

Supposed to be on
flight TS932 to Vancouver ?

Maybe you should have taken the UP.

UP
Union
Premium
Express

ALLVISION

ALLVISION

CANADA'S **PREMIUM** PURE-PLAY
DIGITAL OUT-OF-HOME COMPANY

UP
Express

AGENDA

Case Study

Objective

Locations

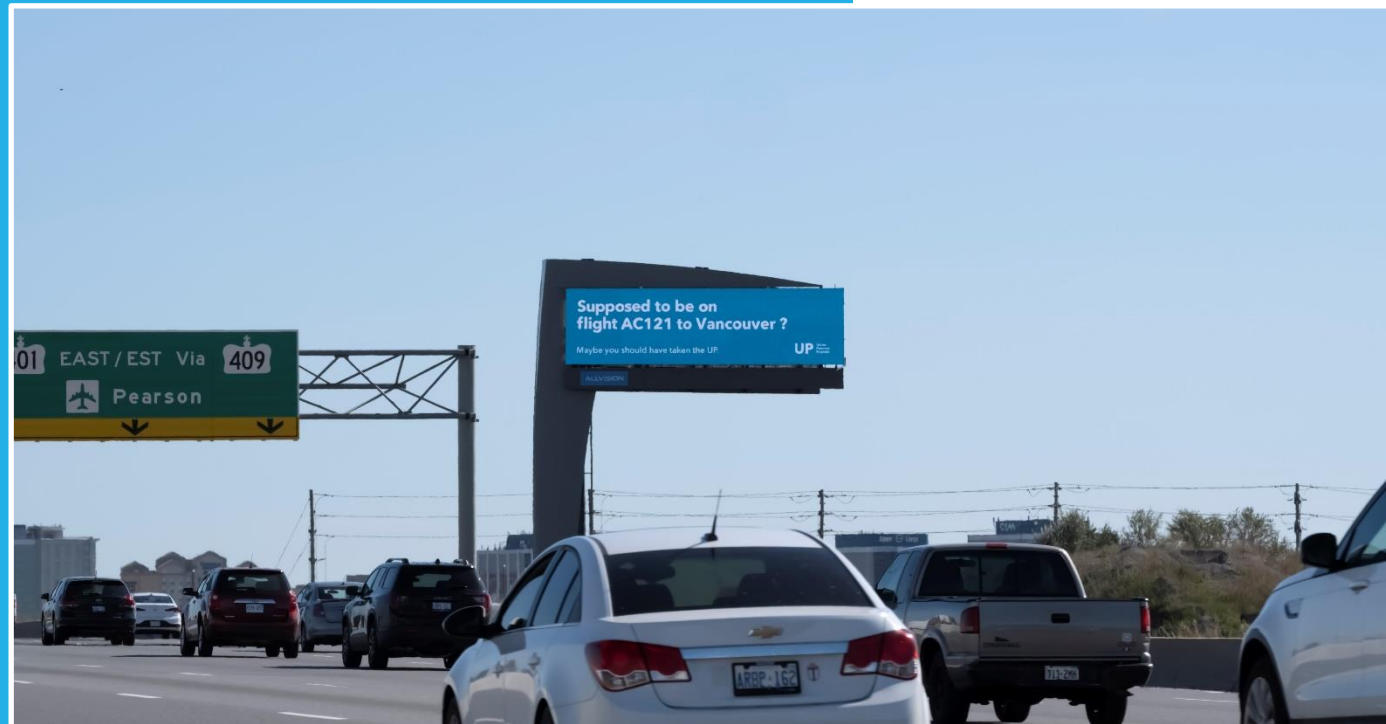
Dynamic Creative Strategies

Impressions



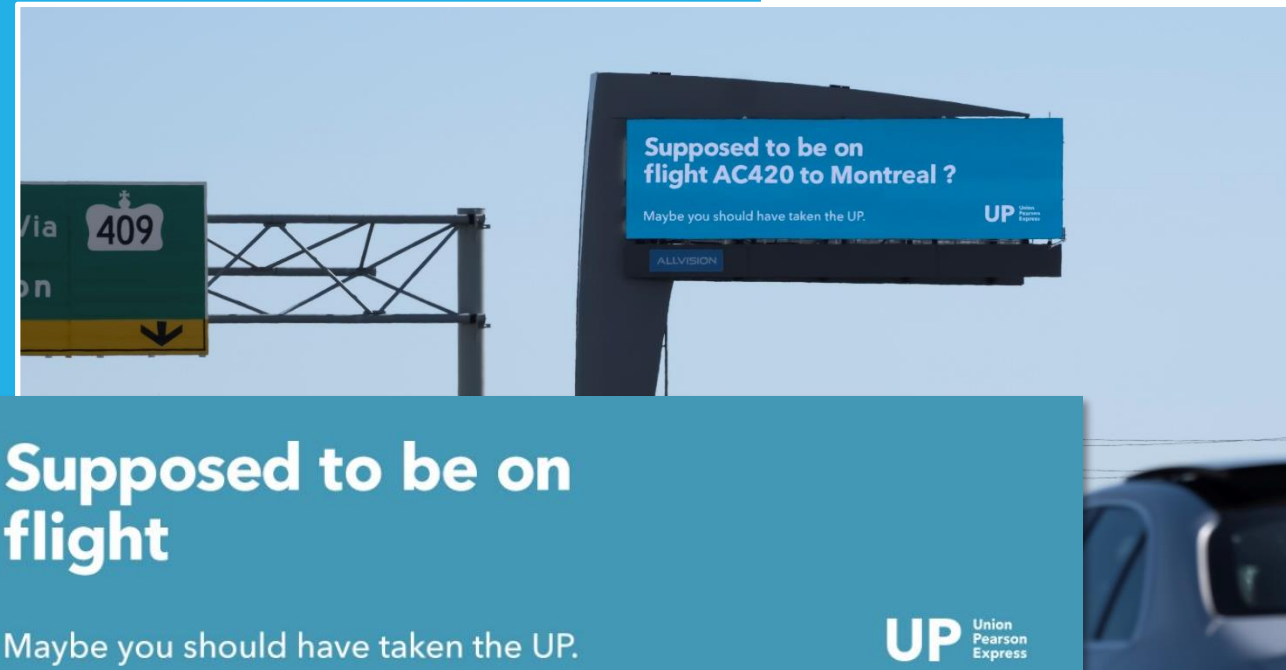
ALLVISION PARTNERED WITH METROLINX & UP EXPRESS TO CREATE A DYNAMIC DELIVERY

- ✓ UP Express wanted to promote their rail link, connecting Union Station to Toronto's Pearson Airport with live, up to the minute flight details that created a strong engagement for commuters who were on their way to the airport and should have considered using the reliable rail service
- ✓ Other Out Of Home providers were approached for this unique opportunity, but ultimately Allvision was selected to deliver this ambitious campaign with their flexible platform and delivery capabilities



UP EXPRESS CHALLENGED OUT OF HOME PUBLISHERS TO BROADCAST A UNIQUE DELIVERY WITH THE MEDIUM

- ✓ Real time flight data was sent directly from Pearson Airport through an RSS feed provided from a third-party digital partner dedicated to creating a completely contextual posting. Demonstrating the customizable and flexibility of Digital Out Of Home, unreplicated by any other medium with such broad reach
- ✓ When flight information was unavailable to showcase at the moment within the digital loop, a generic message was played to continue promoting the service for a highly engaged audience



