



Investing in Canadian Communities 2021 Report

COMMB

Investing in Canadian Communities

The OOH industry operates in hundreds of communities across Canada and continues to be one of the fastest growing mediums for advertisers. With more than

\$67,000,000+

dollars of donated OOH advertising space in 2021, charitable and community organizations leveraged the power of billboards to reach consumers for awareness and fundraising campaigns.

“2021 was a year of change, growth and lingering uncertainty. As demand for OOH advertising increased, the industry strived to balance their need for sales recovery with their desire to help their Canadian communities,” said **Lara Menzies, Director of Marketing at COMMB**. “It’s amazing to see how many different ways OOH companies have contributed their valuable time, effort and ad space for such a wide variety of important causes.”



Lara Menzies
Director of Marketing
at COMMB

Billboard Awareness Messaging Targets Holiday Long Weekends



Thanks to a new partnership with Canadian Out Of Home Marketing and Measurement Bureau (COMMB) and their network of billboard members, MADD Canada's drive sober message for the Victoria Day weekend and Canada Day holiday was incredibly amplified.

Over 100 billboards around the country featured messaging and images encouraging the public to prevent impaired driving and plan a sober ride home. The billboards were all provided to MADD Canada free of charge.

"Working with MADD Canada and some of our operator members to spread this important message to the public is a great testament to how out-of-home marketing can reach the masses rapidly and consistently. We're proud to continue displaying the anti-impaired driving messaging across the country in the lead-up to long weekends," said Lara Menzies, COMMB, Director of Marketing & Partnerships.

Our heartfelt thanks to COMMB and all the amazing partners who worked together to make these holiday campaigns happen and share the sober driving message:

Adapt Media
Astral
Directwest
Impact Billboards
Outdoor Exposure
Rogers Sports & Media

Allvision
Branded Cities
E.C. Boone
Lamar
PATTISON
VENDO Media

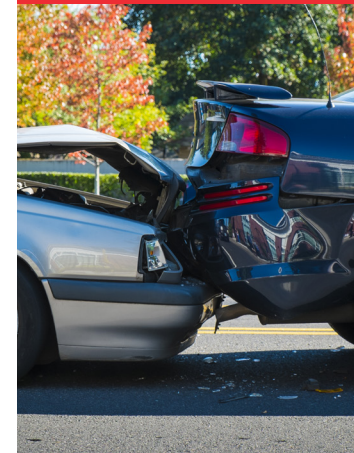
"Ongoing awareness efforts are so important to remind people about the risks and consequences of impaired driving," said MADD Canada National President Jaymie-Lyne Hancock. "Thanks to COMMB and their partners, who donated all services and billboard space, our sober driving message is being seen by hundreds of thousands of Canadians. We are so grateful for their support."



MADD Campaign

"Thank you to COMMB and its members for their tremendous support of MADD Canada during holiday time periods in 2021. Your donation of artwork and billboard space allowed us to bring our sober driving messages to hundreds of thousands of Canadians. Your commitment has been invaluable."

Dawn Regan, MADD Canada, Acting CEO



**Impaired driving kills,
please save lives.**



1 800 665 6233
madd.ca



MADD Edmonton & Area launched their *Project Red Ribbon* campaign virtually on Facebook, with great success and lots of media coverage. The launch featured videos from: Allison Tatham, MADD Edmonton & Area President; the Honorable Rajan Sawhney, Alberta Minister of Transportation; Edmonton Police Chief Dale McFee; Edmonton Fire Chief Joe Zatylny; and Livio Fent, a victim of impaired driving. Thanks to all for their messages to remind everyone not to drive impaired this holiday season. The Chapter also extends its heartfelt thanks to Impact Billboards for kicking off the *Project Red Ribbon* launch with digital billboards that will run until January 3.



INEO – MADD Partnership. In Q4 2021, INEO ran no-cost campaigns for Mother Against Drunk Driving (MADD) that featured advertisements encouraging drivers not to drink and drive. These campaigns were ramped up around the times of the year where drinking and driving tends to be more common, like Halloween and New Year's Eve.

