



Community Connects

Connecting Brands with Local Life.

Be Loud. Be Smart. Be Seen.

CUTTING THROUGH THE NOISE: THE CHALLENGE OF REACHING TODAY'S CONSUMER

The digital landscape is saturated.
Attention is the new currency.

PROBLEM:

Traditional advertising is increasingly ineffective. Ad-blockers, banner blindness, and content fatigue are at an all-time high.

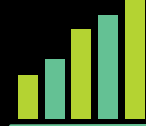


KEY QUESTION:

How can brands create authentic, memorable connections that break through the clutter?



STATISTICS:

69% 

of consumers
trust in outdoor
and public areas
(billboards, transit
ads, posters).

43% 

of consumers
trust in ads
embedded in
social media.

3 SEC 

average attention
span on online
platforms.



Beyond the Screen: Understanding Digital Out-of-Home (DOOH)

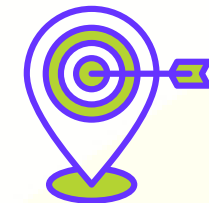
WHAT IS DOOH?

Digital Out-of-Home advertising that uses digital screens in public spaces to reach consumers on the go.

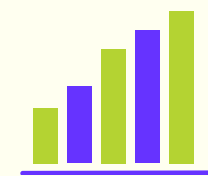
KEY ADVANTAGES



Dynamic & Flexible Content



Contextually Relevant & Targeted



Measurable Impact & Analytics

DOOH VS. TRADITIONAL OOH



TRADITIONAL (STATIC):
Fixed Message,
Broad Reach



DOOH (Dynamic):
Relevant Message,
ICP Specific



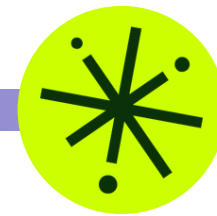
Community Connects: BoomBright Media's Gateway to Meaningful Local Engagement

Community Connects



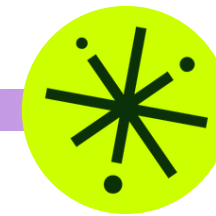
OUR VISION

To strengthen local economies by making impactful, flexible DOOH accessible to small businesses. Our conscious intention is to foster trusted relationships through education and problem-solving, making impactful advertising enjoyable and easy.



UNIQUE VALUE

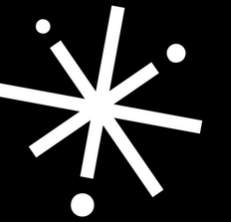
We combine the high engagement of physical environments with the speed, analytics, and ease of digital marketing.



WHAT WE OFFER

A network of high-impact digital displays, real-time content management, and actionable foot-traffic analytics - all powered by BoomBright Media's Innovative technology.

Strategically Placed, Hyper-Locally Focused: The Community Connects Network Locations



Types of Locations



**Premuim
Retail
Environments**



**High-Traffic
Hubs**



**Lifestyle &
Social
Venues**

Why They Matter



High Dwell Time:
Capturing attention
during extended stays.