HOW ALLVISION FIT INTO THE COMMUTER JOURNEY



HOME



COMMUTE



AIRPORT



RECONSIDERATION



Defined and targeted audiences

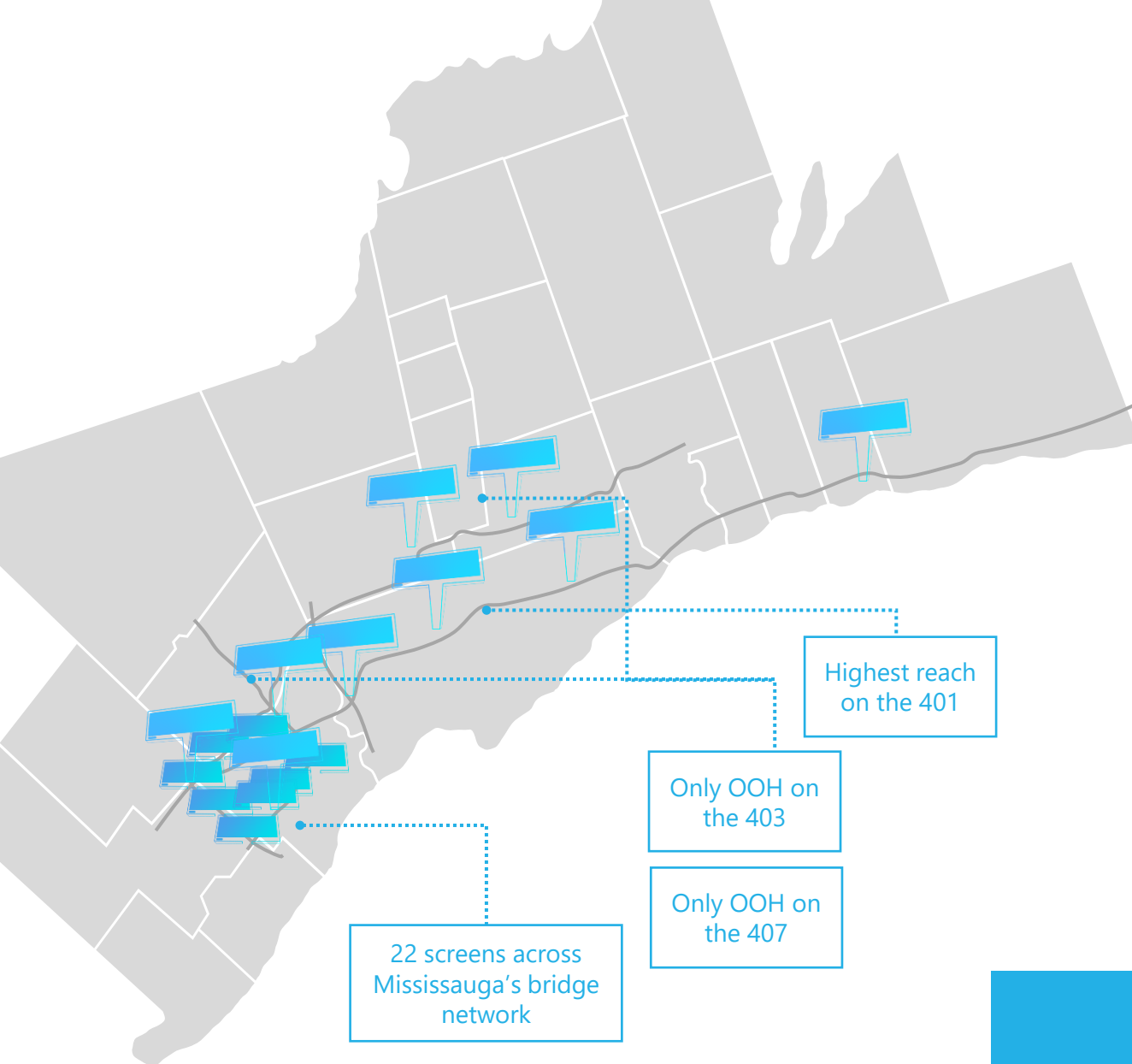


Insights gathered from mobile, data that show behavioural and pycsographical habits



Providing comprehensive analytics for viewability and total plays during, and post-campaign

Allvision leveraged premium, stand alone faces to reach commuters across the GTA's busiest roadways to broadcast live updates from UP Express for travellers



- **4** Large Format Digital Boards (**8** faces) on the 401
- Widest Large Format Digital Geographical Coverage in the GTA, from Oshawa to Mississauga
- Almost **2 Million** Total Daily Impressions on our 401 Boards
- Uncluttered, Unduplicated Reach

A HIGHLY TARGETED ENDEAVOUR

Boards were carefully selected to reach an audience that was highly indexed to use the well travelled roadways to reach Toronto's Pearson Airport



Allvision's boards were Viewed as the best option to reach the intended audience with geographical exclusivity

● Located outside of traditional billboard alley





Supposed to be on
flight AC420 to Montreal ?

Maybe you should have taken the UP.

UP
Union
Pearson
Express

ALLVISION

- Allvision's boards operate as community bulletins with contextual messaging to reach target audiences at key moments of influence
- Utilizing proximity targeting to reach direct commuters as they pass by Allvision boards within close-proximity to intended locations
- Digital signage provides relevant and timely messaging, giving flexibility to run specific creative, promotions or alerts based on triggers such as day of the week, time of day, community alerts, weather/traffic, etc.



