



PRESS RELEASE

Canada Proudly Participates in '#OurSecondChance' Global DOOH Campaign

Toronto, August 3, 2020

WOO, the World OOH Association has worked with New Commercial Arts in the UK to create a global campaign, "#OurSecondChance". It uses digital out of home's (DOOH) unique power and presence to celebrate society emerging from lockdown with a simple challenge: how will we make use of this Second Chance, and continue with the positive social and environmental impacts that have arisen since the lockdown?

Alongside the massive DOOH campaign there will be a major social initiative with the hashtag #OurSecondChance deploying Twitter polls to explore consumer attitudes to the choices and opportunities presented in a world changed by Covid-19.

"We're proud to be part of this global collaboration showcasing DOOH and its ability to reach mass audiences with this strong and pertinent message", says Rosanne Caron, President, COMMB.

The #OurSecondChance campaign is running across Canada, US, Europe, Africa, Australia, China among other countries.

Click [here](#) to view the creative that is running on digital screens worldwide.

About COMMB

COMMB is the national organization for the Canadian OOH industry comprised of advertisers, advertising agencies and OOH companies. COMMB is responsible for developing and verifying audience measurement methodologies, providing audience data and planning resources, marketing and communications, government relations and member services.

www.commb.ca

For more information please contact:

Rosanne Caron

President, COMMB

rcaron@commb.ca

416.968.3823 x 108