custom supports, print and shipping of three (3) stunt boards posting in Montreal: two (2x) Elsa with catwalk icicle extensions, one (1x) Kylo with glowing Lightsaber. Excludes permit fees, bucket trunk rentals and engineering costs. Subject to final location, approvals and required lead time.

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THE INNOVATIVE EDGE

**CLASSIC**  
SUPERBOARD WITH EXTENSION

# QUAKER WARMS UP THE STREETS WITH THE POWER OF OATS



Everyone knows that breakfast is the most important meal of the day. Quaker had passersby craving a piping hot bowl of oatmeal with Superboards displaying the healthy breakfast, along with a 2D extension and steam machine. The steam was timed to run during rush hour and was executed on Series 14 Superboards in Toronto and Montreal. These billboards definitely warmed up motorists on their morning commute!



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CLASSIC DIGITAL TRANSIT PLACE BASED

\* Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included. Production costs may vary or change based on campaign complexity. Per unit x 8 weeks.

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THE INNOVATIVE EDGE

**CLASSIC**  
SUPERBOARD WITH EXTENSION

# AXMEN BRANCHES OUT



History Channel wanted to cultivate a broader audience for their logging industry show, Axmen. To anticipate the launch of its Canadian version, PATTISON Production Services helped bring the concept to life using a real tree along with the billboard's pole and a mannequin. The result was a cutting edge display of logging that won't soon be forgotten!



CLASSIC DIGITAL TRANSIT PLACE BASED

\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included.

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THE INNOVATIVE EDGE

**CLASSIC**  
SUPERBOARD WITH EXTENSION

# SUNRIDGE MALL FINDS THE RIGHT FIT



**nothing2wear.ca**

NEW H&M COMING MARCH 13

for the many facets of your  
**SUNRIDGE**

Pattison created this realistic hanger extension by using a wood backing with flex material glued to the front. Its hook was big enough to not only capture attention, but to "lure" customers in through the door!

PATTISON

2,500



5,000\*

10,000

20,000

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CLASSIC



DIGITAL



TRANSIT



PLACE BASED

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THE INNOVATIVE EDGE

**CLASSIC**  
SUPERBOARD WITH EXTENSION

# PATTISON TEAMS UP WITH TVA SPORTS TO GET INTO THE HOCKEY PLAYOFF SPIRIT



Just in time for playoff season, a 14' x 48' Superboard with extension was conceptualised to promote TVA's NHL playoff channel TVA-SPORT 3 in Montreal. Working with our in-house creative team, these executions were positioned in high traffic areas to deliver maximum impact of the eye-catching art.

PATTISON for the win!

1,000

2,700\*

4,000

5,000



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included.  
Includes the cost to print, ship, build, install and removal of (2) units respecting required lead time.  
Subject to location, private and/or city approval.

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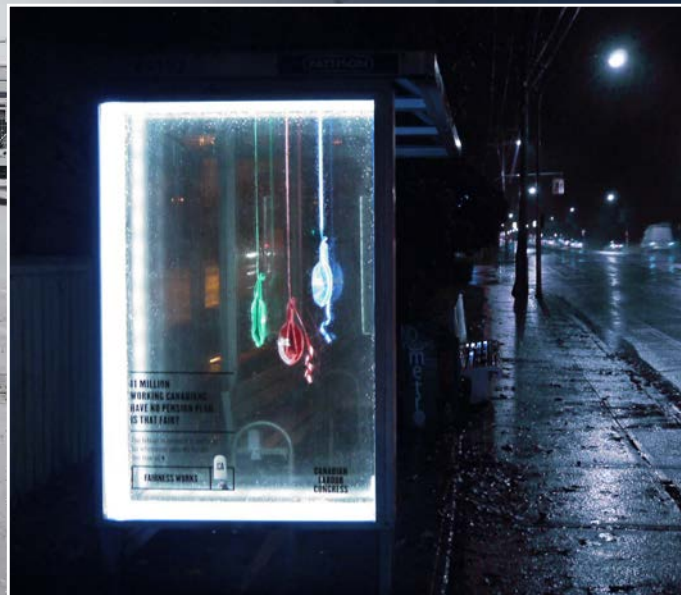


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THE INNOVATIVE EDGE

CLASSIC  
TRANSIT SHELTER

# THE CANADIAN LABOUR CONGRESS SHEDS LIGHT ON RETIREMENT SECURITY



In its 'Fairness Works' campaign, the Canadian Labour Congress transformed 6 transit shelters in Vancouver, BC to raise awareness for retirement issues. Drivers, pedestrians and transit riders could see through the advertising panel which held deflated retirement celebration balloons inside of it. The unit was retrofitted to include custom LED lighting, enabling the concept to come to life during the night time as well. Each unit included its own programmable dimmer to enable Operations to adjust lighting as required or requested by local authorities.



