



**REOPEN** YOUR  
BUSINESS WITH  
**EFFECTIVE  
AND PROVEN**  
OUT-OF-HOME ADVERTISING



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

**PATTISON**



# CONSUMER PURCHASING IS REBOUNDED



**There is some more disposable income in play.**

– Retail Council of Canada

The first week of June saw **increased interest in Summer** goods such as swimming accessories, camping gear and cooling appliances.

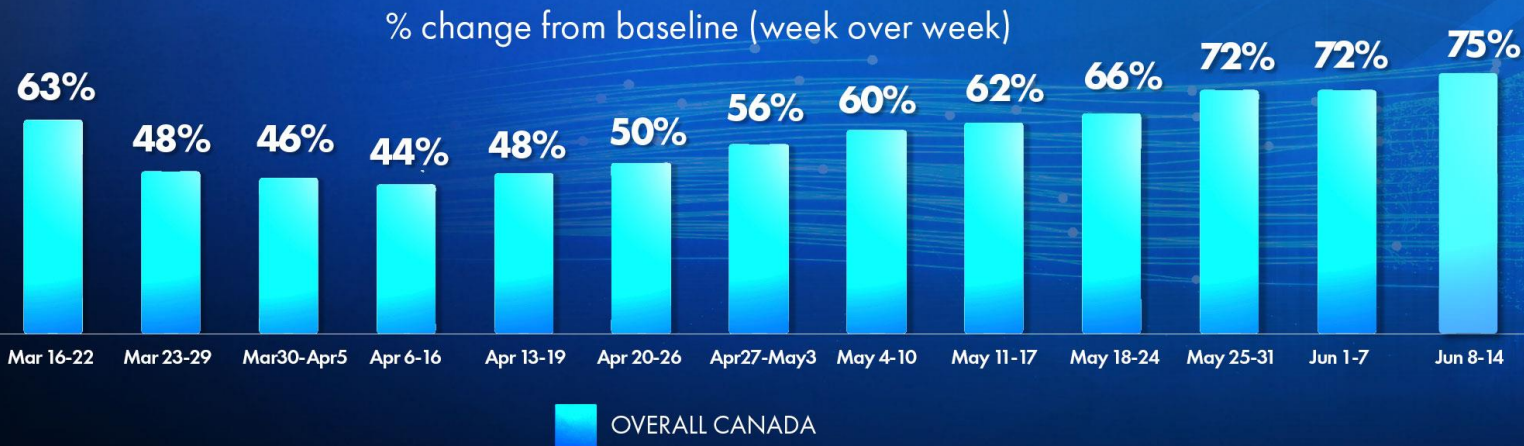




# CONSUMER PURCHASING IS REBOUNDED

## CARS ARE BACK ON THE ROAD

- Daily traffic has bounced back to 75% of normal across Canada as of the week of Jun 14, 2020
- PATTISON's Pelmorex Mobile Data has shown steady increases of traffic on Canadian roadways week over week
- Apple's Mobility Data and RBC's Economic Report further support this trend



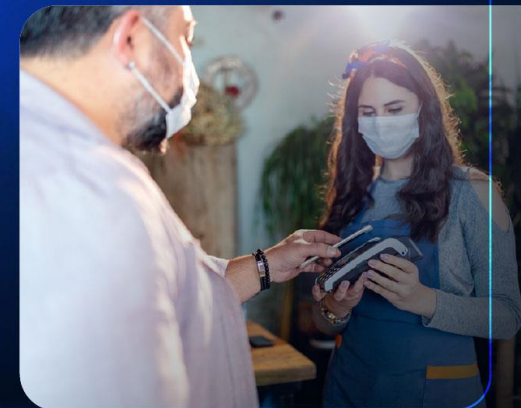


# #1 ACTIVITY CANADIANS PLAN TO DO?

## GO OUTSIDE!

The Mindshare Habits Tracker found that going outdoors was the #1 activity Canadians can't wait to get back to

Beating out activities such as watching live TV, going to the movies, and going to concerts or sporting events



