

CREATIVE SHOWCASE

DAIRY FARMERS OF CANADA

AUG. 8 - SEPT. 4 | TORONTO

MAKE A SPLASH

TORONTO TSA INTERACTIVE

In support of preventing colorectal cancer, Dairy Farmers of Canada took to the streets and made a big impact on Astral Out of Home transit shelters.

The TSA Interactive screens posed questions and provided answers on colorectal cancer statistics. To augment the campaign, 5 TSA locations were fitted with large 3D led-lit extensions of large glasses of milk with giant milk splashes on top.

Glass decals were applied to the back walls of each TSA with the icons and info surrounding healthier lifestyle choices that would aid in maintaining good health. Posters also redirected consumers to the Get Enough Helper phone app.

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HAND-PICKED
TRANSIT SHELTERS

TSA INTERACTIVE, WALL
DECALS AND 3D
AD FACE EXTENSION



TSA INTERACTIVE CAPABILITIES

- 22" Touchscreens only on Astral Out of Home transit shelters in Toronto.
- Exclusively located in select Toronto key locations.
- Create an extension of your TSA campaign into a two-way conversation between your brand and a captive audience (those waiting for transit).
- All-in-one interactive audio and video.
- Interactive games, polling stations, or virtual test drives of the hottest new products.
- Exhibit movie trailers, music videos, how-to videos, or product benefits.
- RSS feeds and email sign-up.