



22 E 5th Ave #400, Vancouver BC, V5T 1G8 , Canada
ca-edu@kraftmediagroup.com

Telling your brand story
through digital design
and data.



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Visibility is our promise. Results are yours.

We power advertising that connects brands to audiences in meaningful ways — helping people discover new ideas, products, and experiences that shape their world. From the screens they see on the go to the ones they gather around at home, Kraft Media Group delivers campaigns that move with the modern audience. That's the impact of storytelling through technology. And that's where Kraft Media Group comes in.

Since our founding, we've built our name on innovation that unites creativity with precision. We give advertisers and media partners the tools, insight, and guidance they need to reach audiences at scale — across Connected TV and Digital Out of Home — all with measurable results and complete transparency.

We're independent by design, operating without the influence of holding companies or outside agendas. Our focus starts and ends with the brands and partners we serve. That means every campaign, every strategy, and every data point is guided by what drives long-term success, not short-term gain.



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AI-Driven Insights. Human-Focused Results.

At Kraft Media Group, every campaign begins with intelligence. Our proprietary AI and data-driven planning tools analyze billions of data points — from audience movement and demographic insights to behavioral and contextual engagement — to ensure every impression is both intentional and impactful.

Through predictive analytics and real-time optimization, we help brands identify high-value audiences, select premium venue placements, and forecast ROI before launch. This data-backed approach minimizes waste and maximizes visibility, allowing advertisers to invest with confidence and precision.

Our AI-supported framework ensures that creativity is matched with measurable performance — transforming campaigns from static displays into adaptive, results-oriented experiences that evolve with audience behavior.



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Digital out of Home (Services)

Bring your message to life
beyond the walls of your
home.





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Digital Out of Home

Unmatched Global Reach

Kraft Media Group connects brands to audiences at scale with access to 12.3 million digital screens in 30+ countries. With 104.7 billion weekly impressions across 99 venue types, your brand stays top of mind locally or worldwide.

Precision Targeting

Our campaigns use advanced audience and behavioral targeting to reach the right people at the right time. From hyper-local placements to broad segments, every impression is precise, scalable, and impactful.

Transparency & Control

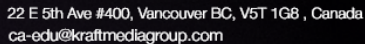
With flexible pricing and clear reporting, you'll always know how your campaigns perform. Our attribution tools, brand safety standards, and premium inventory give you confidence and control at every step.

Flexible Campaign Options

We offer 30, 60, and 90-day campaigns tailored to your goals. From city billboards to malls, transit hubs, and elevators, we maximize visibility across the customer journey with flexible strategies.

Disclaimer

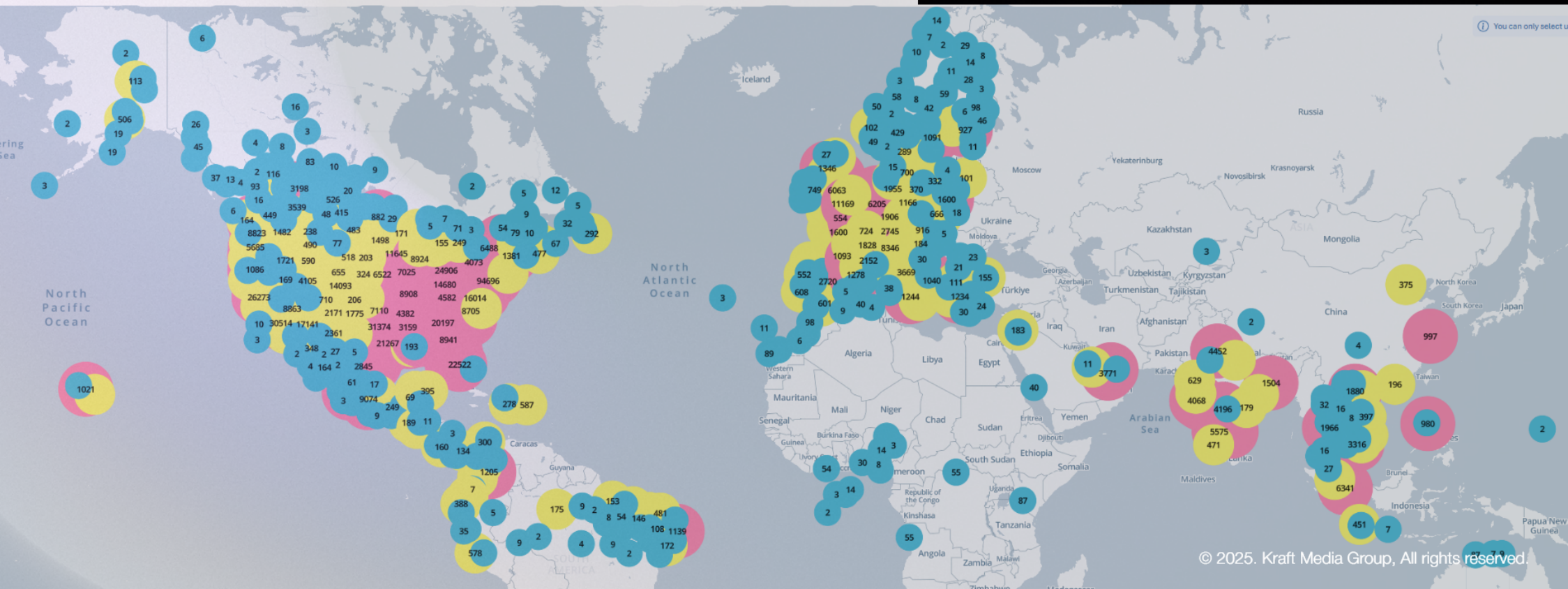
For venue-specific data, pricing, and regional venue brochures, please contact your regional Out of Home Advertising Solutions Representative at Kraft Media Group.



