



THE GREAT CANADIAN ROAD TRIP

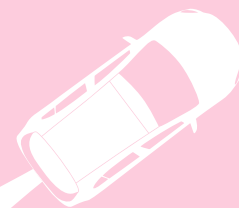
FORWARD

Canadians have decided to turn their backs on our southern neighbours to travel throughout the True North. According to the Tire and Rubber Association of Canada's May Probe Research survey, 82% of Canadian motorists plan a domestic day or overnight trip this summer, with 88% saying that they'd rather meander through Canada's bi-ways than those of the US, and with 69% stating that they'll explore their own province. Canadians are deserting America in droves; road travel to the US was down 38% in May (Statistics Canada) and our neighbours are beginning to take notice as each 10% decline represents \$10B in lost tourist revenue. So too is the Canadian government, who just launched the Canada Strong Pass; holders of the pass will receive free admission to national historic sites, museums, and parks, along with a 25% discount on camping fees. As we point our outward elbows to the North for the summer months, Adapt Media provide the perfect vehicles for that adventurous trek through our home and native land.



CHAPTER 1

THE ROAD TRIP RESURGENCE



Road trips are no longer just a nostalgic throwback. In 2025, they are the preferred way to travel across Canada. High airfare, global uncertainty, and passport delays are pushing Canadians to explore their own backyard.

Instead of dealing with airports, people are embracing the freedom of the open road. They are choosing national parks, lakeside towns, scenic lookouts, and local festivals. This shift is driven by rising costs, a need for control, and a desire to reconnect with familiar places.

Domestic airlines have increased internal routes, but the bigger growth is in personal car travel. Canadians want to set their own schedules and stop wherever curiosity takes them.

Retail habits are shifting too. Travellers are spending more at convenience stores, gas stations, and local grocers. These unplanned purchases reflect a mix of necessity and exploration. For brands, it is a rare chance to reach engaged consumers in real moments of discovery.

This is not a seasonal trend. It is a lasting change in travel behaviour, and it puts convenience retail and the brands that show up there into the national spotlight.



AIR CANADA  **Have all boosted their domestic travel options**
WESTJET 
Flair 

CHAPTER 2

THE MEDIA GAP, WHY TRADITIONAL ADVERTISING FALLS SHORT



Brands still rely on traditional methods to reach travellers, including roadsign billboards, radio, and broad geo-targeted digital ads, but these often miss the mark. Billboards raise awareness but lack trackability. Radio struggles to hold attention. Digital targeting rarely reflects local behaviours. What is often overlooked is where decisions actually happen. Travellers are not just passing through, they are stopping to shop, grabbing snacks, using ATMs, and picking up last-minute items. These are high-intent, in-store moments. Yet most brands are not present. The real challenge is not just being seen, it is showing up when it matters.

CHAPTER 3

THE CUSTOMER JOURNEY

The consumer road trip journey isn't linear. It's fragmented, fast-moving, and full of decision points that unfold in the real world, often within minutes of each other.

Adapt Media's ecosystem is built to meet consumers across these moments. Whether they're pulling into a gas station, shopping for snacks, or settling into a hotel with their phone in hand, Adapt ensures your brand is present and relevant.

Awareness

Consumers encounter Adapt's OOH media before they even make a stop.

Key Tactics:

- Static posters at store entrances and windows
- DOOH screens at key intersections and urban gateways
- Branded banners near fuel pumps or parking areas

Consideration

As they shop, Adapt captures attention in high-dwell zones.

Key Tactics:

- DOOH screens in beverage aisles or snack sections
- Endcap signage and floor decals
- Shelf talkers and product sampling
- Persona-based messaging
- Geo-fenced c-stores, gas stations

Conversion

Decisions are made in seconds, Adapt meets consumers at checkout.

Key Tactics:

- Cash register digital screens
- QR codes offering instant promos
- Promotional posters or countertop signage
- Mobile retargeting

Retention

Post-visit, Adapt reinforces messaging through mobile and CTV.