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# CANADIAN BRANDS LEAD THE WAY

Buying local is at the forefront of consumers' minds.



are more likely to choose  
**Canadian brands/products**  
as a result of the pandemic

Source: RBC Economic Outlook (May, 2020)

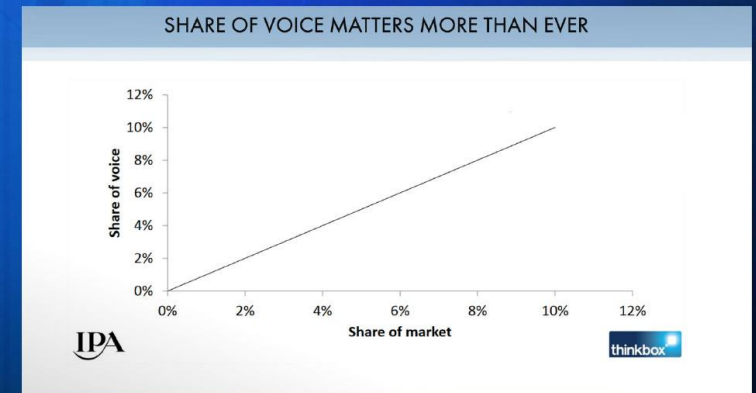




# HOW BRANDS AND BUSINESSES HAVE SUCCESSFULLY ADAPTED

- By not staying silent.
- Now is the time to advertise to your consumers and gain Share of Voice (SOV) which increases your share of the market.

**“In an economic downturn or recession, brands that cut advertising budgets emerge weaker and less gainful than those who maintained their SOV and share within the market.”**



- Communicate the actions your business is taking to meet the current needs of consumers.



# PATTISON PLUS

- Take advantage of our suite of customer support services and find all of the tools you need to optimize your campaign in one place.
- Full-service campaign support from concept through to installation. Our award-winning teams are committed to working with you to provide cost-effective solutions for every aspect of your advertising campaign.



## FREE CREATIVE DESIGN



- Our in-house studio of award winning designers are experts on Out-of-Home formats. Our designers consult with you from concept mockups to final artwork, to make your ideas a reality.





# PATTISON PLUS – RESEARCH INSIGHTS

We provide learnings at every stage of your Out-of-Home campaign from planning to performance. Gain insights through audience and location analytics, competitive reviews, performance reports and much more with PATTISON research.



## OUR DATA & ANALYTICS TEAM CAN HELP YOU FIND OUT:

- Insights about your target audience, such as their lifestyle habits, preferences and attitudes to inform your creative messaging
- Where your consumers live, travel and spend their time to inform your strategy
- The top Out-of-Home placements to reach them
- The best mix of Out-of-Home formats to make the most of your budget
- And performance reports to show how your campaign achieved your advertising objective. Whether it's to drive traffic in store or online, or increase new trials or purchases, and more!



# PATTISON PLUS – KNOWLEDGE CENTRE

**A PLACE TO GET CAUGHT UP ON THE EDUCATIONAL RESOURCES, TRENDS AND IDEAS THAT ARE MOST HELPFUL TO YOUR BUSINESS.**

- Webinars to keep you up to date with the latest trends in advertising
- Campaign case studies to see how leading brands and businesses are achieving results with their Out-of-Home strategies
- PATTISON Perspectives Blogs offer insights on industry topics from the PATTISON Outdoor team





# SPEAK TO A PATTISON REPRESENTATIVE NOW!

## A DEDICATED SALES TEAM, NATIONWIDE OFFERING LOCAL CUSTOMER SUPPORT

- Account Executives who love delivering the best Out-of-Home campaigns. They are a resource to build the right campaign and reach your goals. Connect with a local representative in your area!
- Want to learn how our locations, products and creative services can achieve your goals? [Reach out now!](#)

Shape your campaign with PATTISON Outdoor Advertising

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[www.pattisonoutdoor.com/contact-sales](http://www.pattisonoutdoor.com/contact-sales)