12M+ Available Screens **104B** Weekly Impressions **30+** Countries **99** Venue Types

Our DOOH Coverage

With our network of over 12 million digital screens across 30+ countries, Kraft Media Group empowers brands to connect with audiences worldwide. From transit hubs to retail spaces, our reach ensures your message is seen where it matters most.





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Connected TV (CTV) & OTT (Services)

Amplify your message
across every screen,
wherever your audience is.



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Connected TV (CTV) & OTT

Targeted Reach

Kraft Media Group connects brands to audiences at scale with access to 12.3 million digital screens in 30+ countries. With 104.7 billion weekly impressions across 99 venue types, your brand stays top of mind locally or worldwide.

High Engagement

Our campaigns use advanced audience and behavioral targeting to reach the right people at the right time. From hyper-local placements to broad segments, every impression is precise, scalable, and impactful.

Non-Skippable Ads

Unlike many digital ads, CTV and OTT ads are often non-skippable, guaranteeing that your message is viewed in full. This enhances the chances of viewers fully absorbing your content.

Enhanced Analytics

With flexible pricing and clear reporting, you'll always know how your campaigns perform. Our attribution tools, brand safety standards, and premium inventory give you confidence and control at every step.

Flexible Ad Formats

We offer 30, 60, and 90-day campaigns tailored to your goals. From city billboards to malls, transit hubs, and elevators, we maximize visibility across the customer journey with flexible strategies.

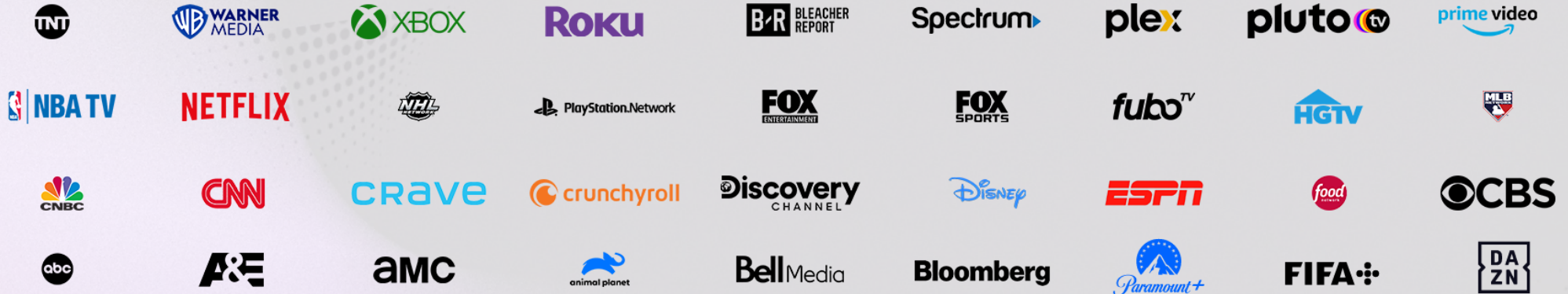
Cross-Device Integration

CTV and OTT advertising often integrate smoothly with other digital marketing channels, creating a cross-device synergy. This ensures a cohesive brand experience, reinforcing your message across multiple platforms.



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Connected TV (CTV) & OTT Publishers



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Kraft Media Group's Connected TV and OTT inventory availability, audience reach, and publisher access vary by region. Interested advertisers must consult directly with a CTV/OTT Advertising Solutions Representative to obtain up-to-date licensing, targeting permissions, and pricing information for their specific market. All campaigns are subject to platform approval, content review, and regional advertising regulations before activation.

Kraft Media Group's Connected TV and OTT advertising solutions are available across North America, Europe, the Middle East, and Asia, including key markets such as Canada, the United States, the United Kingdom, France, and the UAE.