

THE CANADIAN OUT-OF-HOME AWARDS 2026



The Canadian Out-of-Home Awards Announce Adam Butterworth as 2026 Merit Award Recipient

PRESS RELEASE

Toronto, ON — Thursday, June 18, 2026 — The Canadian Out-of-Home Awards is pleased to announce that Adam Butterworth has been named the recipient of the 2026 Merit Award as voted on by past Merit winners, COMMB's Board of Directors, COMMB Committee Chairs & AdClub representatives. The award recognizes his outstanding contributions to the Canadian and global Out-of-Home (OOH) advertising industry.

The announcement comes as the Canadian OOH industry enters a new chapter with the integration of the Canadian Out-of-Home Awards and The AdClub of Toronto's Out-of-Home Showdown into a single, unified celebration: the Canadian Out-of-Home Awards, in partnership with AdClub. The newly combined program brings together the industry's most prestigious creative and achievement awards under one banner, creating a larger platform to recognize both creative excellence and individual contributions to the advancement of the medium.

As part of this evolution, the Merit Award will continue as a cornerstone of the celebration, honouring individuals whose leadership, innovation, and service have left a lasting impact in the OOH space.

"Adam's influence on the Out-of-Home industry extends far beyond any single organization or market," said Lindsey Talbot, President of COMMB. "His leadership, vision, and commitment to advancing the medium have helped shape the industry we know today. He is highly respected by colleagues across Canada and around the world, making him a truly deserving recipient of this year's Merit Award."

A respected industry leader with more than 36 years of experience, Butterworth has held senior executive positions with leading OOH organizations including Clear Channel Outdoor and Branded Cities. With his two business partners he started Vieta Technologies, an OOH consulting and data platform business in 2020. His career has spanned the United Kingdom, Australia, New Zealand, Singapore, and Canada, where he has consistently championed innovation, collaboration, and growth within the medium.

Since relocating to Canada in 2014, Butterworth has played a significant role in advancing the Canadian OOH sector. Most recently, he served as Interim President of COMMB and helped guide the development and launch of ROADMAP Reach & Frequency, Canada's next-generation audience measurement platform for OOH advertising. The initiative marked a transformative milestone for the industry, providing advertisers and agencies with enhanced planning and measurement capabilities while helping position OOH as an increasingly accountable and data-driven medium.

The 2026 Canadian Out-of-Home Awards will celebrate the country's most impactful and innovative OOH campaigns while recognizing the individuals who have helped shape the industry's success. Butterworth will be formally honoured at the awards celebration on October 7th, in Toronto.

About COMMB

COMMB (Canadian Out-of-Home Marketing and Measurement Bureau) is the national industry association for Out-of-Home advertising in Canada. COMMB provides audience measurement, research, education, and marketing resources that support the growth and effectiveness of the OOH medium for advertisers, agencies, and media owners.

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