

THE INNOVATIVE EDGE

CLASSIC SUPERBOARD

14'H X 48'W

# VOILA!

## SOBEY'S DELIVERS IN ETOBICOKE, ONTARIO.

Get your groceries delivered, just like that with Sobey's Voila! To help spread the news about the grocery chain's home delivery service, Sobey's is showing off in a big way. This **massive 2D extension of a stalk of broccoli offset a few inches from the face of a 14x48 Superboard** really adds some depth and character. Printed on a 19.7'W x 20.7'H extension made of vinyl wrapped plywood, there's no skipping your greens with this installation along the Queen Elizabeth Expressway.

Displaying one of their recognizable delivery vans against a scenic backdrop, this campaign brought awareness to Voila and its Fresh or Free policy with such a striking installation.

Sobey's has worked with PATTISON Outdoor for several years to harness the incredible power of Out-of-Home Advertising with national campaigns and expressive extensions.

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