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CLASSIC DIGITAL TRANSIT PLACE BASED

\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included. Includes the cost to print, ship, build, install and remove 6 units respecting required lead time. Excludes the cost of the balloons and string. Subject to location, private and/or city approval.

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THE INNOVATIVE EDGE

**CLASSIC**  
TRANSIT SHELTER

# LA RONDE BREAKS THE MOLD



This high impact creative had everyone looking at what they thought was broken glass. The illusion was simply printed on a standard transit shelter poster, and vinyl decals (the "broken glass" from the shelter) were applied to the ground. The final cost for this operation was \$15,000 for a quantity of 100, or \$150 for each shelter.



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\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included.



THE INNOVATIVE EDGE

CLASSIC  
VERTICAL POSTER

# RUFFLES TAKES A BITE OUT OF THE COMPETITION



With its opening and closing motorized mouth, Ruffles opened wide to demonstrate its new 'Thick Cut' chips. This attention-grabbing piece not only chomped down on chips, but took a "big bite" out of the competitors through its innovation and creativity!



CLASSIC DIGITAL TRANSIT PLACE BASED

\*Subject to final artwork, location and approvals. Media cost not included.  
Production costs may vary or change based on campaign complexity. Based on a 4 week campaign.

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THE INNOVATIVE EDGE

CLASSIC  
VERTICAL POSTER

# TRAVEL ALBERTA TAKES ITS ADVERTISING TO NEW HEIGHTS



Travel Alberta took its campaign to a new level by contracting a live climber to scale a vertical poster with real climbing holds. Travel Alberta made a big impact on its viewers by emphasizing the diversity of exciting activities in Alberta, while at the same time challenging the limits of innovation. The climber was hired for two hours a day to climb this poster, ascending great new heights for this campaign!

5,000

10,000\*

15,000

20,000



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

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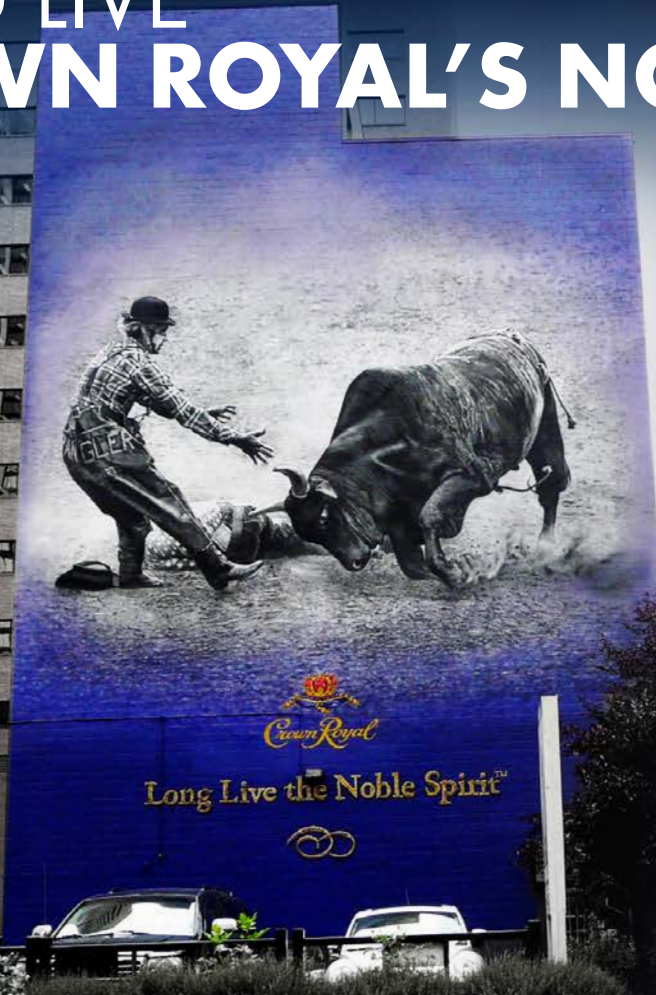


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THE INNOVATIVE EDGE

CLASSIC  
WALL MURAL

# LONG LIVE CROWN ROYAL'S NOBLE SPIRIT



This Wall Mural is hand painted and makes a lasting impression at 75' X 50'. The painted look compliments the picturesque design and communicates that Crown Royal is a brand grounded in tradition. The Mural at this location requires at least two weeks to paint and must meet municipal approval.



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\*Subject to final artwork, location and approvals. Media cost not included.

Production costs may vary or change based on campaign complexity. Must allow 8-10 weeks to paint (weather permitting).

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THE INNOVATIVE EDGE

CLASSIC  
WALL MURAL

# JOHNNIE WALKER MAKES STRIDES WITH WALL MURAL



This Wall Mural is hand painted and makes a big impact at 75' x 50'. The Murals at this location require at least two weeks to paint and must meet municipal approval. The bold graphics and simple design 'pops' on the street and makes an big impact on the urban landscape.

