



22 E 5th Ave, #400, Vancouver BC, V6T 1G8, Canada
ooh-ca@kraftmediagroup.com



Downtown Vancouver Digital Venue Program

The Granville Digital Impact Zone combines one of Vancouver's most iconic large-format digital billboards with a network of street-level digital displays, creating a multi-touchpoint experience that captures both high-volume vehicular traffic and close-proximity pedestrian engagement. This program delivers unmatched visibility for brands looking to dominate the city's busiest downtown corridor both day and night.

Program name:
Granville Digital Impact Zone

Location:
Corner of Granville & Robson, Vancouver's premier retail and entertainment district.



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Retargeting Radius

Primary Coverage Zone:

400m–600m geofenced radius around Granville & Robson.

AI Retargeting Range:

Extends up to 3km via connected digital panels across nearby venues, including: Granville Street corridor, Pacific Centre, Robson Street retail district, Burrard SkyTrain entrance.

This ensures brands can engage audiences before, during, and after they encounter the main screen.



Venues in this program:



Billboard



Mall



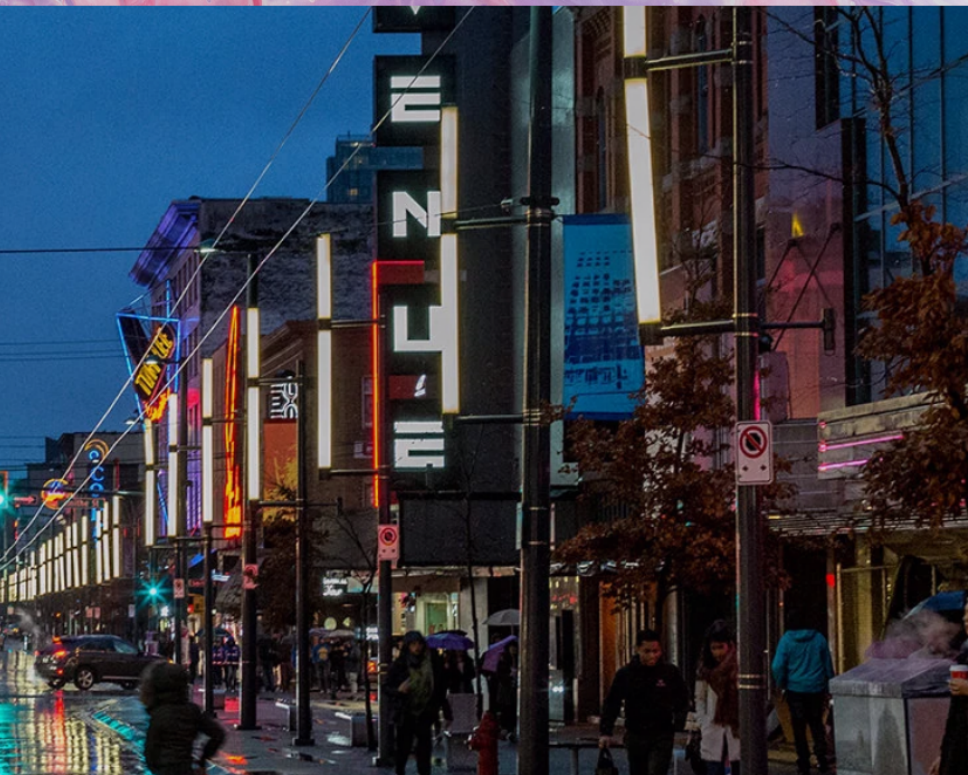
Subway



Outdoor Panels



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AI Audience & Weather Targeting

At Kraft Media Group, we use AI-driven analytics to transform real-world audience behavior into measurable insights. Our system blends live mobility data, weather triggers, and audience segmentation to deliver campaigns with precision and relevance. From commuter patterns to changing conditions, your message adapts in real time — ensuring every impression reaches the right audience, at the right moment.



Sunny:
Showcase vibrant,
lifestyle-led visuals.



Rainy
Shift to cozy, comfort-based
messaging.



Snowy
Highlight warmth, style, or
seasonal offers.



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Network Integration

Pairing the Granville Spectacular Screen with surrounding street-level digital panels provides a full-funnel exposure experience:

Upper Funnel Awareness:

The main screen delivers bold, large-format exposure for maximum reach.

Lower Funnel Retargeting:

Street-level panels re-engage viewers as they move throughout the area, reinforcing brand recall and driving measurable conversions.



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Why Brands Choose This Venue

- Premier downtown Vancouver visibility in a high-traffic intersection.
- Dual-screen ecosystem (spectacular + pedestrian retargeting).
- Advanced AI mobility analytics for smarter placement.
- Ideal for luxury, tech, retail, entertainment, and lifestyle brands.
- Integration-ready for QR and NFC engagement campaigns.

Venue Partners



Cadillac
Fairview





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listen on
amazon music

Ready to Launch Your Campaign?

Be part of Vancouver's most data-driven digital media zone.
Kraft Media Group connects your brand with audiences on the move,
from street level to skyline.

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Contact our sales team:
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