

THE INNOVATING CLASS OF 2022

See how you can make your mark with PATTISON Outdoor



THE INNOVATIVE EDGE

BRINGING MUSIC TO TORONTO'S PATH

METRO CENTRE **MAIN STAIRCASE** IN TORONTO'S PATH | TORONTO

KRAFT Philadelphia cream cheese in partnership with PATTISON Outdoor brings music to the Metro Centre in Toronto's PATH by transforming the main staircase into piano stairs.

Kraft Philadelphia Cream Cheese was looking for a new and exciting way to engage audiences for the launch of their newest Cream Cheese Angel.

To bring their "ascension into the sky" concept to life, multiple vinyl elements were used, including a floor decal, bulkhead, murals and stair wrap motion sensors which were placed along the stairs activating a different angelic hum with every step as commuters walked up or down the staircase. Both the stair risers and treads were wrapped, giving the impression of ascending into the sky on a continuous marble staircase enhancing an immersive brand experience.

Featuring stunning imagery on its ceilings, stairs, walls and floor, PATTISON's newly updated LED display greets commuters with the debut of its brand-new Philly Cream Cheese Angel.

The staircase to heaven campaign exemplifies unbridled creativity and innovation that **PATTISON** offers!

[VIDEO LINK](#)

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PLACED BASED
METRO CENTRE MAIN STAIRCASE



LET
PHILADELPHIA
TAKE YOU
AWAY.

THE INNOVATIVE EDGE

CLASSIC VERTICAL POSTER

16'H X 12'W

LIGHTS, CAMERA, ACTION! IN EDMONTON, ALBERTA!

The Edmonton International Film Fest looked to dazzle passers-by with a magically nostalgic installation that lit up the night.

The extension was made in the shape of a tasseled bicycle with a basket using a **12' x 16' Vertical Poster with a 7' x 10' 2D extension** created to look like everyone's favourite bike-flying alien, E.T. Cleverly hidden behind the cut out was a power source and a series of LED lights, backlighting the extension at night. Taking it a step further, attached on either end of the handlebars are a set of vinyl tassels. This really added a sense of motion to the execution to help easily attract the attention of pedestrians and drivers alike.

This poster really helped locals to take flight with this iconic alien to Edmonton theaters in the fall film season.



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THE INNOVATIVE EDGE

PLACED BASED
CORNER VIDEO WALL

KEEP WALKING WITH JOHNNIE WALKER BLACK

ROYAL BANK PLAZA **CORNER VIDEO WALL** IN TORONTO'S PATH | TORONTO

No need to don any 3D glasses here! Johnnie Walker Black is coming at you in 3D!

Executed at PATTISON's Royal Bank Plaza Corner Video Wall, strategically located next to the LCBO and right outside Union Station in Toronto's PATH, commuters and tenants alike experienced Johnnie Walker Black in a new 3D forced perspective digital campaign. The unique configuration of this corner video wall provides the ideal perspective to view innovative 3D ads with the naked eye.

Leveraging key brand elements - Johnnie Walker's iconic bottle, 'KEEP WALKING' stamp, and Striding Man logo - PATTISON's Digital Production team worked in collaboration with Diageo to develop custom 3D models and fluid simulation to execute a realistic unique 3D forced perspective campaign, bringing Johnnie Walker Black to the forefront.

Cheers to Innovation!



[VIDEO LINK](#)

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THE INNOVATIVE EDGE

CLASSIC SUPERBOARD

10' X 35' FLEX TARP SUPERBOARD WITH EXTENSION

WHEN YOU LOVE A SUPERBOARD, PUT A RING ON IT IN KELOWNA, BC!

If you love it, put a ring on it! And that's exactly what European Goldsmith Jewelers did with one of **PATTISON** Outdoor's Superboards. This simple but exquisite installation features a larger-than-life engagement ring, complete with a **5' x 3' extension** of a diamond, crowning the top of the board. Utilizing strong colours, negative space and accompanied by the extension's silhouette, this board is impossible to miss.

This was seen along Highway 97 in Kelowna, BC where it stood out among the rest of this strip of boards. See how embellishments like these simple but eye-catching extensions can work for your brand.



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THE INNOVATIVE EDGE

CLASSIC

10 X 40 SUPERBOARD + EXTENSION + FOG MACHINE

STEAMING HOT SANDWICH IN TORONTO, ONTARIO

Things are heating up in the KFC kitchen! To bring the might of the Kentucky Scorcher to Torontonians, the Colonel partnered with **PATTISON** Outdoor to create this amazing spectacle. By using a commercial grade fog machine and several extensions, this sandwich stood out to commuters as it sizzled atop this Superboard.

This board featured three extensions, the top bun crowned the peak of the board and the fried chicken extended past the fringe to make this meal larger-than-life. Then a third extension on the face of the board offset the text by several inches, allowing the fog to swirl and steam from behind the letters, to really sell this spicy sandwich.

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THE INNOVATIVE EDGE

BE UNIQUE WITH OUT-OF-HOME!

WALMART STANDS OUT WITH OOH SNOWFLAKES

Inspired by the fact that no two snowflakes look alike, Walmart looked to innovate over the holiday season. This holiday campaign looked like no other and set them apart from other advertisers, with wonderful Out-of-Home ads seen in Toronto and Vancouver!

Classic Horizontal Posters were embellished with **40 and 50 inch snowflake lights** that lit up during the night to spread holiday cheer! With copy that said "Where Wonderful Happens", drivers and pedestrians truly got a wonderful winter moment from Walmart with this touching advertising display. This simple and inexpensive extension warmed hearts day and night!

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CLASSIC HORIZONTAL POSTER
EXTENSION WITH SNOWFLAKE LIGHTS



THE INNOVATIVE EDGE

TRY A NEW PERSPECTIVE WITH REALTOR.CA

The Canadian Realtor Association partnered with PATTISON Outdoor to bring this exciting new twist on our TTC murals to Torontonians. This purposefully designed display prepared with a sheet of 4mm coroplast folds like an accordion, presenting transit commuters a different image and message depending on their direction of travel.

See the mural read, "It's not just a place to own" as you walk from left to right and then, "It's a place the whole family can make their own" can be read from the opposite direction.

This installation turned heads as it pops off the wall and practically begs commuters to line up the sign and read it. This was a fantastic way to not only gain attention, but let us re-envision what a wall mural can be. This method is also a much more cost-effective strategy compared to more contemporary lenticular posters.

[VIDEO LINK](#)

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ACCORDION MURAL
288" X 64" ON 4MM COROPLAST



THE INNOVATIVE EDGE

JACK DANIEL'S GETS INTO THE HOLIDAY SPIRITS

IN TORONTO, VANCOUVER, MONTREAL AND CALGARY

It's time for some holiday cheer! PATTISON Outdoor helped Jack Daniel's bring the festive spirits to Torontonians, Quebeckers, Calgarians and Vancouverites alike with these stunning installations in these metropolitan centers. Just in time for the holidays.

Each horizontal board featured a 1.5 x 2-foot extension of the bottle cap letting it hop off the board as the multi-coloured lights wrap around the bottle and through the board, giving it a 3D feel. But the real attraction happens at night when the lights really steal the spotlight, turning heads towards this simple but intricate execution.

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CLASSIC HORIZONTAL POSTER
EXTENSION WITH CHRISTMAS LIGHTS



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 Sobeys's Voila! To help spread the news about the grocery chain's home delivery service, Sobeys'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.

Sobeys'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.

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