

APEX Exchange joins the list of agencies sponsoring the Canadian Out-of-Home Gala

As the Canadian Out-of-Home Awards approaches, partners continue to support the gala.

Toronto, May 28, 2024 – APEX Exchange, a division of Publicis Media Canada proudly announces its debut as a key supporter of the 2024 Canadian Out-of-Home Awards. This partnership underscores APEX Exchange’s commitment to recognizing and celebrating excellence and innovation within the Canadian OOH advertising industry.

Kyla Francis, a leading voice at Apex Exchange, emphasized the importance of OOH advertising in today’s dynamic market: “It’s clear that consumer needs continue to grow and evolve. At Apex, we have embraced OOH advertising as a crucial component of an effective omnichannel strategy. Its mass reach, real-life presence, and visual impact make it a strategic tool for building brand awareness and capturing wide audiences.”

She added: “The world of OOH advertising is constantly evolving, and the impact of data, technology, and digital media, paired with stunning creatives, retargeting, geotargeting, and various triggers, signals an exciting horizon ahead. OOH now fits into almost every layer of the marketing funnel and has proven to be a highly effective way of reaching audiences while they are on their journeys. For example, Digital OOH and Programmatic Digital OOH offer the advantages of real-time content updates, creative flexibility, and the ability to deliver targeted messages to specific locations and audiences. It would be amiss not to include these tactics in your marketing plans.”



As one of the gala’s esteemed judges, Kyla also shared her thoughts on this year’s entries, “Attendees of the 2024 Canadian Out-of-Home Awards can look forward to witnessing some of the most impressive OOH executions. The OOH community really outdid themselves this year with stunning creatives and out-of-the-box strategies. There is something for every avenue –

from experiential to static OOH and everything in between. There will be beauty, creativity, strategy, and community. I'm looking forward to it!"

Kyla concluded with an optimistic vision for the future of OOH advertising: "This is a very exciting time for the OOH industry and for brands in general. Our approach at Publicis Media is to embrace data, insights, and technology while leading with innovation to provide even more personalized, interactive, and integrated campaigns. The industry has evolved rapidly, thanks to advances in technology and changing consumer behaviour. We all get to think differently and contribute to this evolution. If we continue using data, audience insights, innovation, and engagement across the entire media ecosystem, including OOH advertising, we are poised for a bright future ahead. Get excited – there's so much more to come."

About The Canadian Out-of-Home Awards

In partnership with BNN Bloomberg, The Canadian Out-of-Home Awards gala will be an all-encompassing industry celebration recognizing the creative, technical, and strategic achievements of agencies and advertisers for their out-of-home campaigns. Winning categories will focus on innovation, data integration, programmatic/digital technology, audience targeting, and 360 comprehensive 360 planning, and more.

About COMMB

COMMB is the national not-for-profit organization for the Canadian out-of-home (OOH) industry. Our membership base is comprised of advertisers, agencies, programmatic tech stacks, and OOH companies, large and small. COMMB is responsible for the collective marketing and measurement efforts for the OOH industry, developing proprietary audience measurement methodologies for a variety of OOH media formats, and ensuring the voice of OOH is at the forefront of media via broad marketing and communications initiatives.

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