

THE CANADIAN OUT-OF-HOME AWARDS 2026

Strategy

GOLD **Best Campaign Engagement**
Man's True Best Friend

SILVER KitKat - Heist

BRONZE Heinz Summer (+ World Cup)

Brand/Advertiser:
Humane Canada

Agency:
Panoply Media Innovation Inc / Sid Lee

Nestlé

Courage / Omnicom Media (UM)

Kraft Heinz

Carat

GOLD **Best Community Involvement**
Defining Help

SILVER Change The Compliment

BRONZE Ask For Angela

Brand/Advertiser:
Kids Help Phone

Agency:
Epitaph Group Inc./McCANN

Dove

Zulu Alpha Kilo

Victim Services Toronto

twenty6two International

GOLD **Best Data-Focused Campaign**
Defining Help

SILVER Moving Day Quebec 2026

BRONZE Rhinaris FY27

Brand/Advertiser:
Kids Help Phone

Agency:
Epitaph Group Inc./McCANN

SharkNinja

Horizon Canada

Norwell

Cossette Montréal & billups

GOLD **Best Event-based Campaign**
World Cup Prices

SILVER Man's True Best Friend

BRONZE Blizzard

Brand/Advertiser:
Air Transat

Agency:
Courage

Humane Canada

Panoply Media Innovation Inc / Sid Lee

Tim Hortons

GUT Toronto/Tim Hortons/Talon OOH Canada

GOLD **Best Integrated Campaign**
Defining Help

SILVER Unpackaged Goods

BRONZE A Century Is Just the Beginning

Brand/Advertiser:
Kids Help Phone

Agency:
Epitaph Group Inc./McCANN

IKEA

Carat / Rethink, billups

Reitmans with
TikTok Out of Phone

Courage

Medium

Best Use of Classic OOH (not Large format)
GOLD The Futurists

SILVER Next Time, Go With a Maverick

BRONZE Wicked: For Good

Best Use of Digital OOH (not Large format)
GOLD Man's True Best Friend

SILVER Defining Help

BRONZE Poisson d'Avril 2026

Best Use of Classic (Large-format)
GOLD COOP - SICO

SILVER Unpackaged Goods

BRONZE The Futurists

Best Use of Digital (Large-format)
GOLD Fire Extinguisher

SILVER Tim's Blizzard

BRONZE Stars Shine Together

Best Use of Place-based OOH
GOLD Knock on Wood

SILVER Dwelling Time

BRONZE Defining Help

Best Use of Small-format OOH
GOLD Snow Chalice

SILVER Defining Help

BRONZE Man's True Best Friend

Best Use of Transit & Transportation OOH
GOLD Pizza Pizza vs the LRT

SILVER Baggage Claim to Base Camp

BRONZE Blizzard

Brand/Advertiser:
 Wealthsimple

Ford Canada

Universal Films

Brand/Advertiser:
 Humane Canada

Kids Help Phone

Montreal Children's
 Hospital Foundation

Brand/Advertiser:
 RONA

IKEA

Wealthsimple

Brand/Advertiser:
 RONA

Tim Hortons

Adidas

Brand/Advertiser:
 RONA

Campari

Kids Help Phone

Brand/Advertiser:
 Stella Artois

Kids Help Phone

Humane Canada

Brand/Advertiser:
 Pizza Pizza

The North Face

Tim Hortons

Agency:
 Mekanism Media & billups

Mindshare/SJR/Wieden+Kennedy

EssenceMediacom x Qolab

Agency:
 Panoply Media Innovation Inc / Sid Lee

Epitaph Group Inc./McCANN

Cossette, Cossette Média & billups

Agency:
 Cossette Média & billups

Carat / Rethink / billups

Mekanism Media & billups

Agency:
 Cossette Média & billups

Talon OOH

WPP media / adidas

Agency:
 Cossette Média

Glassroom/Campari

Epitaph Group Inc./McCANN

Agency:
 Starcom/Veritas/DraftLine/Anheuser-Busch InBev

Epitaph Group Inc./McCANN

Panoply Media Innovation Inc / Sid Lee

Agency:
 Zulu Alpha Kilo

Atmosphere

GUT Toronto & Talon OOH Canada

Creativity

Best Activation / Execution

GOLD	Home Pitch
SILVER	Snow Chalice
BRONZE	COOP - SICO

Brand/Advertiser:
Destination BC

Agency:
Zulu Alpha Kilo

Stella Artois

RONA

Starcom/Veritas/DraftLine/Anheuser-Busch InBev

Cossette Média

Best Art Direction

GOLD	Man's True Best Friend
SILVER	Tickets-Tickets
BRONZE	Defining Help

Brand/Advertiser:
Humane Canada

Agency:
Panoply Media Innovation Inc / Sid Lee

Air Transat

Courage

Kids Help Phone

Epitaph Group Inc./McCANN

Best Copywriting

GOLD	Defining Help
SILVER	The Mandalorian & Grogu
BRONZE	Broadzoo

Brand/Advertiser:
Kids Help Phone

Agency:
Epitaph Group Inc./McCANN

Disney Movies

Disney Movies

OMG23

Disney Movies

Best Innovative Campaign

GOLD	Defining Help
SILVER	The Mandalorian & Grogu
BRONZE	Hit It Here

Brand/Advertiser:
Kids Help Phone

Agency:
Epitaph Group Inc./McCANN

Disney Movies

Disney Movies

TD Bank

Leo Toronto / Starcom Canada / Apex Exchange

Best Storytelling

GOLD	Defining Help
SILVER	Blizzard
BRONZE	Home DeCoors

Brand/Advertiser:
Kids Help Phone

Agency:
Epitaph Group Inc./McCANN

Tim Hortons

GUT Toronto/Talon OOH Canada

Coors Light

billups / Wasserman

Overall

Campaign of the Year
Man's True Best Friend

Brand/Advertiser:
Humane Canada

Agency:
Panoply Media Innovation Inc / Sid Lee