20,000

30,000\*

40,000

50,000



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DIGITAL



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THE INNOVATIVE EDGE

**TRANSIT**  
3D STATION MURAL

# NORDSTROM MURAL BRINGS SPRING TO ANDERSON STATION



To announce its new spring collection, Nordstrom worked with PATTISON to create this lush mural at Calgary's Anderson Station. Nordstrom and PATTISON worked together to find the perfect high-traffic spot to execute the mural. To bring Nordstrom's vision to life, we used high-quality artificial foliage and built a custom mural to hold the foliage in place. To showcase the 3D foliage, we put Station Posters on spacers to add depth to the wall. Lastly, we used die cut lettering to create the Nordstrom logo.

5,000

6,000

7,000\*

8,000

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THE INNOVATIVE EDGE

TRANSIT  
BUS MURAL

# BUS EXTERIOR TRANSFORMED INTO RESTAURANT FAÇADE

Looking to promote local and regional tourism, Discover Saint John targeted commuters in both the Fredericton and Moncton areas with the installation of two curb side murals in Moncton and one in Fredericton. The murals, specifically designed and produced for the bus models, creatively use the bus windows and doors to transform the side of the bus into a restaurant façade. Special care was taken to ensure that the restaurant doors on the creative line up perfectly with the bus doors to provide added realism when passengers get off the bus.



4,000

4,500\*

5,000

5,500



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included. Includes printing, shipping, install and removal of 2 Transit Murals in Moncton, based on required lead time.

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THE INNOVATIVE EDGE

**TRANSIT**  
CUSTOM DIE CUT STATION MURAL

# CIRQUE DU SOLEIL SPARKS 'KURIOSITY' IN CALGARY'S VICTORIA PARK STATION



Cirque Du Soleil collaborated with PATTISON to execute an impactful campaign in Calgary that would set the stage for Kurios – Cirque Du Soleil's newest show. Locations inside the station were hand-picked and measured to ensure high visual impact. Cirque Du Soleil chose three characters from its show to be featured in the larger-than-life die cut mural along the escalator.

500

1,000\*

1,500

2,000

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\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included. Price per mural. Includes installation and removal.

**PATTISON**  
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THE INNOVATIVE EDGE

**TRANSIT**  
CUSTOM DIE CUT STATION MURAL

# COORS ALTITUDE TAKES STATION MURALS TO NEW HEIGHTS



To introduce a new beer to the market, Coors Altitude dominated Toronto's St. George Station. To catch the attention of commuters at Toronto's second-busiest subway station, PATTISON recommended a series of die cut murals to ensure high visual impact. Die cut murals were the perfect choice for the Coors Altitude mountain goat because they are made from self-adhesive vinyl with a clear vinyl around the edging to ensure lossless detail of the goat's fur.

5,000

1,000

1,500\*

3,000

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CLASSIC



DIGITAL



TRANSIT



PLACE BASED

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THE INNOVATIVE EDGE

TRANSIT  
DOOR SURROUND

# KODO ASKS COMMUTERS TO "CHOOSE HAPPY"



Koodo's innovative use of TTC Door Surrounds stood out with riders both entering and exiting the train. The expanded coverage included the standard Transit 20' x 28' posters, 11' x 70' Super Interior and additional 11' x 35' Standard Interior cards.

The expansive coverage of the door area, coupled with Koodo's bright and colourful creative, created maximum impact for commuters. Resulting in a highly visible campaign, the message was clear: "Choose Happy".

11,000

11,500

11,925\*

12,250

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\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included. Cost includes print and installation for (x275) Door Surround max units.

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THE INNOVATIVE EDGE

**TRANSIT**  
DOUBLE DECKER BUS MURAL

# TEKSAVVY STANDS OUT FROM THE CROWD IN OTTAWA



TekSavvy used PATTISON's new Double Decker Bus Murals to give extreme height to their character "Gene\_Yus", while promoting their internet package. Seen all around town, the bus mural enlarged the creative to a size of 190" W x 154" H.

1,000

2,450\*

4,000

6,500



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

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Production costs may vary or change based on campaign complexity.  
Based on a 4 week campaign. Installation and removal included.

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THE INNOVATIVE EDGE

TRANSIT  
ESCALATOR WRAP

# LAY'S POTATO CHIPS - HOME GROWN ... AT A MALL NEAR YOU!

Lay's Potato Chips are made with potatoes grown locally by Canadian Potato Farmers. How better to depict the freshness of the potatoes used, than to show them growing out of the ground at a local mall. To utilize one of the highest traffic areas in a mall, Lay's applied a specially formulated vinyl directly to escalator rails, which made it appear as though potatoes were growing out of the ground and being conveyed up the escalator. Ad rail advertising is highly effective, especially when used with other specialty vinyl throughout the mall. It is the perfect medium for logos and simple messages... and growing potatoes!