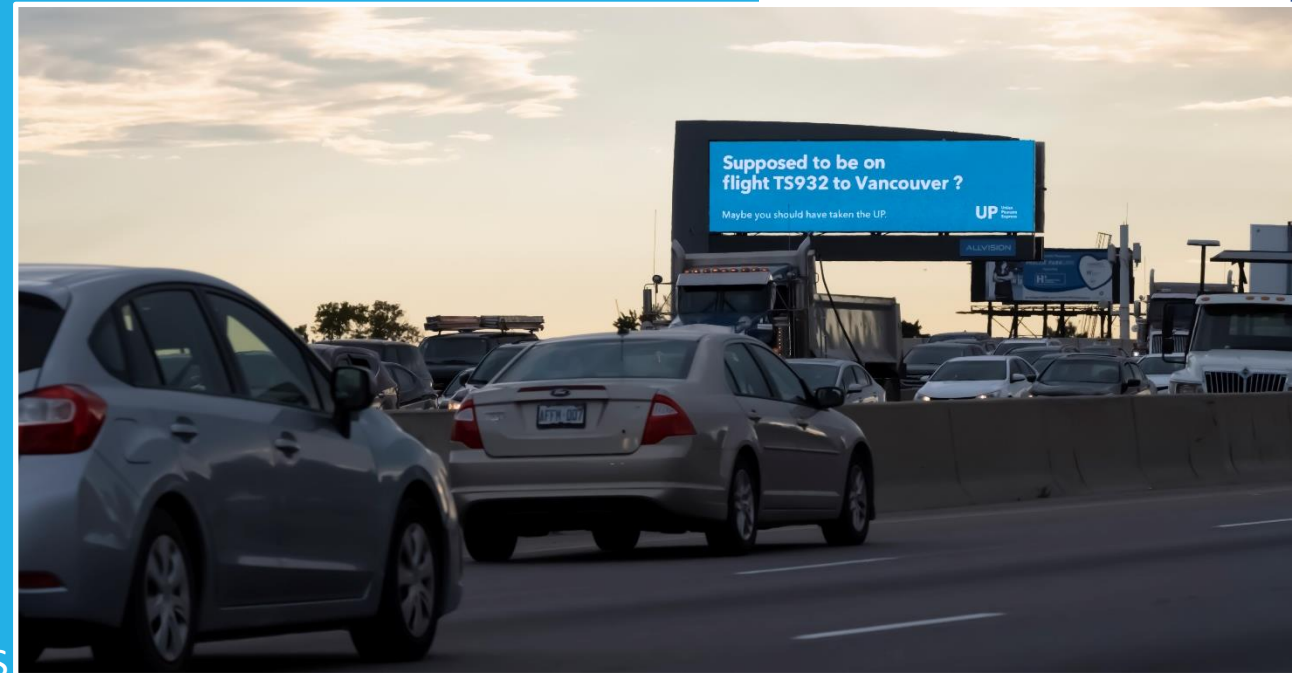
ALLVISION HIGHLIGHTS CUTTING EDGE DIGITAL DELIVERY

- ✓ **Reach:** Allvision offers advertisers access to the *highest circulation* high quality LED digital faces in Canada
- ✓ **Exclusivity:** Allvision's digital faces are 100% exclusive, located in high value areas where there are no other DOOH faces within any sightlines
- ✓ **Takeovers:** Allvision offers full network, 1-day takeovers in the GTA that offers access to **24M daily impressions** – essentially a Superbowl worthy **broadcast-like** execution
- ✓ **Audience Targeting:** Tapping in Allvision's in-house data, build campaigns based on demographic or behavioural data
- ✓ **Landmark OOH:** drive enhanced recall by setting your brand apart on landmark faces that get regularly noticed



