

## Insights on Maximizing Advertising ROI

The Out-of-Home Marketing Association of Canada (OMAC), hosted a special presentation on the power of OOH to deliver high advertising ROI and the impact it has on other media in an integrated campaign. The comprehensive analysis was conducted by BrandScience, a marketing and business effectiveness consultancy. The research revealed many interesting relationships.

For an executive summary click [here](#) or visit [www.omaccanada.ca](http://www.omaccanada.ca).

To arrange a presentation or for more information, contact OMAC:

**Rosanne Caron**

President

416.968.3435 x108

[rcaron@omaccanada.ca](mailto:rcaron@omaccanada.ca)

**Jacqueline Demchuk**

Marketing and Communications Director

416.968.3435 x107

[jdemchuk@omaccanada.ca](mailto:jdemchuk@omaccanada.ca)

[Unsubscribe](#)