Key Tactics:

- Geofenced mobile retargeting
- Personalized offers or digital follow-ups
- Weather-based retargeting (e.g. sunny day beverage ads)

CHAPTER 4

NETWORK HIGHLIGHTS



CIRCLE K

- High-frequency exposure at highway and urban locations
- Ideal for QSR, CPG, beverage, and seasonal campaigns



INDEPENDENT CONVENIENCE NETWORK

- Strong in rural and underserved communities
- High trust environments with customizable placement options



MULTICULTURAL GROCERY NETWORK

- Available in multiple languages
- Relevant for telco, financial, and cultural campaigns



INDIGENOUS MEDIA NETWORK

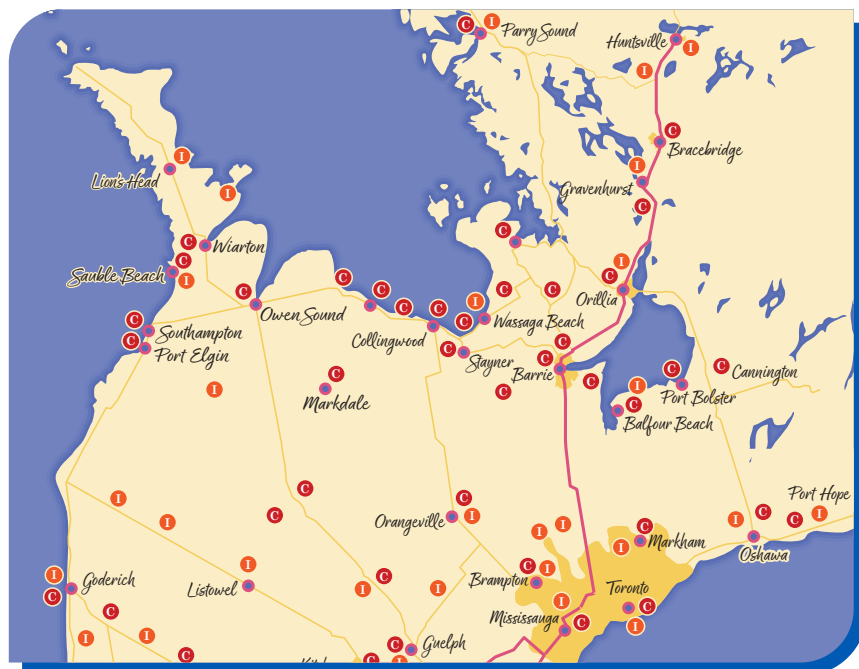
- Authentic, respectful relationships with Indigenous communities
- Trusted placements for public health, education, and community-driven campaigns

CHAPTER 5

PLANNING A SMART CROSS-CANADA MEDIA FLIGHT

Adapt Media has deep experience helping brands target high-value seasonal and commuter routes that matter most to road-tripping Canadians. Each of these corridors sees a surge in vehicle traffic during key months and provides ideal opportunities for DOOH, static, and mobile campaigns.