2,500

5,000\*

7,500

10,000



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included. Production costs may vary or change based on campaign complexity. Based on a 4 week campaign.

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THE INNOVATIVE EDGE

**TRANSIT**  
KING POSTER WITH EXTENSION

# CIRQUE DU SOLEIL SWINGS THROUGH THE STREETS ON KINGS



Cirque du Soleil was flying high as buses wheeled through the streets of Winnipeg with creative depicting characters from their new show, Quidam. King Posters with solid vinyl window extensions gave passersby a preview of the exciting acts they would see during the show.



1,200

1,700\*

2,500

3,000



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\*Subject to final artwork, location and approvals. Media cost not included.

Production costs may vary or change based on campaign complexity. Based on 11 King Posters and window extensions with 2 designs.

\*\*Solid vinyl can only be used for 30% or less window coverage in select markets.

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THE INNOVATIVE EDGE

**TRANSIT**  
KING POSTER WITH EXTENSION

# SECOND CUP'S COOL KINGS



Second Cup cooled down the streets of Toronto when they showcased their "refreshing summer lineup" on 50 bus kings with extensions. Styrene King Posters with vinyl and perforated window film had people craving the cool drinks as they passed by in the summer heat.



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\*Subject to final artwork, location and approvals. Media cost not included.  
Production costs may vary or change based on campaign complexity. Based on 50 King Posters with extensions.  
\*\*Quantity 75 - \$21,000.



THE INNOVATIVE EDGE

TRANSIT  
KING POSTER WITH EXTENSION AND HEADLINER

# FRENCH CONNECTION USED TORONTO STREETS AS THEIR OWN CATWALK



French Connection UK had fashionistas staring when they took over the whole side of a TTC articulated subway car. Displayed on King Posters with Headliners and Extensions, French Connection's collection used the streets of downtown Toronto as their own personal catwalk.

2,500

4,200\*

5,000

6,500



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\*Subject to final artwork, location and approvals. Media cost not included.  
Production costs may vary or change based on campaign complexity.  
Styrene King Poster plus solid vinyl and perforated window vinyl (cost based on 3 sets)  
\*\* Cost includes install and removal.

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THE INNOVATIVE EDGE

# RICCI REACHES FOR TRANSIT

**TRANSIT**  
KING POSTER WITH HEADLINER & WINDOW DECAL



Ricci's new campaign utilized the whole side of the bus with a Transit King Poster, Headliner, and Extensions. These uniquely styled buses featured a bus full of models sporting cutting edge coifs posing inside the windows.

1,000

1,200\*

1,500

1,800



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\* Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included.

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THE INNOVATIVE EDGE

**TRANSIT**  
NFC DECAL

# BELL MEDIA HAS COMMUTERS TAPPING FOR MORE



Bell Media utilized innovative Near Field Communication technology to interact with commuters in the Calgary, Edmonton and Toronto markets. NFC tags were applied to the back of perforated vinyl strips and installed on the interior windows of select transit vehicles. Commuters who tapped their phones on the NFC tag were redirected to a CTV mobile site that displayed digital content such as photos, videos and schedules updated daily.

Toronto, ON



CLASSIC DIGITAL TRANSIT PLACE BASED

\* Subject to final artwork, location and approvals. Media cost not included. Production costs may vary or change based on campaign complexity. Based on a 6-week campaign. Includes coverage of (520) transit windows across 3 markets. Vehicle Wrap/Murals and programming of NFC tag not included.

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THE INNOVATIVE EDGE

**TRANSIT**  
STATION DOMINATION

# A "GREAT" CAMPAIGN



British Tourism transformed Yonge/Bloor station with a domination that transported subway riders to the streets of Great Britain. Images of the British flag and landmarks were displayed on transit advertising products including station posters, turnstiles, fare booths, wall murals, platform columns and stair graphics. This GREAT campaign had riders ready to back their bags for a jolly good time and a cuppa' tea.



CLASSIC DIGITAL TRANSIT PLACE BASED

\*Subject to final artwork, location and approvals. Media cost not included.  
Production costs may vary or change based on campaign complexity. Based on a 4 week campaign.

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# CHANGE THE VIEW WITH LENTICULAR DISPLAYS



PATTISON produced a 4'W x 6'H flip lenticular to show a transit map of the current system and the proposed system. These were posted in the PATH, TTC Station platforms and GO Transit stations. Lenticular is a print process that uses an array of magnifying lenses. When viewed at different angles, various images are magnified. In this particular case PATTISON produced a 2D flip lenticular; it goes from one image and transitions to another when viewed at a different angle.