MADD Campaign

“This is a great partnership and opportunity to reach more people with our mission and messages. MADD will be providing Frank with new creative periodically so there will be new awareness messaging in their locations throughout the year, which is fantastic.

Thank-you Frank and INEO!”

Tracy Crawford, MADD Canada, Regional Manager – Western Canada



Happy Halloween!

PLAN AHEAD FOR A SOBER RIDE

PLEASE DON'T DRIVE DRUNK AND/OR HIGH

- CALL AN UBER • ARRANGE A DESIGNATED DRIVER
- TAKE A TAXI • TAKE PUBLIC TRANSIT

madd*
No alcohol. No drugs. No victims.



HAPPY HOLIDAYS!

Plan Ahead – Drive Sober

madd*
No alcohol. No drugs. No victims.

1-800-665-6233 | madd.ca



Plan Ahead - Drive Sober

Happy Labour Day!

1-800-665-6233 | madd.ca

madd*
No alcohol. No drugs. No victims.



KEEP CALM AND DON'T DRIVE IMPAIRED

Happy Labour Day!

1-800-665-6233 | madd.ca

madd*
No alcohol. No drugs. No victims.



Care Canada / March 4 Women.
CARE International's #March4Women is a global movement for gender equality.



The Centre for Mindfulness Study
is a charitable social enterprise leading professional development and service delivery organization for mindfulness-based interventions in Canada.



Parachute – Teen Driver Safety. Parachute's NTDSW is an annual campaign supported by Desjardins to build awareness of teen driver safety issues and to encourage community and youth involvement as part of the solution.

Assisting Communities

“Young drivers killed in a collision are more likely to be speeding at the time of the crash than other age groups,” says Pamela Fuselli, President and CEO, Parachute. “Teens need to know that speed is no game, as drivers who speed excessively are at higher risk for crashes and more severe injuries, and pedestrians struck by a driver at higher speeds are less likely to survive.”

Canadian **Nicholas Latifi**, a driver with the **Williams Formula One team**, was featured in a national billboard and digital board campaign throughout National Teen Driver Safety Week thanks to donations of billboard and digital board space from OUTFRONT Canada and VENDO Media. “As a Formula One driver, I know how dangerous speed can be,” Latifi says. “The stats are pretty grim. Road crashes are a leading cause of deaths among young Canadians.”





Raising The Roof / Chez Toit. Raising the Roof provides national leadership on long-term solutions to homelessness through partnership and collaboration with diverse stakeholders, investment in local communities, and public education.



David Suzuki “Art for Climate Justice”. The David Suzuki Foundation’s “Art for Climate Justice” is a collaborative art project that brought together creative people from diverse communities and backgrounds to hone their stories and create compelling art for climate justice.