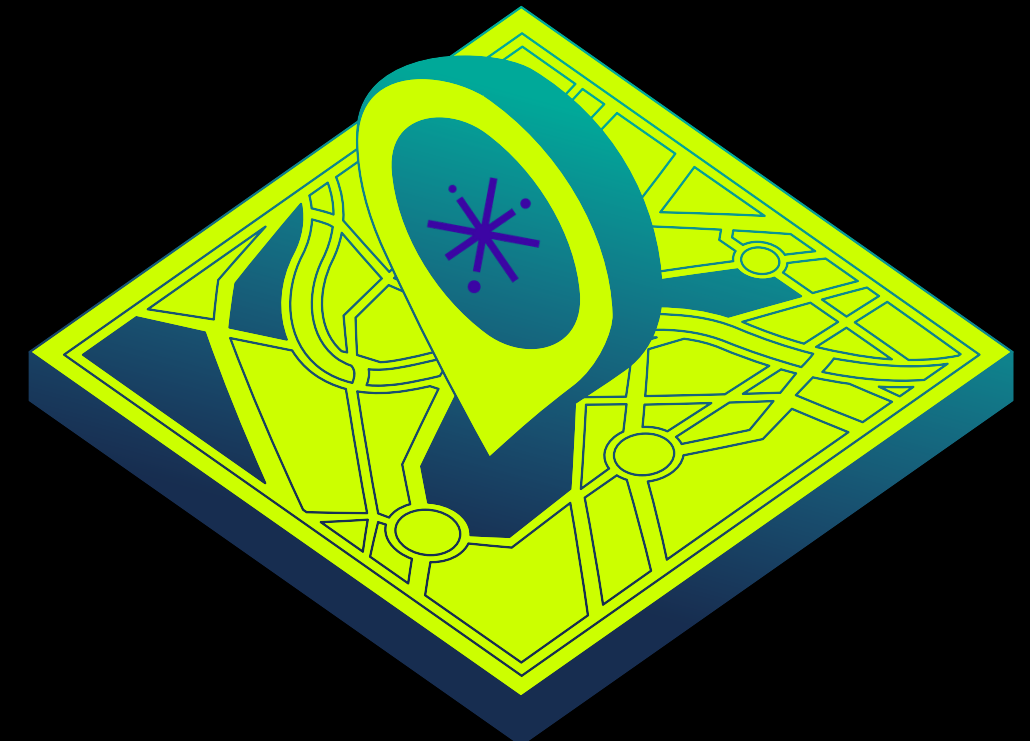


Targeted Reach:
Connecting with specific
demographics in relevant
contexts.



Contextual Relevance:
Integrating into the daily
lives of the community.

Geographic Reach



Focusing on high-density urban
centers and key community
location for maximum impact.



Why BoomBright Media's Community Connects? Benefits That Drive Results



Hyper-Local Reach

Connect with audiences in their daily community environments.



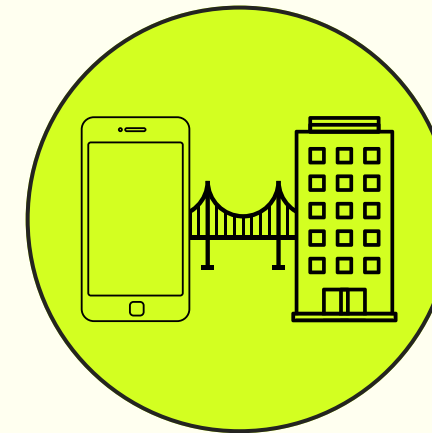
Real-Time Engagement

Deliver dynamic content that fosters genuine interaction.



High-Impact Visibility

Capture attention with vibrant digital displays.



Modern Brand Experience

Bridge the gap between digital and real-world presence.



Data-Driven Insights

Utilize actionable analytics for campaign optimization.



Connecting with Your Ideal Customer:

The Community Connects Audience

General Audience Profile

High Foot
Traffic Areas

Community-
Engaged

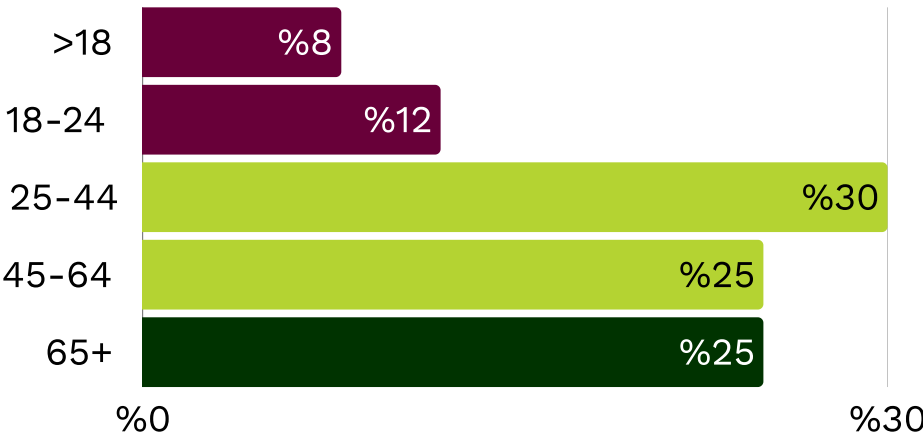


Tech-Aware

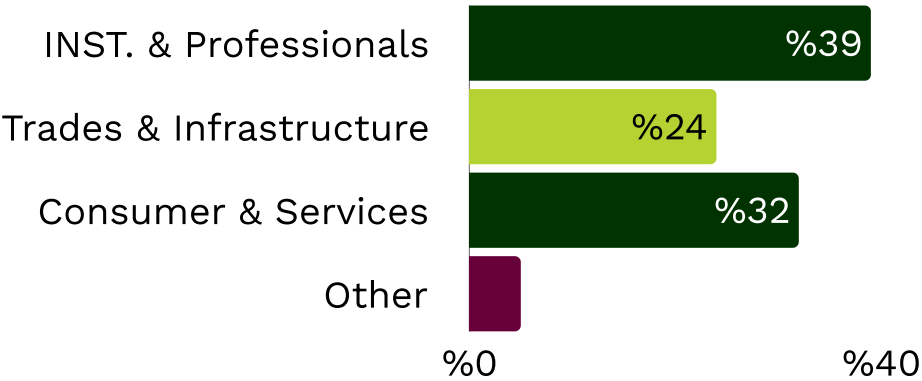
Seeking Local
Experience

Key Demographic Insights

Age Distribution



Local Residency



Statistics Canada. Table 98-10-0592-01 Class of worker by industry groups, labour force status, age and gender: Canada, provinces and territories and census divisions
Statistics Canada. 2023. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released November 15, 2023.

Audience Segmentation



The Local Explorer

Seeks new spots, supports small business. Values discovery.



The Community Advocate

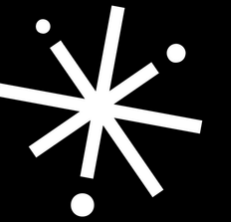
Passionate about local causes. Values social impact.



The Connected Professional

Busy, uses tech to optimize life. Values convenience.

Measuring Your Impact: Precision analytics with BoomBright

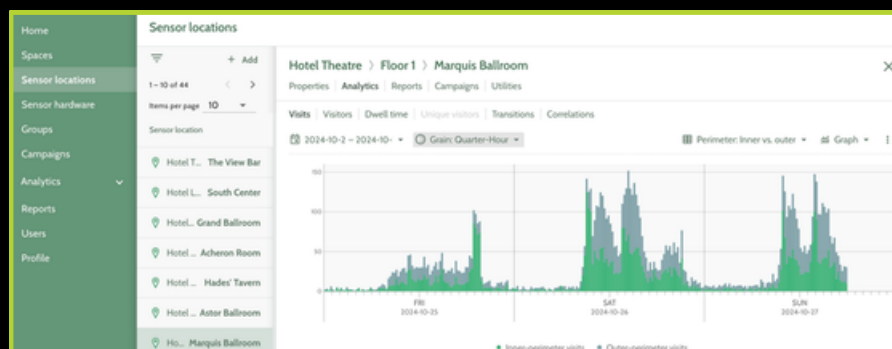


1) Quantifying Visibility: Opportunities-to-See (OTS)

BoomBright precisely measures your advertising exposure.

Impression Count: Number of distinct individuals passing within view of your ad media over a period of time.

This forms the basis for your advertising pricing.

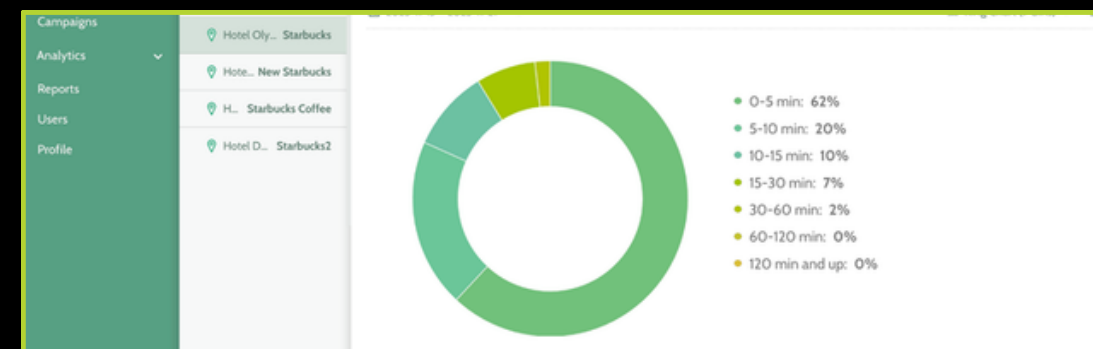


2) Understanding Engagement: Dwell Time

Dwell Time: Measures the exact duration each visitor remains within the inner detection zone of the display.