CREATIVE SCHEDULING THAT STRETCHES POSSIBILITY THROUGH FLEXIBILITY

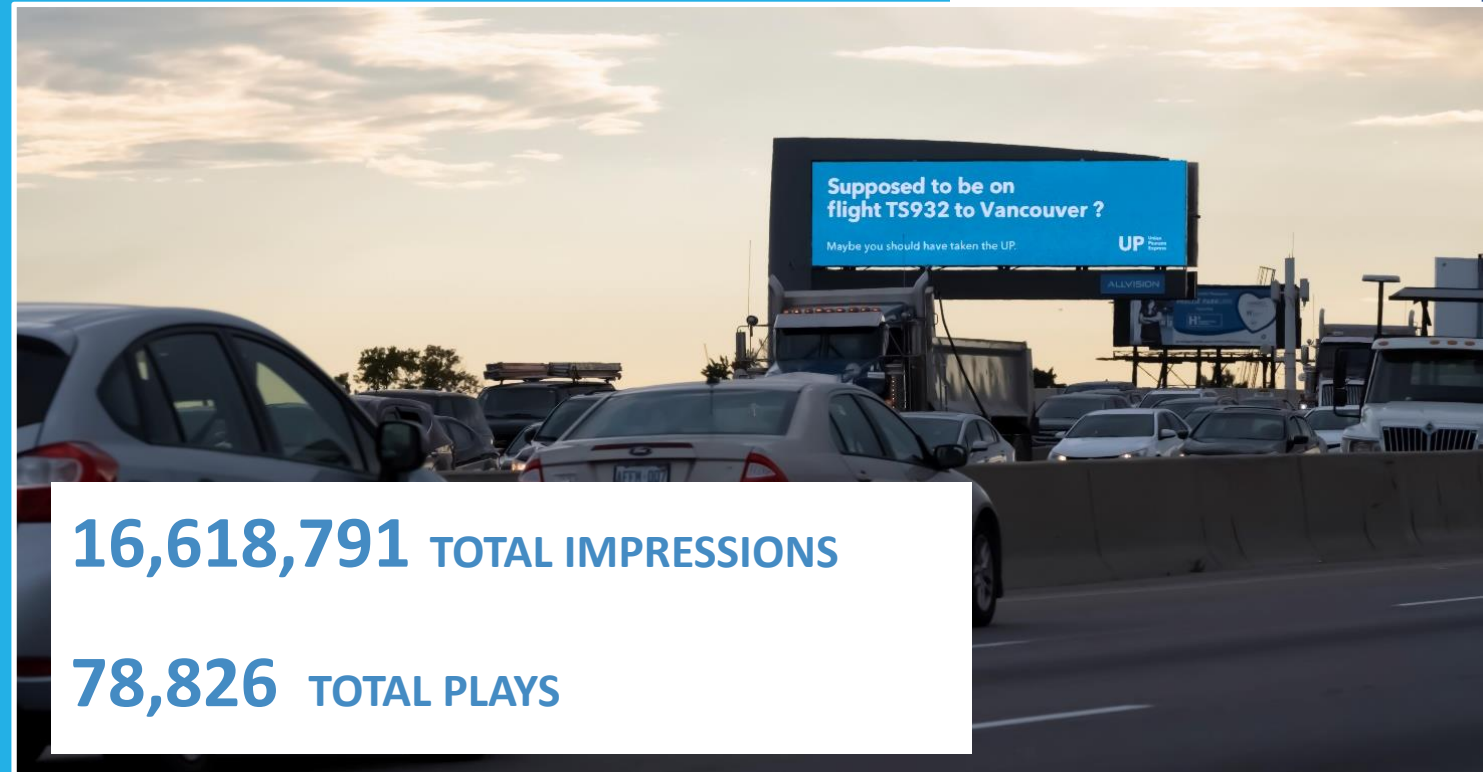
- ✓ **Dynamic Content:** use triggered conditions, such as weather or traffic, to change your creative automatically to match environmental conditions
- ✓ **Dayparting:** can limit the delivery of a campaign to specific times of the day or specific days of the week to more effectively target an audience
- ✓ **Multischeduling:** campaign creative can be set to play different messages based on date or time
- ✓ **Conquesting:** ad messaging can be placed near competitors to entice potential new customers and/or solidify relationships with existing audiences
- ✓ **Social Media Feeds:** an integrated social feed can make campaigns timely and contextual



THE CAMPAIGN DELIVERED STRONG METRICS WITH IMPRESSIONS OVER THE MONTH-LONG CAMPAIGN

Campaign duration:
September 20 - October 18

WEEK OF	IMPRESSIONS	PLAYS
2021-09-20	4,224,617	20,563
2021-09-27	5,010,343	24,137
2021-10-04	4,614,323	21,788
2021-10-11	2,769,510	12,338



16,618,791 TOTAL IMPRESSIONS

78,826 TOTAL PLAYS

(*as of October 14)

Supposed to be on
flight AC80 to Tel Aviv ?

Maybe you should have taken the UP.

UP
United
Express

ALLVISION

THANK YOU



@allvisiondooh