



oongalee


oongalee⁺
[Oong · guh · lee]



= at your
fingertips

Are Consumers Really Paying Attention?



- The restaurant industry is expected to grow by a 5-year CAGR of **+17.57%**, reaching **\$352B CDN** by 2030. Advertisers in Canada are spending **\$350M CDN** per year inside those establishments.
- On-premise advertising engages **80%** of the target audience, with an impressive average recall rate of **83%**.
- In-bar advertising captured the attention of **81%** of consumers—**30%** of whom found the content engaging and informative.
- A person's mood during entertainment experiences significantly influences their brand recall and purchase intent. **+18%** in brand favourability and **+35%** in purchase intent.

....If only you could get their attention



CANADA'S LARGEST INTERACTIVE DOOH NETWORK

980K

IMPRESSIONS
Per location
Per month

10
PROVINCES

220
CITIES

480

LOCATIONS
+ GROWING!



Quality Brand Engagement

Targeted Audience

Captive conversations

Reach multiple or targeted demographics

A TOTAL NETWORK OF **438M** IMPRESSIONS



**IMPRESSIONS DON'T
EQUAL ATTENTION**

MEDIA BUYS ARE JUST NOT PRODUCING DESIRED RESULTS



Consumer distractions are at an all-time high, so how does my brand break through the clutter?



There has been a shift within younger demographics consuming less traditional media.



Mass campaigns are slow to create, implement, and require significant planning and timing to execute.



Traditional media doesn't capture consumer engagement or immediate feedback.



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IS **DISRUPTING** THE MEDIA LANDSCAPE



CONFIDENTIAL

WITH OONGALEE'S DIGITAL OUT OF HOME NETWORK....

WE DELIVER

2x Engagement
2x Recall Rate
1.5x Purchase Intent

And every touchpoint
fosters connection,
driving brand loyalty &
measurable impact.

We maximize impressions that
translate into meaningful
interactions.



We don't just capture attention.

We create lasting engagement.

We strategically position brands
in front of captive audiences.

CUSTOM ROLLOUT DRAWERS WILL....

WE BUILD
loyalty and deliver
impact

Provide each touchpoint
where customers feel
engaged, valued and
drawn into your
experience.

Will realize impressions beyond
surface level that will translate
into real connections that
resonate.



Have more than fleeting attention.

Have lasting engagement
with consumers.

Will have the eyes of captive
audiences so every
engagement IS meaningful.

NO SKIPS

NO SCROLLS

NO DISTRACTIONS

MASS OR FOCUSED...WE HAVE THE AUDIENCE

OR BE MORE TARGETED WITH YOUR AUDIENCE



**EXPLORE OUR FULL NETWORK
DEMOGRAPHIC**



The Balanced Casual
Dining & Sports Bar
Choice



The Budget-Friendly,
Family & Senior
Oriented Diner



The Young, Male
Dominant Sports Bar



DEMOGRAPHIC PROFILE OF OUR NETWORK

NATIONAL NETWORK DEMOGRAPHIC

MEN



FAMILY



SUBURBAN



HHI \$55k-\$100k



SPORTS



MEET UPS



SOCIAL



BUSINESS



THE BALANCED CASUAL DINING & SPORTS BAR CHOICE



FAMILY



SPORTS



YOUNG PROFESSIONAL



MEN & WOMEN



HAPPY HOUR



SUBURBAN



BIG CITY

THE YOUNG, MALE DOMINANT SPORTS BAR



MEN 70%



SPORTS FANATICS



FANTASY LEAGUE & BETTING



YOUNG PROFESSIONAL



+ALCOHOL SPENDING



LATER NIGHTS

THE BUDGET-FRIENDLY, FAMILY, SENIOR-ORIENTED DINER



SENIORS



FAMILY



STUDENTS & TRAVELLERS



SHIFT WORKERS



LOW ENERGY MOMENTS



HOTELS



HIGHWAYS



CONSUMERS ARE PAYING ATTENTION TO OUR PLATFORM



Unlock media investment that engages through the funnel - **Awareness, Consideration** and **Conversion** in one platform.

Our average **consumer dwell time** is **1.15 hours**/visit.

Younger consumers will naturally interact with our technology.

Our platform is **functional** and **engaging** – dual screen, interactivity, phone charging, interactive engagement, trendy QR Code engagement.

Data-driven consumer insights can be provided immediately.



MAKING THE EXECUTION OF YOUR BRAND VISION EASY!

We measure **real-time engagement** with an **interactive dashboard**.

Media **deployment is agile** allowing a perfect opportunity to test your creative and adjust based on results - easy A/B testing.

Media **activation is immediate**, responding quickly to trends, culture or community conversations.

ALL OF THIS CAN BE FED TO THE
ADVERTISING NETWORK IN
SECONDS.