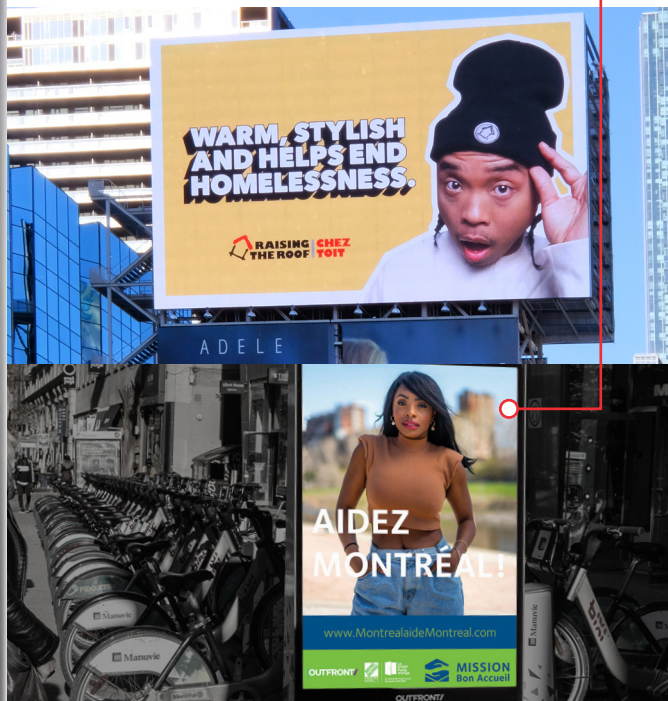
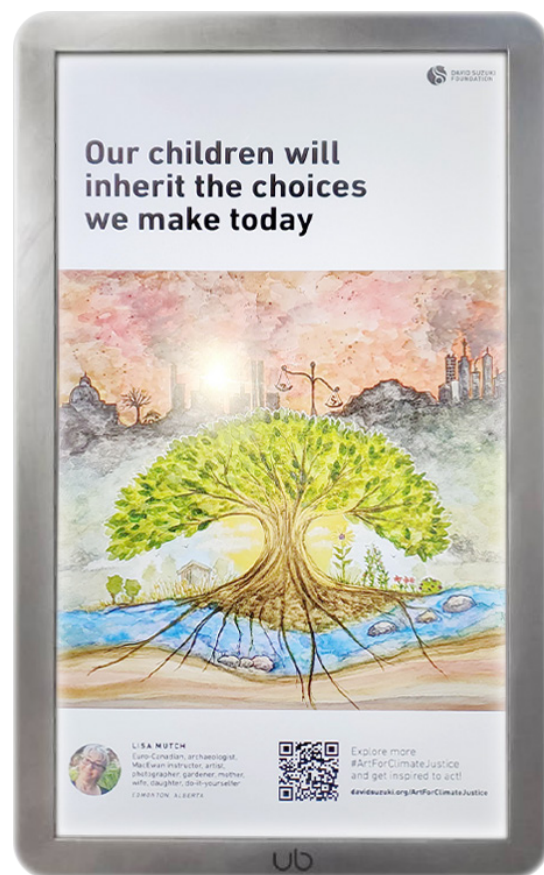


Amnesty International. Amnesty International is a global movement of over 7 million people in more than 150 countries working together to protect and promote human rights.



Welcome Hall Mission. Established in 1892, Welcome Hall Mission is the largest doorway to help for Montrealers in need, supporting those experiencing homelessness, young single mothers, families and at-risk youth.

Assisting Communities



“Welcome Hall Mission is proud to have OUTFRONT on board as a partner for the Montreal Helps Montreal campaign. The partnership commitment of OUTFRONT has helped us to raise awareness by creating a strong call to action in the Greater Montreal Area.” said **Sam Watts, CEO, Welcome Hall Mission**. “Superboards, billboards, digital boards and BIXI stations throughout the city have had a significant impact, making it possible to get our message out and expand our awareness and support throughout Montreal. OUTFRONT’s partnership has played an important part in supporting our organization, enabling us to serve even more people in need and bringing us closer to our ultimate goal of completely eradicating homelessness and poverty in Montreal.”



Société de verdissement du Montréal métropolitain / Soverdi. Since its inception, Soverdi has been dedicated to planting trees in the city with the objective of densifying the urban forest and offering a better quality of life to Montrealers.



National Advertising Benevolent Society / NABS. NABS is a unique charity specifically designed to support the health and well-being of all individuals in the media, marketing, and communications industry in Canada.



World Wildlife Foundation. As the world's leading conservation organization, WWF works in nearly 100 countries to tackle the most pressing issues at the intersection of nature, people, and climate.



United Way Centraide. United Way is helping to meet the basic needs of our community's most vulnerable people, giving every Canadian the opportunity to realize a better future.

Assisting Communities



Arts & Culture

**VUE LA
RELÈVE**

Festival Vue sur la
Relève - Music



Société des directeurs
des musées mon-
tréalais - Museum NFP

Fantasia

Fantasia Interna-
tional Film Festival



Fondation des
Artistes - NFP for
disadvantaged artists



Festival de la chan-
son de Tadoussac



Festival du nouveau
cinéma - Film Festival

sacef.

