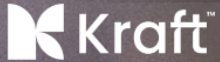


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Residential Apartments & Condominiums

Digital Out-of-Home Advertising with Kraft Media Group



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Turn every tank of gas into a brand connection.

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Why Residential DOOH?

Digital screens in apartment and condominium buildings provide direct access to urban audiences where they live. These are daily touchpoints in lobbies, elevators, and mailrooms, high-frequency environments where messaging can't be skipped, blocked, or ignored.

- Captive Environment: Residents engage with screens while waiting for elevators, in lobbies, or during routine building activities.
- Daily Frequency: Multiple exposures per day as residents enter and exit.
- Premium Urban Reach: Targets professionals, families, and renters in high-density areas.
- Trusted Placement: Screens are part of building infrastructure, creating a natural setting for brand exposure.

Benefits for Advertisers

Residential building DOOH is perfect for brands seeking to influence local, urban, and lifestyle-focused consumers.

- Localized Targeting: Reach specific neighborhoods or cities, ideal for retail, services, and community campaigns.
- Affluent Audiences: Many condominium networks deliver messaging to young professionals and high-income households.
- Multi-Touchpoint Presence: Combine residential placements with transit, retail, and office screens for omnichannel impact.
- High Recall: Campaigns in residential environments have proven brand recall rates 2x higher than standard out-of-home formats.

Categories that thrive here include:

- Retail & E-commerce
- Food Delivery & Restaurants
- Local Community & Event Marketing
- Fitness & Lifestyle Services
- Financial & Insurance Services



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Kraft Media Group makes residential DOOH simple, scalable, and impactful.

Kraft Media Group Advantage

With Kraft Media Group, advertisers can scale residential DOOH campaigns globally.

- Global Reach: Access to 12.3M+ digital screens in 30+ countries, including thousands of residential building placements.
- Precision Targeting: Deploy campaigns by geography, building type, or audience segment.
- Flexible Campaign Durations: 30, 60, or 90-day options designed around your brand goals.
- Managed Service: Our team handles strategy, planning, execution, and reporting for a seamless experience.