MAP LEGEND:  **CIRCLE K**  **INDEPENDENT**
CONVENIENCE NETWORK



Toronto to Cottage Country, Over 500,000 Vehicles a Day in Summer

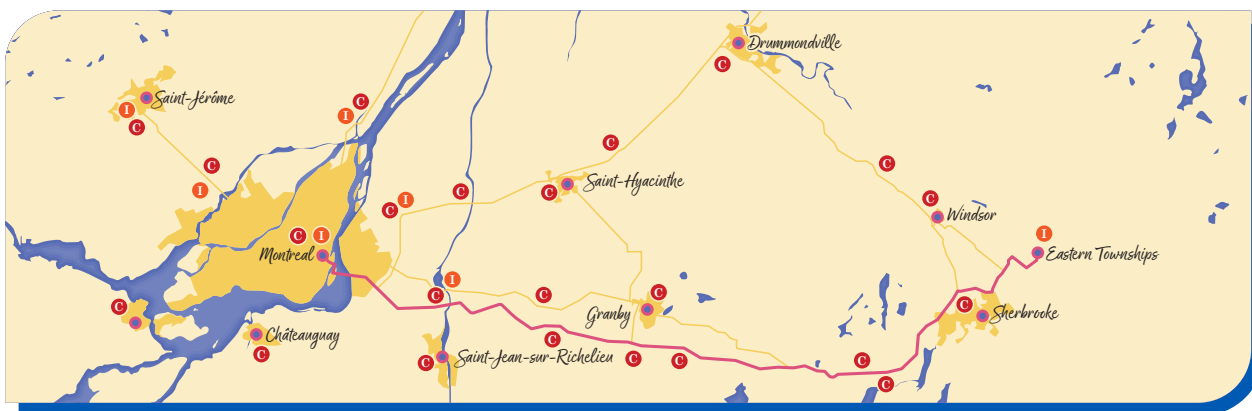
Highway 400 funnels more than 500,000 vehicles daily during peak summer weekends, making it one of Ontario's busiest and most valuable routes for brands targeting vacationing families and weekenders.

Source: Ontario Highway 400

Montreal to Eastern Townships , Heavy Leisure Travel on Autoroute 10

Autoroute 10 (Eastern Townships Expressway) is a key route linking Montreal to popular destinations like Bromont, Magog, and Sherbrooke. It sees heavy traffic from both daily commuters and weekend travellers heading to ski hills, lakes, and resorts, making it a high-opportunity corridor for brands looking to engage Quebec consumers in motion.

Source: Quebec Autoroute 10



Vancouver to the Okanagan , BC's Wine Trail with Summer Traffic Surges

The Highway 1/97 corridor connecting Vancouver to the Okanagan Valley sees a massive summer spike in traffic, as thousands of travellers head to wine country, lakes, and festivals, prime time for high-visibility campaigns.

Source: BC Transportation Data



Halifax to Cabot Trail, Nova Scotia's Top Scenic Drive Draws Seasonal Swells

Traffic to the Cabot Trail jumps sharply in summer and fall, with tourists flocking to one of Canada's most scenic drives. This creates a high-impact window for regional and national brands.

Source: Nova Scotia Traffic Volumes

Calgary to Banff and Red Deer, up to 170,000 Vehicles per Day

With up to 170,000 vehicles passing through daily near Calgary, the Highway 1 and 2 corridors are among the most traveled in Alberta. They offer unmatched reach to both mountain-bound tourists and regional commuters.

Source: Alberta Highway 2

Each of these high-traffic corridors is supported by Adapt Media's network of static posters, digital screens, and mobile targeting, allowing brands to reach travellers before, during, and after their journeys, at scale and with precision.