Société pour l'avance-
ment de la chan-
son d'expression
française / SACEF



Fondation Prix
Robert-Cliche -
Literary Award for the
next generation of
Québécois novels



Projet Éléphant,
mémoire du ciné-
ma québécois

USINE C

Usine C

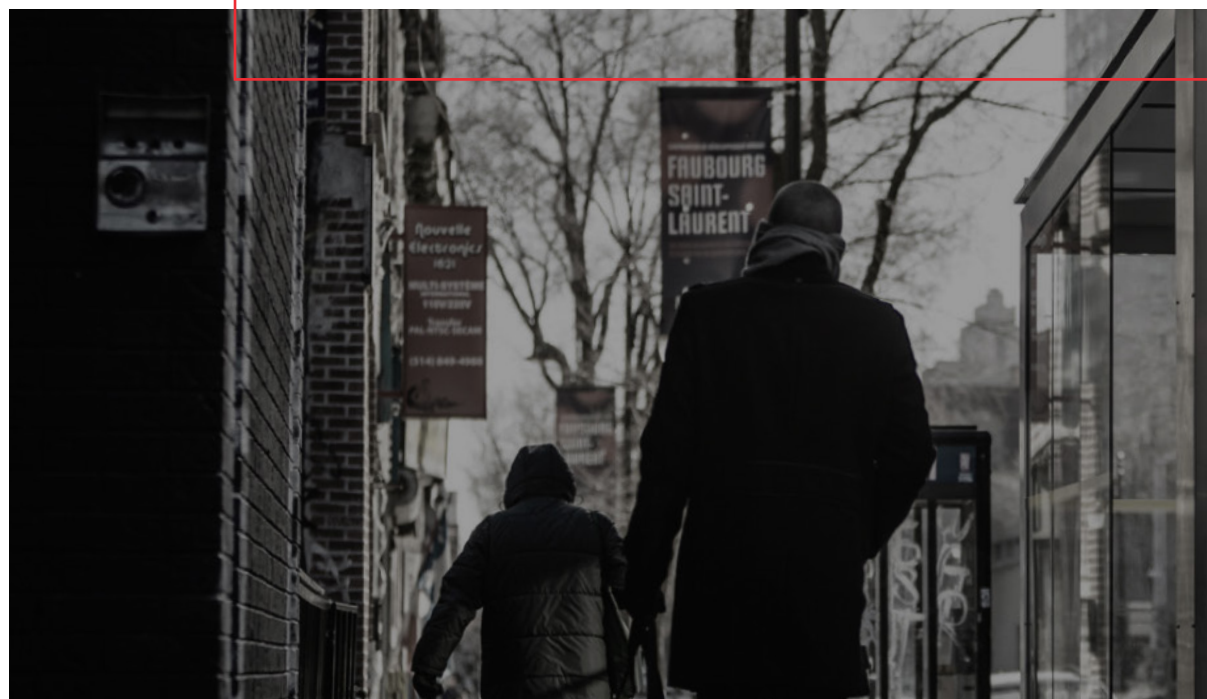


Théâtre du Rideau Vert

Assisting Communities

"It is only natural that Quebecor has become a long-time partner of the Artists' Foundation, with culture and social commitment at the heart of their mission. Since 2006, we have developed a privileged and ongoing relationship with this committed player in Québécois culture, ensuring the success of many fundraising activities. The donations collected through these activities have enabled us to help hundreds of artists in need."

Fondation Des Artistes





Route 210 Run for Autism. Starting at Smugglers Cove Roadhouse in Burin, The Route 210 Run is a large 150 kilometre motorcycle rally that takes place on the Burin Peninsula. The ride is in support of the local chapter of the Autism Society of Newfoundland and Labrador.



Alzheimer's Society "Quest for Kindness". The Quest for Kindness challenges participants to complete a series of acts of kindness all while raising funds in support of people living with dementia in your community.

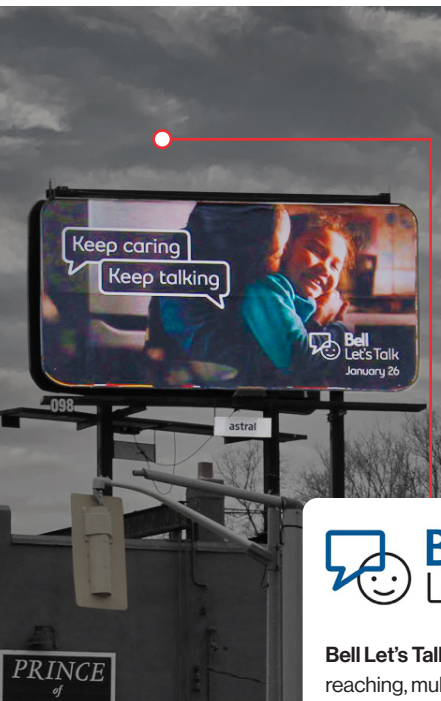


Autism Society. We create connections, empowering everyone in the Autism community with the resources needed to live fully.