CLASSIC DIGITAL TRANSIT PLACE BASED

\*Subject to final artwork, location and approvals. Media cost not included.  
Production costs may vary or change based on campaign complexity. Based on a 4 week campaign at a quantity of 26 units.

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# BMO WRANGLES UP ATTENTION WITH A STATION DOMINATION



As the excitement of the Calgary Stampede's 100th Anniversary was underway, BMO started the celebration with a Transit Station Domination at Ertlton Station. While cowpokes moseyed through the station, BMO rounded up the party with stair risers, floor decals, wall decals, LRT 28 posters, station posters, and more. This domination definitely got the crowds ready for a rootin' tootin' good time!



CLASSIC DIGITAL TRANSIT PLACE BASED

\* Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included. Prices vary based on city and station.

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THE INNOVATIVE EDGE

**TRANSIT**  
STATION TAKEOVER

# THE CALGARY STAMPEDERS TAKE OVER BANFF TRAIL STATION



The CFL season is in full swing, and the Calgary Stampeders look to dominate on and off the field. The club's recent takeover of the Banff Trail LRT Station greets fans as they exit the train at the main stop for McMahon Stadium, where they can cheer on the team. Life-size cutouts of actual players are realized in brilliantly coloured vinyl, and 200-foot wall decals scream "TOUCHDOWN!" The platforms have been transformed into the game field including yard markings similar to those found on the actual field. The excitement of game day starts as soon as the fans get off the train.

Go Stamps go!

5,000

10,000

15,000\*

20,000



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

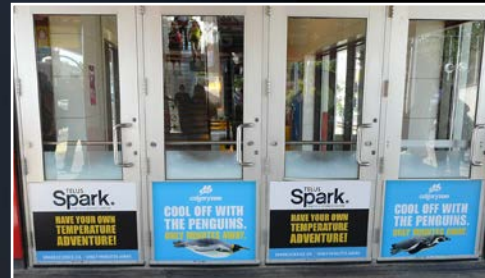
\*Subject to final artwork, location and approvals. Media cost not included.  
Production costs may vary or change based on campaign complexity.

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# COMMUTERS COOL OFF WITH AN ICY STATION DOMINATION



Victoria Park Station was a frozen wonderland when TELUS Spark and Calgary Zoo dominated the LRT station to promote the new 'Temperature Adventure' and 'Penguin Plunge' exhibits. Clear vinyl made the windows look frosted, while decals resembling ice were placed on stair landings, columns, floors and ceilings. Penguins appeared to be sliding down the escalators, making riders feel as if they were in Antarctica. A cool campaign in the middle of summer.

10,000

12,500\*

15,000

20,000

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CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\*Subject to final artwork, location and approvals. Media cost not included.  
Production costs may vary or change based on campaign complexity. Based on a 4 week campaign.

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THE INNOVATIVE EDGE

TRANSIT  
STATION TAKEOVER

# VIRGIN'S STATION TAKEOVER CONFIRMED IT'S BETTER TO BE A MEMBER



Virgin Mobile notified transit riders that they were 'accepting new members' using this eye-catching Station Takeover at Queen Street Station. Subway Station Posters, Stair Wraps, Turnstile Wraps, Farebooths and more revealed the exclusive access and deals that members get with Virgin Mobile.



CLASSIC DIGITAL TRANSIT PLACE BASED

\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included. Based on a 4 week campaign. Cost includes installation and removal.

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THE INNOVATIVE EDGE

TRANSIT  
SUPER TRAIN WRAP WITH INTERIOR DOMINATION

# TAKE A RIDE INTO MIDDLE-EARTH WITH THE HOBBIT



The Hobbit conquered the subway on the Toronto Transit Commissions' newest underground train, the Toronto Rocket. Consisting of 6 trains at a length of 450 feet, the outside of the train was wrapped with self-adhesive vinyl and included an interior domination. Follow The Hobbit deep into Middle-Earth.

View a video of the installation at [YouTube.com/PattisonOOH](https://www.youtube.com/PattisonOOH)

35,000

43,500

50,000\*

60,000



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\*Subject to final artwork, location and approvals. Media cost not included.  
Production costs may vary or change based on campaign complexity. Based on a 4 week campaign. Installation and removal included.

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THE INNOVATIVE EDGE

PLACE BASED  
BAGGAGE CAROUSEL WRAP

# PICKING UP LUGGAGE AND A NEW CAREER WITH CONOCOPHILLIPS



ConocoPhillips Canada had travellers considering a new route with their baggage carousel ads at the Calgary Airport. As flyers waited for their luggage, two 50"H x 240"W vinyl carousel ads circled the baggage area. Applied in such a noticeable area, these ads made travellers wonder if their current job also has them going in circles.



CLASSIC DIGITAL TRANSIT PLACE BASED

\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included. Based on a 12 week campaign. Cost includes printing, installation/removal, and cleaning/maintenance for the duration of the campaign.