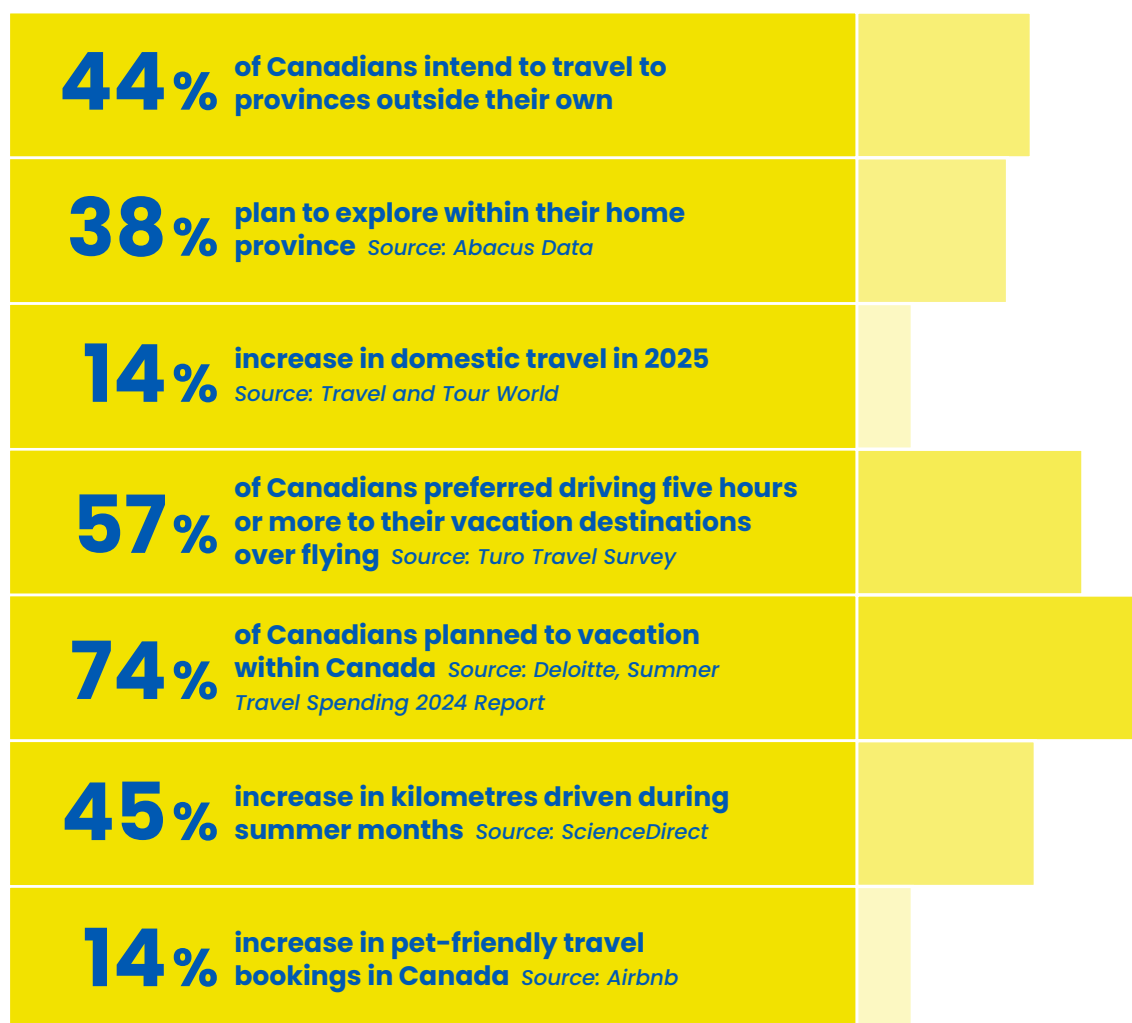
CHAPTER 6

WHY OUT-OF-HOME STILL WINS IN CANADA

Out-of-home media has never been more relevant. In a world saturated with digital noise and over-targeted social ads, OOH offers what other formats can't, undeniable visibility in real-life moments. It captures attention where decisions are made in-store, at the pump, and during spontaneous travel breaks.

In 2025, Canada's travel resurgence has made this medium even more powerful. Brands can intersect

KEY CANADIAN TRAVEL STATS (2025 OUTLOOK)



Together, these numbers paint a clear picture: Canadians are travelling more within their own borders, and they're doing it by car. They're looking for trusted experiences, convenient pit stops, and inspiration in motion. That's exactly where Adapt Media meets them.

CHAPTER 7

MOBILE RETARGETING, GO BEYOND THE OUT-OF-HOME AND EXTEND YOUR CAMPAIGN REACH

What is mobile retargeting?

Mobile retargeting uses location data from mobile devices to serve follow-up ads to people exposed to physical ads. After someone passes an out-of-home (OOH) or digital out-of-home (DOOH) ad, they may later receive digital ads on their phone, tablet, social, desktop or Connected TV, reinforcing brand recall and boosting engagement.