Health & Wellness



The Alzheimer Society of Canada is a Canadian health charity for people living with Alzheimer's disease and other dementias.



Bell Let's Talk is a wide-reaching, multi-year program designed to break the silence around mental illness and support mental health all across Canada.





Ovarian Cancer

Canada champions the health and wellbeing of women with ovarian cancer and others at risk of this disease while advancing research to save lives.



The Canadian Mental Health Association

is one of the largest and oldest voluntary health organizations operating in Canada.



Lionel Kelland Hospice

will be the first family-centred, community-based residential Hospice in Newfoundland and Labrador.



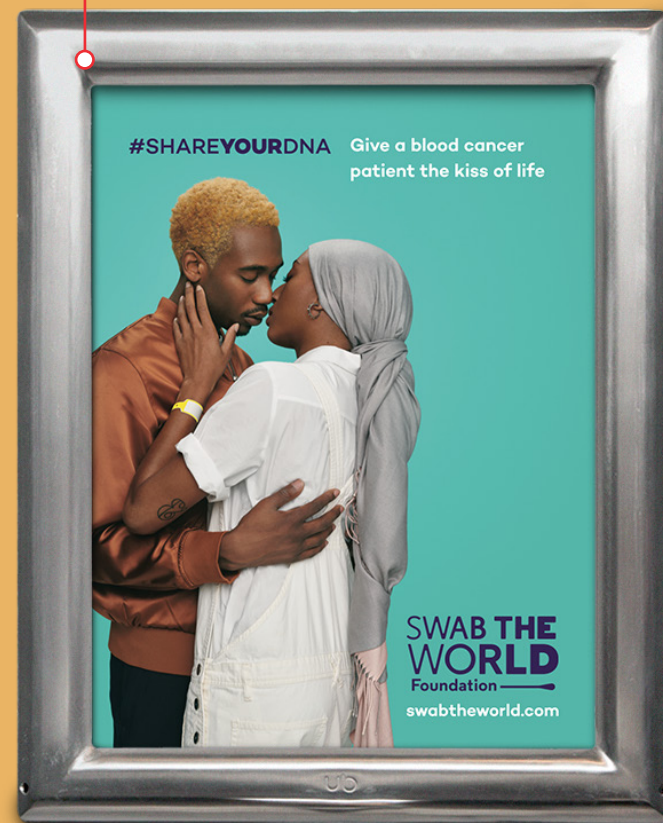
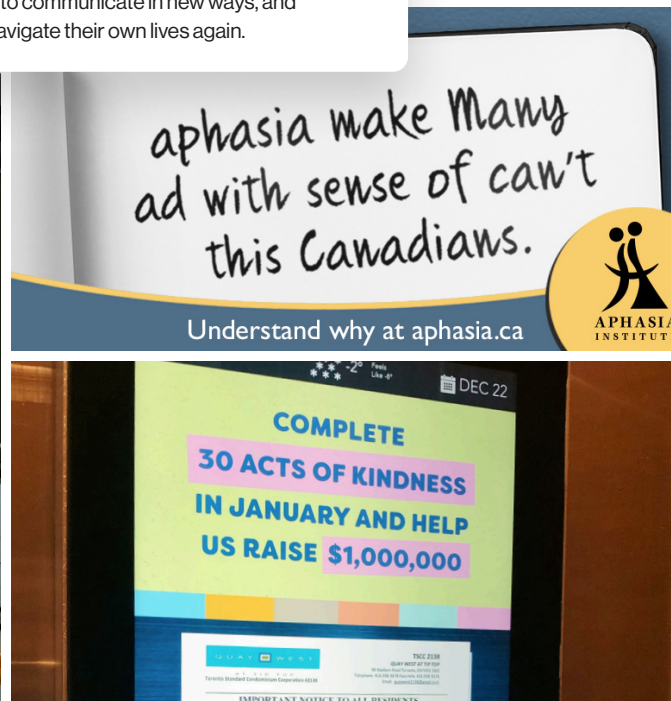
Swab The World

aims to make blood cancer a fairer fight for all Canadians by building awareness for the critical need of stem cell donors.

