



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

Region: Global



Residential Apartments & Condominiums Out of Home Venues.



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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.

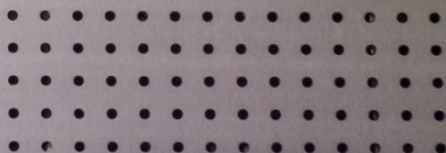
Affluent Audiences: Many condominium networks deliver messaging to young professionals and high-income households.

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.



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CALL RECEIVED - WHEN FLASHING



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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 highdensity areas.
- Trusted Placement: Screens are part of building infrastructure, creating a natural setting for brand exposure.



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94,478 Available Screens 56.6B Weekly Impressions 15+ Countries