Behavioral Insight: Reveals if consumers are just passing by, stopping to browse, or actively engaging for a longer period.

Impression Multiplier: Dwell time is a key factor in accurately calculating the true value and multiplier of your ad's exposure within dynamic content loops.

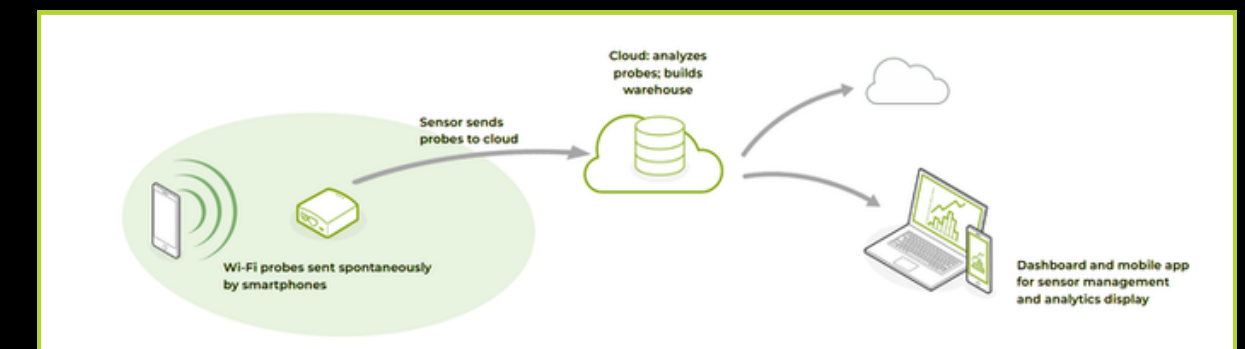


3) The Technology Behind the Data: Passive WiFi Detection & Sensors

BoomBright employs advanced passive WiFi detection and integrated sensors near our displays.

This non-intusive technology anonymously detects unique device signals (e.g., cell phones) to accurately determine visitor presence and proximity to the display.

This enables precise measurment of both impressions and dwell time, giving unparalleled insights into your campaign.



COMOX MARINA PARK



The Local Explorer

Seeking casual dining nearby, trendy cafes, local events or outdoor activities. They appreciate aesthetically pleasing and unique local offerings.



The Community Advocate

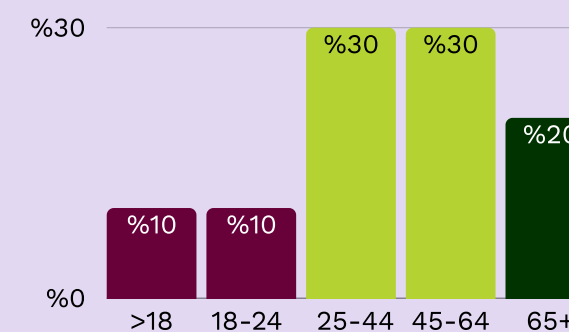
Using the playground, picnicking, enjoying family-friendly events, taking part in casual strolls, or grabbing quick and easy food options. They are practical, value-conscious, and look for wholesome activities.



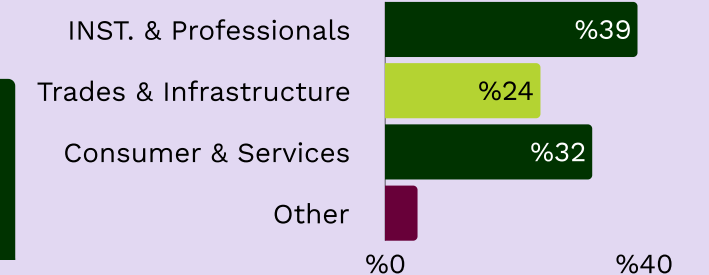
The Connected Professional

Enjoying scenic walks, dining at waterfront restaurants, perhaps considering real estate, or seeking services for their active lifestyle. They value convenience, quality, and often a degree of exclusivity.

