

# THE CANADIAN OUT-OF-HOME AWARDS 2025



**Toronto, May 20, 2025** – The third annual Canadian Out-of-Home Awards took place on May 15, bringing together brands, agencies, Out-of-Home media owners, tech companies and more to honour outstanding campaigns across the industry.

The awards were once again held at the beautiful Arcadian Court in downtown Toronto—a venue known for its elegance and grandeur. Enhanced with atmospheric lighting and design elements, the setting elevated the night into a truly sophisticated celebration of creative excellence.

The evening began with a welcome address from awards host Lara Menzies, Director of Marketing & Partnerships at COMMB. Co-host Mary Ventresca, VP Marketing and Communications at PATTISON Outdoor, took the stage next to introduce presenters representing the agency, media owner and industry partner communities. With a strong emphasis on creativity in the Canadian out-of-home space, the sentiment echoed through the night in the campaigns celebrated, the stories shared, and the energy in the room.

Lara Menzies reflected on the evening: “The energy in the room at the awards show was a testament to our shared commitment to advancing the OOH industry. The work we celebrated reflects not only the creativity and collaboration of individual teams, but the collective momentum of an industry pushing boundaries—here in Canada and across the globe. While we focus on the Canadian market, we’re part of a much larger community, and it’s through recognizing each other’s contributions that we all move forward. Congratulations again to the creative, media and brand teams—the awards show was about honouring exceptional OOH campaigns.”

The campaigns recognized as winners and runners-up stood out for their originality, strategic execution, and bold creativity—showcasing the strength and versatility of the out-of-home medium and all the talent within.

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# The Canadian Out-of-Home Awards 2025 winners and runners-up are as follows:

## Best Creative Award

**Winner:** M&Ms– M&Ms #ForAllFunKind (Operator: Branded Cities / Rogers Sports & Media | Agency: EssenceMediacom / Mars)

**Runner-up:** Audible– Audible WinDOOH: There's More To Imagine When You Listen (Operator: Branded Cities | Agency: DOOH.com / Wavemaker / Fold 7 / GroupM OOH / Audible)

Rounding out the top 5 includes:

- **Heinz– Deadpool vs Wolverine - Heinz Ketchup & Mustard** (Operator: Branded Cities | Agency: Rethink Agency / Dentsu / billups / Heinz)
- **Liberation75– Young again never again** (Operator: PATTISON Outdoor / Astral | Agency: TBWA\Canada)
- **Netflix– Jake Paul vs Mike Tyson Live** (Operator: Branded Cities | Agency: Media Experts / Netflix)

## Best Multi-Media Award

**Winner:** Nutella– Love Your Country 2024 (Operator: Astral | Agency: Nutella / Publicis / MindShare / Golin)

**Runner-up:** Sephora– Give Something Beautiful (Operator: Branded Cities | Agency: Zenith / Sephora)

Rounding out the top 5 includes:

- **Heinz– Ketchup and Mustard** (Operator: billups | Agency: billups, Kraft Heinz, Carat, Rethink)
- **Skip The Dishes– Skip To The Good Part** (Operator: Branded Cities | Agency: UM Canada / Skip The Dishes)
- **Tiffany & Co. – Yorkdale Digital & Static - Q4 2024** (Operator: Cineplex Media | Agency: GroupM OOH/ Tiffany & Co.)

## Best Use of Classic OOH

**Winner:** Sapporo 2024– 'The Katana' (Operator: billups | Agency: billups/ Sleeman Breweries/ Jungle Media/ one23west/ Astral/ Bell Media/ Ace Burton)

**Runner-up:** PepsiCo– SVNS Hard 7-up (Operator: PATTISON Outdoor | Agency: Starcom)

Rounding out the top 5 includes:

- **Quebec Forest Industry Council– Wood is more than just wood** (Operator: PATTISON Outdoor | Agency: Quebec Forest Industry Council)

- **Landshark– LandShark Was Here** (Operator: Quebecor Out-of-Home | Agency: billups, dentsuX, The Garden)
- **Green Innovation: ÉTS, Quebecor Out-of-Home, and Toits Vertige are greening Montreal's transit shelters** (Operator: Quebecor Out-of-Home | Agency: ÉTS)

## Best Use of Digital OOH

**Winner:** Greenfield Natural Meat Co– **Bacon is Rain** (Operator: Branded Cities | Agency: No Fixed Address / Greenfield Bacon)

**Runner-up:** Audible WinDOOH: **There's More To Imagine When You Listen** (Operator: Branded Cities | Agency: DOOH.com / Wavemaker / Fold 7 / GroupM OOH / Audible)