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# MOLSON BREWHOUSE LED THE WAY IN THE CALGARY AIRPORT



Air travellers anticipated a good hot meal or an ice cold beer as they were guided through the Calgary Airport toward the Molson Brewhouse. Using six square restaurant Floor Decals and 16 footprint Floor Decals, flyers were led to the restaurant where they could relax and grab a bite and a pint before takeoff.

1,000

1,200

1,500\*

1,800

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CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\* Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included. Production costs may vary or change based on campaign complexity. Based on a 4 week campaign. Floor decals are produced with a non-skid surface.

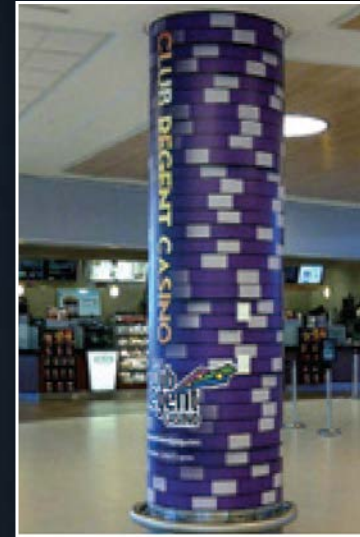


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THE INNOVATIVE EDGE

PLACE BASED  
PILLAR WRAP

# MANITOBA LOTTERIES WERE HIGH ROLLERS AT THE WINNIPEG AIRPORT



The chips were stacked for the Manitoba Lotteries with Airport Interior Column Wraps promoting the Club Regent Casino and McPhillips Station Casino. Printed on 14oz vinyl with adhesive strips around the perimeter, these wraps had flyers deciding to go "all in".

1,500



4,500

6,000



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\* Subject to final artwork, location and approvals. Media cost not included.  
Production costs may vary or change based on campaign complexity. Cost based on 4 Column Wraps. Columns sold as a set of four.

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THE INNOVATIVE EDGE

PLACE BASED  
TOWER WRAP

# EXTERIOR TOWER WRAP CREATED A BOLD IMPACT FOR LEXUS CANADA



This impressive large Tower Wrap at the Edmonton International Airport created unbelievable impact for the luxury automotive brand. The innovative approach captured a wide audience of local and international travellers at Canada's fastest-growing major airport.<sup>1</sup>

PATTISON developed a format that displayed the exterior ad without obstructing the view from the interior. This large Tower Wrap sized at 45' W x 62' H and 144' W x 62' H was printed on mesh vinyl and fastened to the building by cable attachments.

The buzz-worthy execution was impossible to miss, and stood out from all angles reaching Lexus' key audience of both business and leisure travellers.

90,000

110,000\*

125,000

150,000

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CLASSIC DIGITAL TRANSIT PLACE BASED

<sup>1</sup> Edmonton Economic Development & Edmonton International Airport.

\* Cost includes print, shipping, install and removal for 2 large vinyl posters; based on required lead time and on a 4-week campaign. Subject to final artwork, location and airport approvals. Production costs are subject to change. Media cost not included.

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THE INNOVATIVE EDGE

PLACE BASED  
SPECIALTY VINYL ESCALATOR BULKHEAD

# ABBVIE'S **HOLKIRA PAK** ADS CAPTURE ATTENTION AND SERVE AS TOUR GUIDE

Abbvie's impactful Holkira Pak campaign served both as an advertisement for their products and as a guide to their conference attendees at the Calgary Airport. Strategically placed Decals, Spectaculars and Posters guided the attendees through the airport to the gates required to reach their final destination. The attention-grabbing creative doubles as both promotional and informative.

2,600

5,100

7,500\*

11,000

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\*Subject to final artwork, location and airport. approvals. Production costs are subject to change. Media cost not included. Includes the cost to print 12 panels, ship, install, removal & 2 commissionaire escorts on a regular day. Extra costs apply if posting is required on a statutory holiday.



THE INNOVATIVE EDGE

PLACE BASED  
DOOR DECALS

# USHER IN NEW CUSTOMERS WITH DOOR WRAPS



Welcome in new sales with a set of innovative door wraps, greeting customers as they enter the mall. A set of four includes production, installation, and removal; door wraps are so cost effective that you will want your campaign on more entrances than one!

500

800\*

1,000

1,500



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\*Subject to final artwork, location and approvals. Media cost not included.  
Production costs may vary or change based on campaign complexity.

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THE INNOVATIVE EDGE

PLACE BASED  
ESCALATOR WRAP

# WRAP UP YOUR SALES WITH ESCALATOR ADS

Escalator wraps are a proven method for companies to stand out in mall advertising. Not only does the scale of these huge, escalator-size posters capture the attention of shoppers, but their distinct angle helps them stand out from other mall advertisements. A different and effective form of advertising, escalator wraps push your sales to new heights!



