



Maybelline glams up Toronto TSAs

August 18, 2010

In a new campaign to launch The Falsies Mascara, Maybelline uses Astral Out-of-Home's Transit Shelters to build a standout special execution. High traffic areas around the Eaton Centre were chosen for the larger than life mascara tubes. The timing was chosen to coincide with the product introductio

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Run for the Cure

August 18, 2010

Canadian Breast Cancer Foundation of Ontario (CBCFO) kick off their 'I'm running' campaign on Astral Out-of-Home's Transit Shelters downtown Toronto. In support of this worthy cause, Astral and City TV's Breakfast television are doing their part to spread the word.

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Mercedes flies off the board

August 2, 2010

Astral Out-of-Home and BBDO developed the ideal creative platform to launch the new luxury high performance Mercedes-Benz SLS. Billboards were converted into eye-catching creative executions to support this launch.

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Loblaws changes creative with the weather

July 7, 2010

With Digital's endless creative opportunities, an RSS feed linked directly to different creative executions was one Loblaws couldn't pass up. RSS (Really Simple Syndication) is a lightweight XML format designed to deliver regularly changing web content and display it in a specified location, in this

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Unibroue, Tam Tam TBWA and Astral Out-of-Home Bottle Up a MegaColumn

July 1, 2010

In early June, Unibroue and Tam-Tam TBWA used the occasion of Montreal's Mondial de la Bière beer festival at Windsor Station to promote Unibroue's latest creation, Blonde de Chambly. A MegaColumn located next to the site was capped off with a huge replica of the cork and wire cap that characterize

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Sony bursts through with Out-of-Home

June 30, 2010

Astral Out-of-Home's Vertical posters and Transit Shelters are creatively adorned with exciting and relevant creative to support Sony's new Bravia 3-D TV advertising campaign.

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The Carte Blanche for Creatives Contest awards its Grand Prizes

June 3, 2010

Last night at an event held for the industries' creative's at resto-Bar Koko, Carte Blanche for Creatives announced its Grand Prize winners for Toronto and Montreal. Art Director Joel Arbez and Copywriter Saro Ghazarian, from Trigger, won the Grand Prize for the Toronto segment, with a special execu

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Réno Dépôt is touching wood to show its support for the Habs!

April 30, 2010

Réno-Dépôt has chosen the superstitious expression "Touch wood!" to encourage the Montreal Canadiens during the Eastern Conference semi-finals against the Pittsburgh Penguins.

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Dairy Farmers of Canada get creative with Astral Media Outdoor

April 30, 2010

TAXI designed three special executions to support the Dairy Farmers of Canada's "All you need is cheese" campaign. The campaign was planned by M2 Universal to run on Astral Media Outdoor's products.

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Igor and Astral Media Save Your Day!

April 30, 2010

Igor saves your day! That is Saputo's message to busy moms as Igor, a giant 3D monkey, literally takes over Montreal's urban jungle.

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Carte Blanche for Creatives

March 31, 2010

Please note that upon review of the finalists in the Carte blanche contest, one of the submissions was deemed ineligible. This submission has been removed from the contest and replaced with another work. Thank you for your understanding. Voting closes on May 19th.

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Who will be the 10 finalists of Carte Blanche for Creatives?

March 31, 2010

Some of you have expressed yourselves, some others kept a distance. But it's now time for you to take a stand and decide which creative work will be among the finalists of Carte Blanche, the creative contest for creatives, by creatives. Carte Blanche for Creatives now enters its voting period for a

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Only a few hours left to vote at Carte Blanche for Creatives

March 31, 2010

As the voting period to choose the 10 finalists of Carte Blanche for Creatives comes to an end, we noticed that some of you have not yet taken the time to vote.

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Carte Blanche for Creatives: And the Finalists Are...

March 31, 2010

The creative community has expressed itself. Friday, Carte Blanche for Creatives announced the contest's 10 finalists. The ads are posted online at carteblancheformcreatives.ca. Thank you for your participation and making this a highly contested competition. The quality of the work is outstanding.