Health & Wellness



The Aphasia Institute is a Canadian community-based centre of excellence, pioneering programs and practices that help people with aphasia learn how to communicate in new ways, and begin to navigate their own lives again.





Fondation Charles-Bruneau - Pediatric Cancer Research. The Fondation Charles-Bruneau aims to give all Quebec children with cancer the best chance of recovery by financing research and supporting the development of projects in the area of pediatric oncology.



Fondation Cité de la Santé. Fondation Cité de la Santé's mission is to contribute to the improvement of patient care and services provided at the Centre intégré de santé et de services sociaux (CISSS) in Laval.

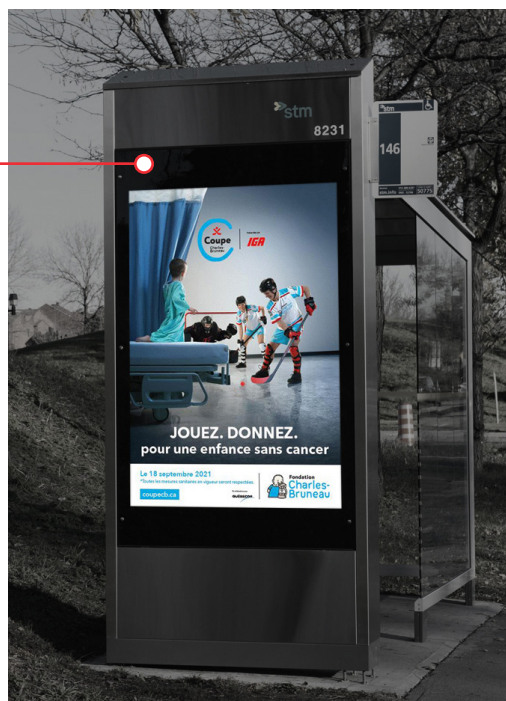


Fondation Martin-Matte - Aide aux traumatisés crâniens. The Martin-Matte Foundation mission is to improve the quality of life of children and adults living with traumatic brain injury or a physical disability.



Prostate Cancer NL. Prostate Cancer Canada strives to save lives by improving prevention, detection and treatment of prostate cancer.

Health & Wellness





The Make-A-Wish Foundation grants wishes to children with critical illnesses to enrich the human experience with hope, strength and joy.

Le Phare / The Lighthouse care for sick children. Le Phare (The Lighthouse) is the first community resource to offer pediatric palliative care in Québec.

MADD Canada - Mothers Against Drunk Driving. MADD Canada operates public awareness and education programs which focus on preventing impaired driving.

The Gathering Place was founded in 2003 by a concerned group of citizens to provide hot meals to those in need.

Advocating for Youth & Supporting Families





Habitat for Humanity
Canada is a national, non-profit organization working towards a world where everyone has a safe and decent place to live.

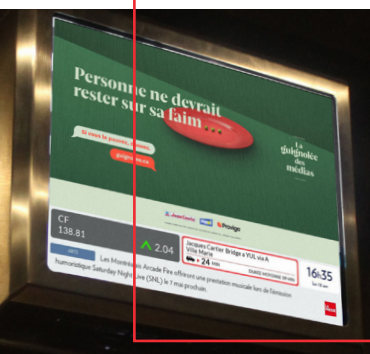


La guignolée des médias - food drive.
A Quebec media solidarity initiative to help local food banks.



Ronald McDonald Houses of Canada - McHappy Day. Once a year, franchisees of McDonald's® restaurants in Canada and their teammates hold McHappy Day, a day-long event in support of Ronald McDonald Houses and other children's charities in our communities across Canada.