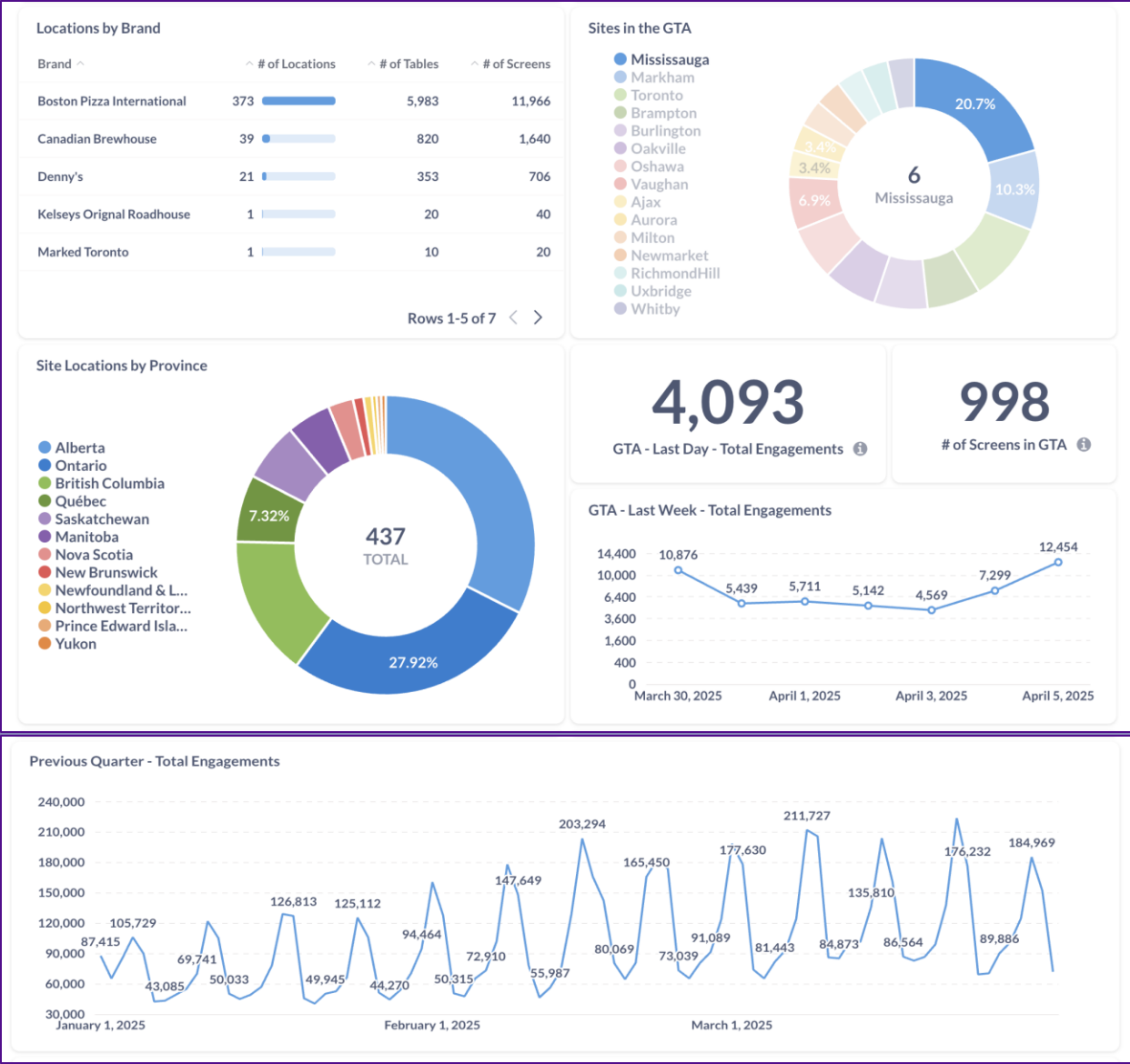
Sports data feed prompt's goal creative and light when a player scores.



Weather data feed prompts creative relative to temperature or precipitation.



MEASURING RESULTS NEEDS DATA. DATA. DATA!



DON'T ASK US.....ASK OUR CUSTOMERS



Adidas SS24

IMPRESSIONS DELIVERED

11,666,686

DURATION

JULY-AUGUST 2024

CAMPAIGN HIGHLIGHT

89% of those exposed to the campaign agree it made them more interested in Adidas



BRAND

OBJECTIVES

Creative test/control method

EXECUTION

Target adults 18+ in Vancouver, Montreal and Toronto who have visited a Boston Pizza in the past 2 months.

Execute June 3-August 15/24

RESULTS

50% of the target audience recalled the campaign

89% purchase intent – the campaign made them more interested in Adidas

JOIN OUR FAMILY OF BRANDS



372 LOCATIONS



40 LOCATIONS



20 LOCATIONS

KELSEY'S

PILOT PROGRAM



10 INDEPENDENT LOCATIONS



Labatt



Red Bull



BETMGM



Uber





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NO SKIPS. NO SCROLLS. NO DISTRACTIONS.