2,000

2,500\*

3,000

3,500



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\*Subject to final artwork, location and approvals. Media cost not included.  
Production costs may vary or change based on campaign complexity. Installation and removal included.

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THE INNOVATIVE EDGE

**PLACE BASED**  
ESCALATOR WRAP WITH WALL MURAL

# LOTO-QUEBEC GIVES US A REASON TO CELEBRATE



2014 marked the 25th anniversary of Loto-Quebec's Celebration holiday lottery. To commemorate the occasion and promote their grand prize of 10 million dollars, they took over a Mall entrance at one of Canada's largest shopping malls, Quebec City's Laurier Quebec. Using available inventory and some creative thinking, the execution delivered maximum impact by completely taking over each side of the entrance with mural decals measuring up to 26 feet high. This milestone anniversary for Loto-Quebec's lottery and unprecedented execution gave everyone a reason to celebrate.

5,000

10,000

14,800\*

20,000

CLASSIC DIGITAL TRANSIT PLACE BASED

\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included. Includes print, shipping, install and removal of (2) wall murals and (6) sides of the escalators. All produced, shipped, installed and removed at the same time respecting required lead time.

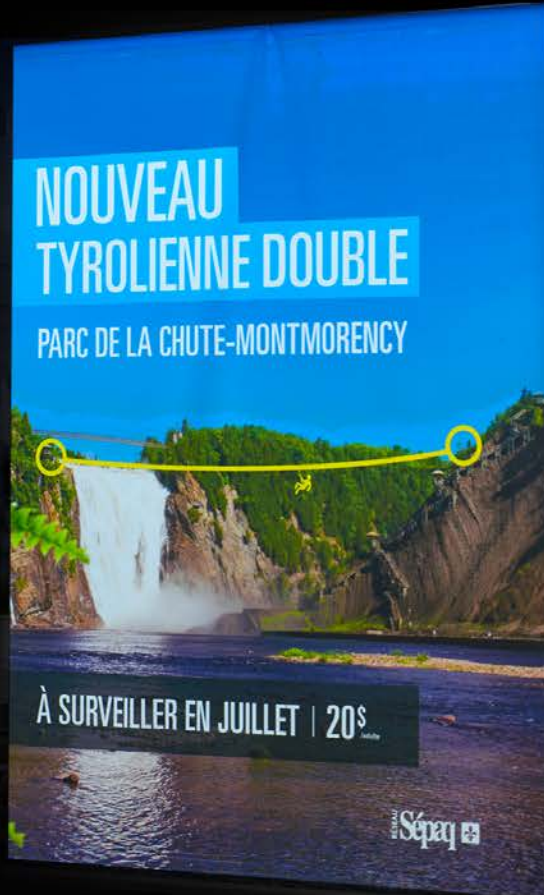
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THE INNOVATIVE EDGE

PLACE BASED  
MALL BANNER WITH EXTENSION

# SEPAQ TAKES SHOPPERS ON THE ADVENTURE OF A LIFETIME



Parc de la Chute-Montmorency, renowned for their 83 meter high water fall and beautiful landscape, wanted to promote the park's newest attraction opening in September 2015, the Double Zip Line. To generate awareness of this new outdoor activity that spans the cove of the falls, PATTISON brought the adventure inside with a one-of-a-kind mall execution. Created by suspending a zip line between two banners, the attraction targeted locals, tourists and thrill seekers alike at Quebec City's Laurier Québec mall.

The zip line, which included a real harness and life-like mannequin was the result of a collaborative effort between the client and PATTISON production and operations teams. Keeping budget, engineering and mall approvals in mind, the result created a memorable experience for shoppers while raising awareness of the new attraction.

5,000

7,000

9,250\*

10,500



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included.  
Includes the cost of install and removal including lift rentals, (2) double sided 9'x12' panoramax banners,  
(1) flexible mannequin, clothes for mannequin, shipping, engineering costs.  
Based on respecting required lead time. Client supplied helmet, carabineers, zip line mechanism & line, harness and gloves.

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THE INNOVATIVE EDGE

PLACE BASED  
THE PATH DOMINATION

# CIRQUE DU SOLEIL'S VAREKAI: ENCHANTING AND WHIMSICAL

Cirque du Soleil wanted to push the boundaries of their RBC vestibule Takeover for their new show Varekai. Along with a full domination including full coverage of the Door Wrap sets, pillars and the full bulkhead wrap, Cirque du Soleil executed a custom 55' x 32' Ceiling Wrap that covered the entire RBC vestibule area. The new execution reached both TTC riders and pedestrians using the PATH.

Alternatively, PATTISON could execute die cut decals on the ceiling for a budget wise client.

17,500 20,000 **22,500\*** 25,000

CLASSIC DIGITAL TRANSIT PLACE BASED

\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included. Price includes installation and removal.