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Carte Blanche for Creatives

March 31, 2010

Veuillez noter que, suite à l'analyse des pièces finalistes du concours Carte blanche, une des pièces finalistes a été jugée non admissible. Cette pièce a donc été retirée du concours et remplacée par une autre pièce. Merci de votre compréhension. Carte blanche Please note that upon review of th

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Carte Blanche for Creatives: Time to cast that final vote

March 31, 2010

It is now time for you to cast that final vote and select the Grand Prize winner of Carte Blanche for Creatives.

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Outdoor campaign revealed Public Mobile as a new player in the cell phone game

March 31, 2010

Seen everywhere on Astral Media Outdoor's Transit Shelters and Columns, Public Mobile's teaser campaign has dominated the city streets of Toronto and Montreal. Unitas, the reputation service firm and PHD Canada, the media buying agency, worked with Public Mobile to capture the attention of its consu

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Scroll through Telus apps with Astral Media Outdoor

March 31, 2010

Telus and advertising agency TAXI teamed up to create a special execution concept using Astral Media Outdoor's Scrolling Transit Shelter Network, to showcase a variety of Smart Phone applications.

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Are you creative enough to go to Cannes? I think so.

March 31, 2010

Are you creative enough to go to Cannes? I think so. But are you fast enough? The contest deadline is this Sunday at midnight - you've got 4 days to submit your work for a chance to win a trip for two to the Côte d'Azur for the next Cannes Lion International Advertising Festival. The Carte Bla

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Carte Blanche for Creatives: the debate and deliberation period is on!

March 31, 2010

The submission period for the Carte Blanche for Creatives contest is over, so it is now time for you to comment, discuss and share with your peers on the submitted works in Montreal or Toronto. You have until this Friday April 30th to post your comments on the carteblancheformcreatives.ca website. Th

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Astral Media Outdoor and the Canadian International AutoShow hit the streets with 2D codes.

February 8, 2010

Astral Media's Out-of-Home, radio and online advertising properties worked together on a unique initiative for the Canadian International AutoShow's new advertising campaign.

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Astral Media Outdoor and Quebec milk producers warm up downtown Montreal MegaColumns.

February 2, 2010

Le Lait: source naturelle de réconfort! "Milk: a natural source of comfort" is the message that the Fédération des Producteurs de Lait du Québec (FPLQ), Nolin BBDO and Touché! PHD want to share with Quebecers during the cold winter months.

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Astral Media Outdoor helps Amex realize the potential!

December 7, 2009

Amex dominated Toronto's downtown core on Astral Media Outdoor's Transit Shelters and MegaColumns with their new campaign 'Realize The Potential'. Only with Amex can people realize the potential and quality of life.

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Astral Media Outdoor Launches National Digital Network

October 15, 2009

Following the Digital Network's huge success in the Montreal market, Astral Media Outdoor is extending its Digital Network in Toronto and Vancouver. The Digital Network will offer a total of 22 faces strategically located on key highways in the three largest advertising markets in Canada.

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Raptors Dominate the Pre-Season with Astral Media Outdoor!

October 13, 2009

Maple Leaf Sports and Entertainment (MLSE) has recruited Astral Media Outdoor to help get basketball fans excited about the Toronto Raptors' upcoming season, their 15th in the National Basketball Association!

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Astral Media Outdoor helps Trident's garden grow!

October 6, 2009

Trident, Gardens in the Sky and Astral Media Outdoor are bringing Green Roofs to the streets of Toronto. Green Roofs have been installed on four Transit Shelters in strategic locations across the city to support Trident's "Little Piece of Happy" campaign.

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Astral Media Outdoor congratulates Toronto:

October 6, 2009

Astral Media Outdoor kicked off an advertising campaign yesterday in celebration of the City of Toronto's successful bid to host the 2015 Pan American Games. Toronto was announced as the host city with 33 out of 51 votes on the afternoon of November 6, 2009.

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Astral Media Outdoor helps DAISY Marc Jacobs bloom!

September 15, 2009

As part of a launch tactic in Toronto for their young and playful perfume, Coty Canada Inc., Canada's largest fragrance company, teamed up with Astral Media Outdoor to develop a campaign that puts the scent of DAISY Marc Jacobs, literally in front of consumers.