How does Adapt Media use mobile retargeting

Adapt Media doesn't just display your message; we amplify its impact through advanced mobile retargeting.

We re-engage travellers who have been exposed to your ad when they browse online, check social media, or shop later that day.

Exposure potential:

- Circle K network: Annually to each 30 million unique mobile devices
- Independent convenience store network: 26.6 million devices
- Multicultural grocery store network: 5.6 million devices
- Indigenous convenience and grocery stores: 1.5 million devices

Through our ecosystem, Adapt Media can retarget virtually every Canadian's mobile device, ensuring your OOH or DOOH ad continues to influence consumers long after they leave the store.

That's not just exposure, it's measurable performance.

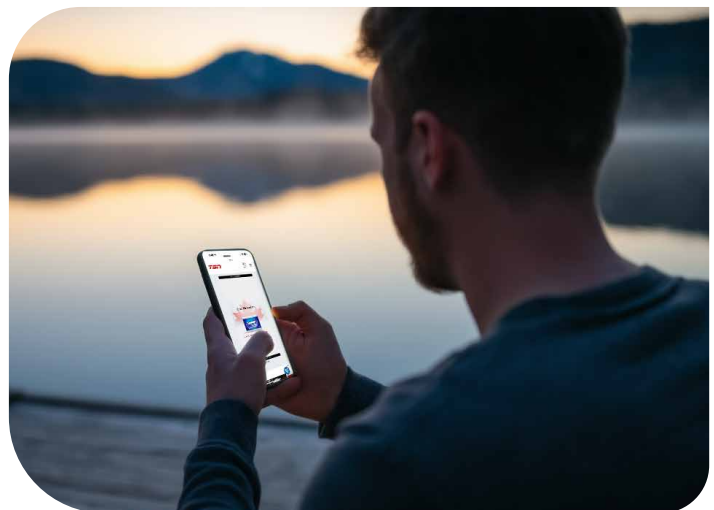
What Does That Look Like in the Real World?



A road-tripper pulls into a Circle K in Barrie on the way to Muskoka. While fueling up and grabbing a drink, they notice a screen by the register showing an ad for a sparkling water brand. It is a quick, in-store moment with clear purchase intent.

Later, at the cottage, they scroll through Instagram or check the news on their phone and see a mobile ad for the same brand. This time, the message includes a store locator or limited-time offer. It feels relevant. The branding is familiar.

That evening, they stream a show on Crave, Amazon or YouTube. A 15-second pre-roll ad plays—same brand, same message. Now the campaign has met them in-store, on mobile, and on TV.



The next day, they stop at another Circle K on the drive home. This time, it's a coupon or product sample. What started as a passive impression becomes a purchase, guided by consistent messaging at every step.

This is how Adapt Media turns everyday moments into a full-funnel journey.

CHAPTER 8

THE CASE FOR OOH ADVERTISING IN CANADA

Out-of-home (OOH) media isn't just visible, it's effective. While digital formats compete for attention in an oversaturated environment, OOH stands apart by delivering in-store presence, high recall, and proven results.

Canadians aren't just noticing OOH ads, they're acting on them. The numbers speak for themselves:



44%

of Canadians pay attention to OOH ads



74%

of those who visited a business after seeing an OOH ad made a purchase



66%

of smartphone users took action after seeing an OOH ad



57%

of Canadians see at least one OOH ad each week



41%

used a search engine to learn more about the brand or product advertised



Over 1 in 4

Gen-Z consumers who see an OOH ad make a purchase

These stats reinforce what agencies and advertisers already know: OOH drives awareness, consideration, and conversion across all age groups and behaviours.

OOH becomes even more powerful when it's part of an integrated campaign. When paired with mobile retargeting or Connected TV (CTV), a single in-store impression can become a multi-touch engagement strategy that follows the consumer from moment to moment.