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THE INNOVATIVE EDGE

PLACE BASED  
THE PATH WALL MURAL

# SONY INSTALLS BALL ON MALL WALL



What better way to showcase cutting-edge TV technology than during one of the world's largest international sporting events? Sony brought their A-Game by scouting two prime locations in The Path (downtown Toronto), and dominated the field of play with a wallscape at each. Both locations included a 3.5' diameter, vacuum-formed "3D" soccer ball, along with Astroturf at one location and a floor decal at the other. In the end, Sony emerged victorious by bringing a bit of South Africa up north!

10,000

15,000\*

20,000

25,000



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\* Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included.

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THE INNOVATIVE EDGE

**PLACE BASED**  
THE PATH WALL MURAL

# AEROPLAN. AND YOU'RE THERE.



With the introduction of Distinction, a new program that recognizes its top-accumulating members, and the new TD Aeroplan Visa Infinite Card, Aeroplan launched a one-of-a-kind campaign with the help of PATTISON. The result was a visually stunning series of murals showing fantasy travel locales (mountains, beaches, deserts) with a door as a visual metaphor for just how easy it is to reach your dream destination as an Aeroplan member. The execution included a 100-foot Wall Mural and Floor Decal, giving the illusion that pedestrians were walking through water. The larger-than-life Mural was placed inside Toronto's PATH, the largest underground shopping complex in the world.

23,000

25,000

27,000\*

29,000



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included. Includes the cost to print, ship, install and remove the Roy Thompson Hall 100-foot Wall Mural and Floor Decal and the Sun Life Centre Wall Mural. Additional maintenance costs apply.

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THE INNOVATIVE EDGE

CLASSIC  
TRANSIT SHELTER

# CELEBRATING CANADA DAY WITH DAIRY FARMERS OF CANADA



Dairy Farmers of Canada took over a PATTISON transit shelter unit and transformed it into a larger-than-life cheese platter to celebrate Canada's 149th birthday.

The 3D pieces of brie and grapes sat on top of a custom-fitted faux wood cutting board, all made of carved, painted foam. On top of the 6 foot wide cheese wheel stood a 2.5 foot candle with an LED battery operated flame. To completely takeover the unit, Dairy Farmers used self-adhesive vinyl to wrap the back of the transit shelter.

The result was a mouth-watering, high-impact piece, all in the name of celebrating our wonderful country.



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CLASSIC DIGITAL TRANSIT PLACE BASED

\*Subject to final artwork, location and approvals. Production costs are subject to change. Media cost not included.

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THE INNOVATIVE EDGE

CLASSIC  
SUPERBOARD

# LAUNCH OF THE NEW DOUBLE LAYER TACO



For the launch of the NEW double layer taco, Taco Bell and Pattison got creative with a traditional 14x48 superboard.

Taco Bell had four Canadian artists spray paint 12 plywood panels in different phases, each layering their work on top of the other. Once the panels were dry, Pattison then custom mounted the panels to a superboard face.

The final product was a graffiti-style masterpiece, sure to catch the eyes of hungry viewers.



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CLASSIC DIGITAL TRANSIT PLACE BASED

\*Includes Install/Removal. \*Pricing subject to total sets included in campaign, location, approvals, and required lead time.  
\*Ask your production coordinator for more details!

**PATTISON**  
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THE INNOVATIVE EDGE

PLACE BASED  
AIRPORT LUGGAGE CAROUSEL WRAP + 3D ELEMENT

# COME EXPERIENCE THE CALGARY TOWER

Calgary Tower wanted to invite tourists to get a look at the city, in a way that they would not find anywhere else; and where better to catch the attention of tourists than at the airport.

Together with the Calgary Tower, Pattison worked to create a four-layer display out of dibond and self-adhesive vinyl, which sat on top of the luggage carousel at Calgary Airport. To complete the display, a life-like 2D relief of the Calgary Tower, made from carved foam, was added with a row of colour changing LED lights.



24,000

28,600\*

32,000

36,000

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CLASSIC



DIGITAL



TRANSIT



PLACE BASED

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\*Ask your production coordinator for more details!



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THE INNOVATIVE EDGE

**CLASSIC**  
HORIZONTAL POSTERS

# "LIVE LONG AND PROSPER" WITH CLASSIC OUTDOOR ADVERTISING!



To promote the Star Trek exhibit, Telus Spark worked with PATTISON Outdoor Advertising to create a Galaxy filled with stars that highlight the impressive warp speed of the Star Trek Enterprise.

To create the illusion of lights on the USS Enterprise and stars in the background, LED lights were installed on the side-by-side Horizontal Posters to create the outer space glow.

4,500

5,300\*

6,000

6,700



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

\*Includes Install/Removal. \*Pricing subject to total sets included in campaign, location, approvals, and required lead time.  
\*Ask your production coordinator for more details!

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