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Astral Media goes green with Bullfrog

June 15, 2009

Astral Media Outdoor (AMO) in Toronto announced last Monday it has officially moved to green electricity by switching to Bullfrog Power. Horizontal Posters, Vertical Posters, InfoToGo Columns and MegaColumns are now Bullfrog powered, as well as a total of 1,870 lit Transit Shelters.

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Zig and IKEA recognized for execution on Astral Media Outdoor Superboard

June 15, 2009

Last year, Astral Media Outdoor worked with creative agency Zig on a 3-D execution for IKEA, which received recognition at this year's 2009 OBIE awards for outstanding outdoor work from around the globe.

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Digital Network's flexibility at its best for the Rogers Cup

June 15, 2009

The immediate and incredible flexibility offered by Astral Media Outdoor's Digital Network enabled Tennis Canada to display the Rogers Cup featured matches of the day, to the delight of Quebec tennis fans who wanted to track the performance of their favourite tennis players.

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Astral Media Outdoor and TD Canada Trust 'Watch the Clock' together!

June 15, 2009

Astral Media Outdoor and TD Canada Trust 'Watch the Clock' together!

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Astral Media Outdoor arranges uplifting promo for new Disney movie!

June 4, 2009

Astral Media Outdoor, in collaboration with media agency Starcom Worldwide Toronto, created a visually stimulating stunt to promote the release of Disney Pixar's new animated 3D feature UP.

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Astral Media Outdoor reveals the winner of the 2009 "My Toronto Is" design competition

May 29, 2009

In partnership with the Ontario College of Art and Design (OCAD), Astral Media Outdoor just concluded its fourth year of the "My Toronto Is" design competition. From April 29th through to May 24th, over 6,500 Torontonians voted online at www.mytorontois.com for the design that best represented thei

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Seven New Superboards Reinforce the Astral Media Outdoor Network

May 19, 2009

With attention focused on the rollout of its new Digital network lately, Astral Media Outdoor has by no means abandoned classic Outdoor Advertising. In fact, seven new faces located in four structures featuring contemporary design have been added to the Superboards network in order to better serve s

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Astral Media Outdoor Redefines Urban Outdoor Advertising

April 20, 2009

Astral Media Outdoor continues to innovate with the introduction of a new interactive display Column in Montreal. Developed in collaboration with the City of Montreal and the borough of Ville-Marie, the InfoGuide Column will enable users to identify tourist attractions and the main public and commer

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McDonalds' new brew stands out in a big way!

April 20, 2009

McDonald's Canada has launched a huge national outdoor campaign to promote their bold new premium roast coffee. With their 'Lets Start Fresh' tagline and the eye-catching, oversized medium coffee cup on an Astral Media Outdoor Superboard in Montreal, this creative execution is sure to keep coffee dr

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Astral Media Outdoor encourages OCAD Students to be "Culturally Optimistic"

April 20, 2009

Going into the fourth annual year of its "My Toronto Is... design competition, Astral Media Outdoor (AMO) once again challenged third year advertising students at the Ontario College of Art and Design (OCAD) to create original outdoor artwork that responds to the statement "My Toronto Is" with a crea

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Astral Media Outdoor Begins Installing its New Digital Network

March 26, 2009

Astral Media Outdoor officially began rolling out its new Digital network in Montreal, with the first board installed along Autoroute 13 in Pierrefonds.

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Stunning Launch for Astral Media Outdoor's Digital Outdoor Network

February 11, 2009

Astral Media Outdoor took the centre ice at the Bell Centre on February 10 to unveil its new Digital Outdoor Network – Canada's first digital outdoor advertising network. Over 400 clients, partners, advertising agencies and members of the media were invited.

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Astral Media Outdoor presents Carte blanche for Creatives, the First Creative Contest for Creatives, by Creatives

February 11, 2009

Astral Media Outdoor (AMO) presents Carte Blanche for Creatives, the first creative contest for creatives, by creatives. Carte Blanche for Creatives gives creatives what they have always wanted: an opportunity to design an ad without a briefing or restrictions, so that they can take their creative p

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