Adapt Media delivers not just exposure, but impact. And for brands trying to reach Canadians in motion, there's no better place to start than the real world.

CHAPTER 9

CASE STUDIES & BEST PRACTICES BY VERTICAL

Real-world performance is what sets Adapt Media apart. The following case studies demonstrate how convenience-based, out-of-home advertising, when paired with mobile retargeting, can drive meaningful outcomes for national brands across categories.

QSR: MCDONALD'S DRIVES IN-STORE TRAFFIC



Challenge

McDonald's needed to increase foot traffic to select restaurant locations in Ontario, particularly from road-tripping consumers in smaller communities. Traditional advertising channels were underperforming in driving in-store visits.

Approach

In partnership with Adapt Media, McDonald's launched a targeted campaign using static OOH placements and mobile retargeting. Poster locations were selected along key travel corridors, with follow-up mobile ads served to exposed users to reinforce brand messaging and drive visits.

Results

- 43,366 total visits
- 21,466 unique visitors
- 22.9% conversion rate
- 2.6 days from last exposure to visit

CHAPTER 10

PRECISION AT SCALE, PROGRAMMATIC MEDIA BUYING



In a fragmented media landscape, programmatic buying gives brands the flexibility and scale to reach road-trippers in the right moment. Adapt Media supports both Private Marketplace and Open Exchange deals through trusted DSPs like Perion, Vistar, Broadsign, and Place Exchange.

Adapt's inventory allows real-time planning, optimization, and scaling. Programmatic DOOH placements can be dynamically targeted by location, time of day, weather, and audience type, serving sunscreen ads on sunny afternoons or promoting snacks near rest stops.

This precision connects brands with consumers without wasted impressions. And because placements are in high-dwell, high-intent spaces, the impact goes beyond reach, it drives action.

Each impression can trigger mobile retargeting or connected TV ads, creating a full-funnel journey. Programmatic may be digital, but its power comes from real-world relevance.