Rounding out the top 5 includes:

- **Les Producteurs de lait du Québec– Milkeye filter** (Operator: Quebecor Out-of-Home | Agency: Touché!, LG2)
- **Liberation75– Young Again Never Again** (Operator: PATTISON Outdoor / Astral | Agency: TBWA\Canada)
- **Netflix– Jake Paul vs Mike Tyson Live** (Operator: Branded Cities | Agency: Media Experts / Netflix)

## Best Client-Direct Award

**Winner:** Team Canada– **Sponsored By You** (Operator: Branded Cities | Agency: TBWA\Canada)

**Runner-up:** Jackpot City Casino– **Free Taxi Jackpot** (Operator: Statements Media | Agency: Jackpot City Casino)

Rounding out the top 5 includes:

- **Clarins– Clarins Double Serum** (Operator: Branded Cities | Agency: Clarins)
- **La Cité College– Plus Qu'un Collège** (Operator: Branded Cities | Agency: La Cité College)
- **Silk & Snow– Elevate Your Everyday** (Operator: PATTISON Outdoor | Agency: Silk & Snow)

## Best Global OOH Campaign Award

**Winner:** Paramount Pictures , LEGO® Group / TK Maxx team / Samsung / Trainline– **Gladiator II turns Piccadilly Lights to stone** (Operator: Ocean Outdoor | Agency: DOOH.com / Wavemaker / GroupM OOH / Mindshare / Starcom / Cheil / LEGO® Group / TK Maxx team / Samsung / Trainline)

**Runner-up:** Audible WinDOOH: **There's More To Imagine When You Listen** (Operator: Branded Cities | Agency: DOOH.com / Wavemaker / Fold 7 / GroupM OOH / Audible)

Rounding out the top 5 includes:

- **Tom Ford– Tom Ford Winter 2024 Collection** (Operator: Branded Cities | Agency: Tom Ford)
- **Orchestre Symphonique de Montréal (OSM)– A Symphony in Motion: OSM’s Multi-Sensory Rideshare Experience** (Operator: Wrapped Media | Agency: Media Secours (Orchestre Symphonique de Montréal - OSM))
- **Cupra– Cupra Launch** (Operator: adtrackmedia | Agency: GroupM Netherlands)

## Best Data-Focused Campaign

**Winner:** **Clarins– Clarins Double Serum** (Operator: Branded Cities | Agency: Clarins)

**Runner-up:** **Gravol– Gravol Canadianisms** (Operator: PATTISON Outdoor | Agency: GroupM OOH)

Rounding out the top 5 includes:

- **Lindt– Lindor Festive** (Operator: Branded Cities | Agency: Starcom / Lindt)
- **Loblaw– OOH delivers a slice of success for frozen pizzas** (Operator: Loblaw Advance | Agency: Loblaw Advance)
- **BCLC Casinos FY25** (Operator: BCLC Casinos | Agency: Cossette Media, Pound&Grain, PATTISON Outdoor, Perion/Hivestack, billups)

## Best High-Impact Award

**Winner:** **M&Ms– M&Ms #ForAllFunKind** (Operator: Branded Cities / Rogers Sports & Media | Agency: EssenceMediacom / Mars)

**Runner-up:** **Beetlejuice– Beetlejuice, Beetlejuice** (Operator: PATTISON Outdoor | Agency: OMD)

Rounding out the top 5 includes:

- **Sephora– Give Something Beautiful** (Operator: Branded Cities | Agency: Zenith / Sephora)
- **Heinz– Ketchup and Mustard** (Operator: billups | Agency: billups, Kraft Heinz, Carat, Rethink)
- **Canadian Grand Prix– Astral’s 3D Extension: A First-of-Its-Kind Innovation at the Canadian Grand Prix** (Operator: Astral- Bell Media | Agency: F1)

## Best Community Involvement Award

**Winner:** **Liberation75– Young Again Never Again** (Operator: PATTISON Outdoor / Astral | Agency: TBWA\Canada)

**Runner-up:** **Canadian Blood Services– #450Challenge** (Operator: Branded Cities | Agency: GroupM OOH / Canadian Blood Services)

Rounding out the top 5 includes:

- **Team Canada– Olympics & Paraolympics** (Operator: Astral- Bell Media | Agency: Bell Media)

- **Tentree– Following Wildfire** (Operator: billups | Tentree, Dentsu Creative, iProspect, billups, Astral, Lamar, Cineplex, Branded Cities)
- **Subway– Never Miss Lunch** (Operator: Subway | Agency: billups, Carat, Subway, Astral, VENDO, RSM, PATTISON Outdoor, Branded Cities)