Advocating for Youth & Supporting Families





The Petro-Canada CareMakers Foundation™ will create awareness and understanding of the issue of family caregiving in Canada and inspire Canadians to help. ([Adapt Media: The Petro-Canada CareMakers Foundation — “Milestones” \(:60\) | Petro-Canada](#))

DANS LA RUE

Dans la Rue is a bilingual non-profit to meet the immediate needs of homeless and at-risk youth in the Centre-Sud area of Montreal.

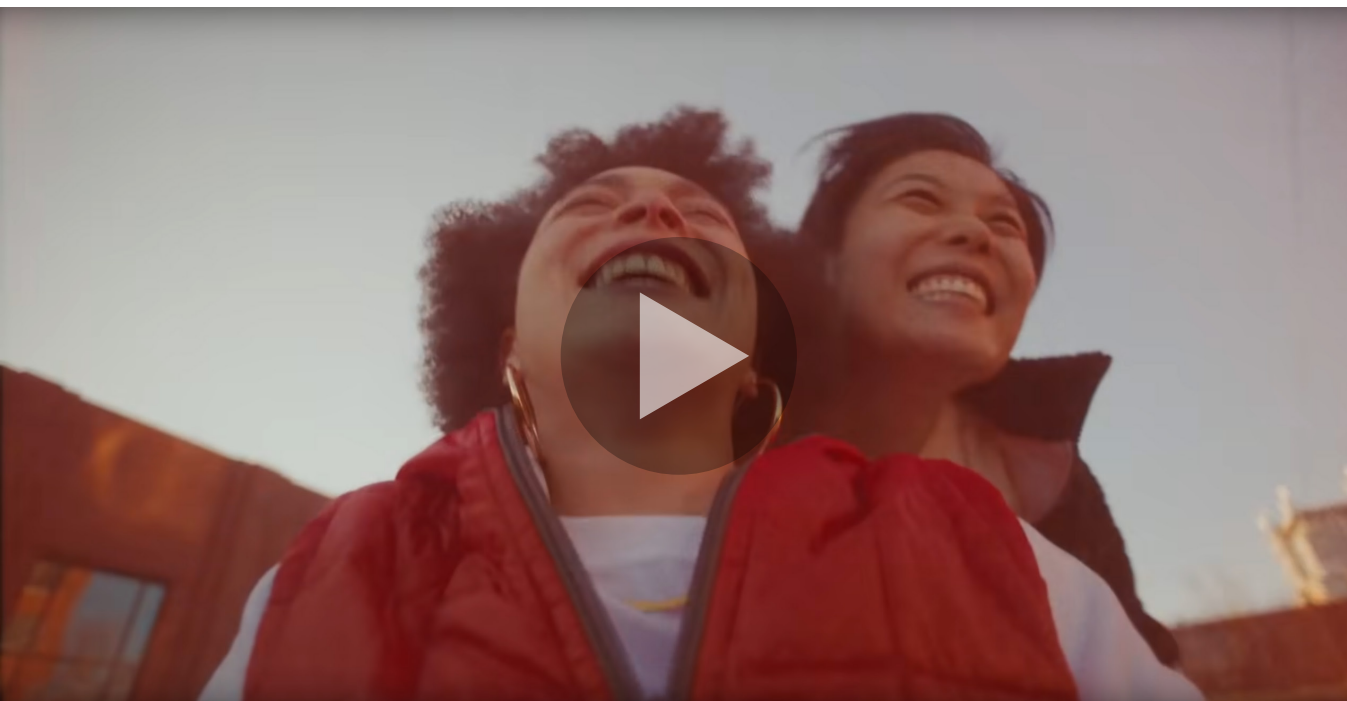


OSEntreprendre. Fostering the spirit of entrepreneurship in order to help build a proud, innovative, committed and prosperous Quebec.



Fondation Tel-jeunes. **LigneParents** and Tel-jeunes are free and confidential frontline services offered around the clock by professional counselors to all young people and parents in Quebec.

Advocating for Youth & Supporting Families



Adapt Media - [Petro Canada Caremaker Foundation video.](#)

This video aired at DriveTest Centres and on AMP screens across Ontario and it was meant to highlight the plight and generosity of caregivers across the nation.

Leading the Development of Initiatives that Advance the **Out-Of-Home Industry.**

Thank you for contributing!