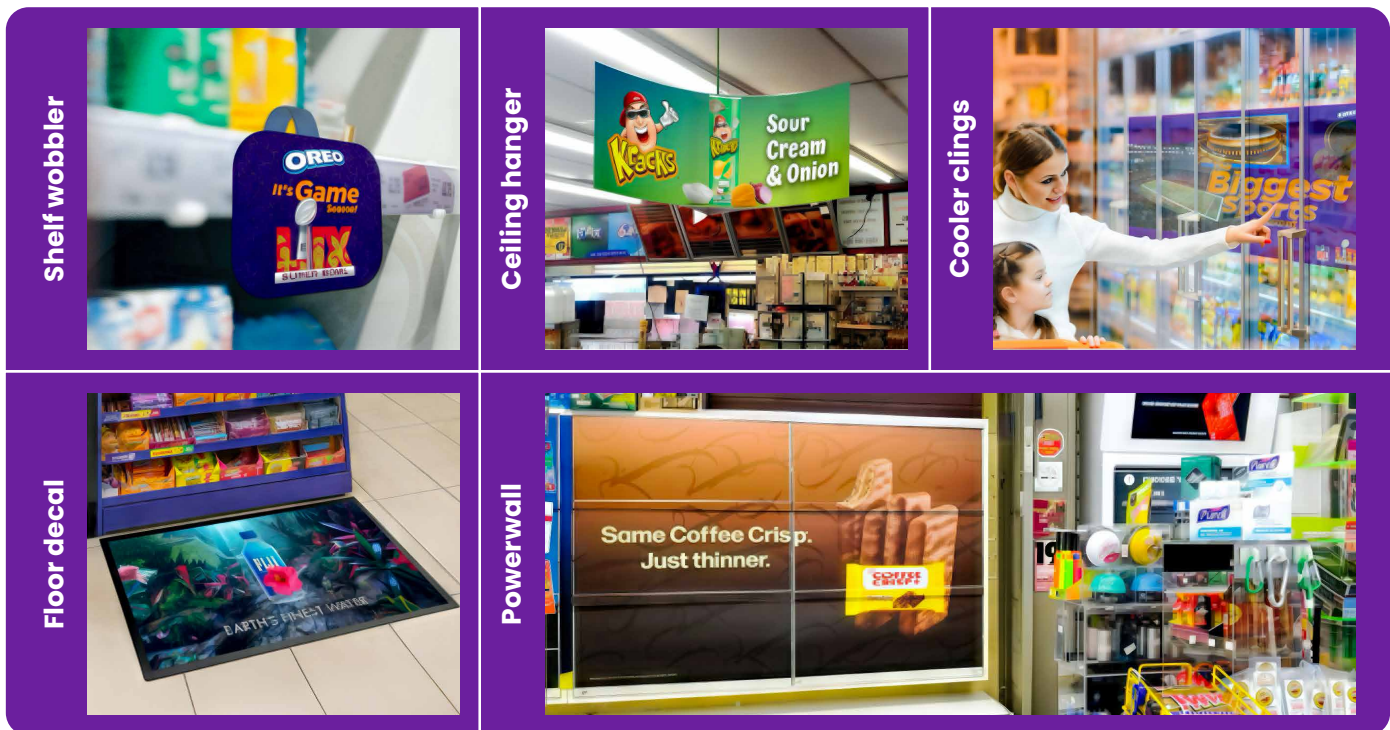


CHAPTER 11

BEYOND OUT-OF-HOME, HIGH-IMPACT MEDIA THAT MOVES PEOPLE

Visibility alone is not enough for road-trip campaigns. Brands need stopping power—formats that are impossible to ignore and perfectly placed at moments of influence. This is where Adapt's high-impact media solutions deliver.

These in-store formats grab attention and boost recall by placing your message right where the shopper makes a decision.



Adapt High-Impact Formats:

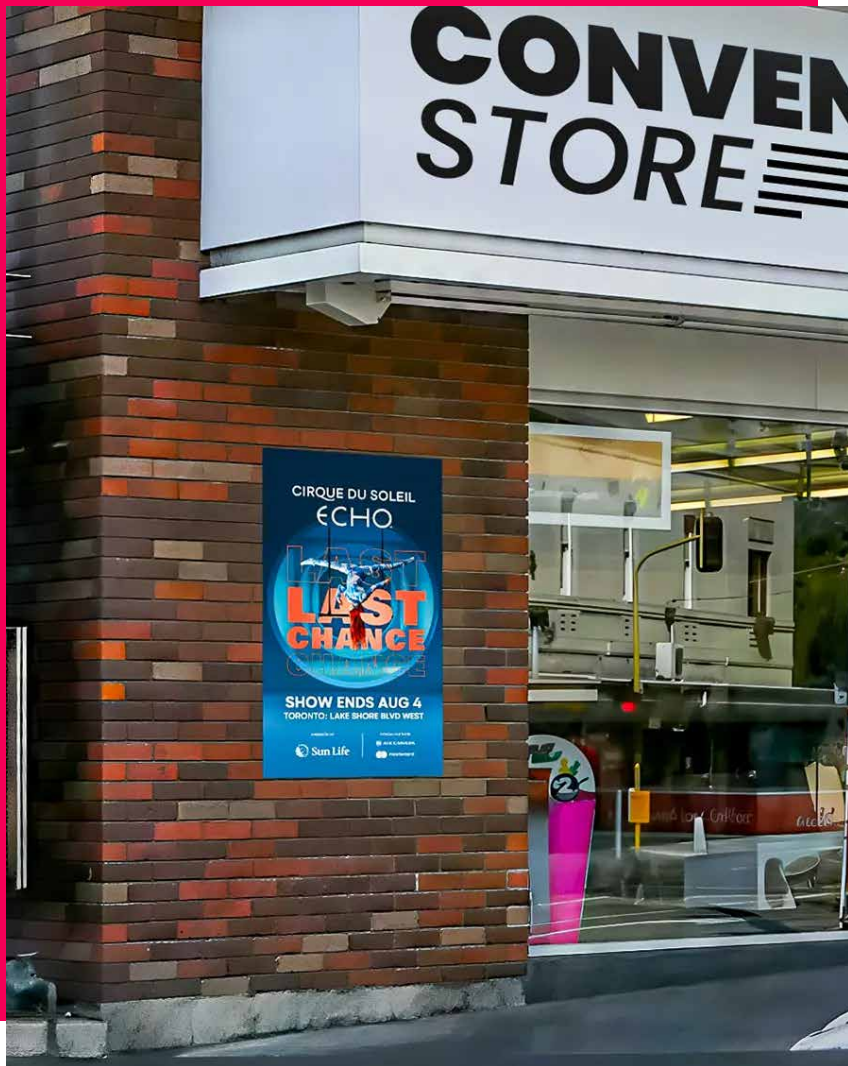
- Shelf Wobblers, eye-catching signs that move with air flow
- Floor Decals, placed along key foot traffic paths
- Shelf Talkers, banners near snacks, beverages, or pharmacy
- Window Clings, bright visuals on coolers or entry doors
- Cooler Wraps, vinyl branding on fridges and endcaps
- Static Vinyl Wraps, covering store fixtures or cooler panels

These formats can't be skipped or scrolled past. They perform especially well in convenience retail, where fast, low-consideration purchases dominate.

Ideal for CPG launches, impulse buys, and limited-time promotions, Adapt's solutions turn shopper presence into real-time brand performance.

CHAPTER 12

BESPOKE OOH SOLUTIONS FOR UNDERSERVED REGIONS



Adept's **National Bespoke Network** allows brands to build custom campaigns that reach far beyond standard coverage zones. Whether the goal is to target Indigenous communities, remote northern regions, or high-density urban pockets missed by mainstream networks, Adapt can deliver precision and presence.

From Yukon to Newfoundland, and every territory in between, the bespoke static OOH network can be tailored to:

- Fill geographic gaps in national media plans
- Extend reach into Canada's most remote or culturally specific markets
- Support cause-based, health, or public sector messaging with community-first alignment

It's flexible, scalable, and built for where your audience is, not just where the big networks go.

When Static Outperforms:

- **Remote markets** with little to no out-of-home infrastructure
- **Multicultural neighbourhoods** where posters in-language enhance trust and visibility
- **Public service and awareness campaigns** where saturation and accessibility matter more than flash
- **Budget-sensitive campaigns** looking for extended reach without ongoing media spend

Adapt's static network ensures your brand shows up reliably, in the places Canadians live, shop, and travel every day. It's a foundational layer for national campaigns and an essential tactic for penetrating regions where digital doesn't reach or resonate.

FINAL THOUGHTS

CANADA IS ON THE MOVE. ARE YOU READY?

The way Canadians travel has changed, and with it, the way brands need to reach them.

Road trips are no longer fringe behaviour. They're central to how Canadians discover, shop, and spend across every province and territory. From bustling urban fuel stops to remote northern communities, travellers are interacting with in-store media in high-dwell, high-intent environments every day.

Adapt Media is uniquely positioned to help your brand capitalize on this shift. With 15,000+ poster and screen placements, mobile retargeting tied to physical exposure, and Canada's largest custom C-store OOH network, we offer more than just reach, we deliver relevance, precision, and performance.

Whether you're planning a seasonal burst, testing a new market, or building a coast-to-coast campaign, we're ready to put your brand where it matters most, on the road with Canadians.

READY TO REACH CANADIANS IN MOTION

CONTACT US TO START BUILDING
YOUR NEXT CAMPAIGN



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