Location Age Distribution

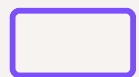


Local Residency



Statistics Canada. Table 98-10-0592-01 Class of worker by industry groups, labour force status, age and gender: Canada, provinces and territories and census divisions

Display Description

 14ft x 7ft LED

Monthly Impressions

 Meas: 65,852

Asset Play Duration

 7.5 seconds

Dwell Time

 5 - 120 Minutes

Play Loop

 5< Minutes

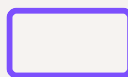
Resolution

 1344 x 672

MILANO COFFEE Courtenay



Display Description

 55" LCD

Monthly Impressions

 Est: 14,065

Asset Play Duration

 7.5 seconds

Dwell Time

 10 Minutes

Play Loop

 5< Minutes

Resolution

 1080 x 1920



The Local Explorer

Often making plans, discovering local events, or connecting with friends. They are interested in unique experiences, entertainment, casual dining, and community activities.



The Community Advocate

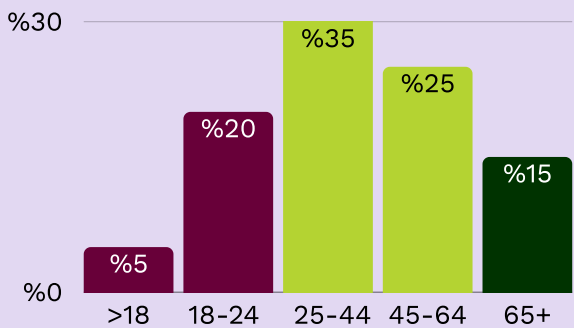
Long-term residents, deeply invested in their community's well-being and local fabric. They visit as part of their daily routine, for social connection, or to stay informed about local happenings.



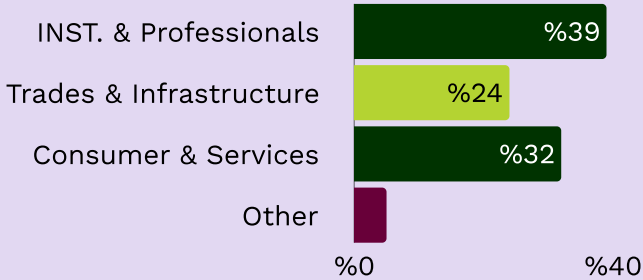
The Connected Professional

Utilizing the space for work, networking, or a brief mental break. Thinking about productivity, home management, personal and professional development, and local services that support their busy lives.

Location Age Distribution



Local Residency

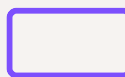


Statistics Canada. Table 98-10-0592-01 Class of worker by industry groups, labour force status, age and gender: Canada, provinces and territories and census divisions

COMOX MALL



Display Description

 2 faces - 75" LCD

Monthly Impressions

 Est: 85,166

Asset Play Duration

 7.5 seconds

Dwell Time

 3 Minutes

Play Loop

 5< Minutes

Resolution

 1920 x 1080



The Local Explorer

Young adults, college students. Social shoppers, interested in fashion, tech, entertainment, and food. Highly trend-aware.



The Community Advocate

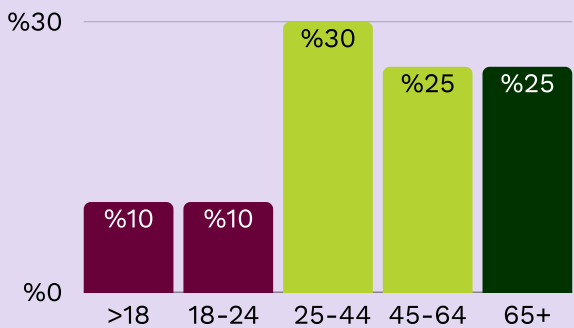
Mall walkers, daily errands, social outings, and specific shopping needs. Appreciate comfort, accessibility, and value.



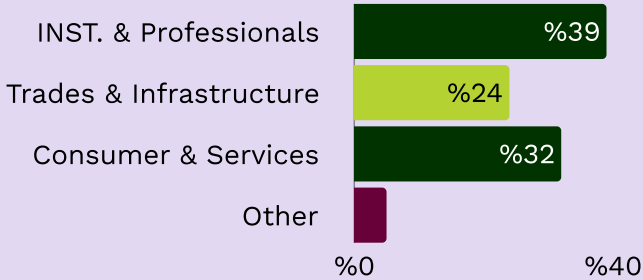
The Connected Professional

Established adults, often with higher disposable income. Purposeful shoppers for quality goods, services, and leisure activities like dining and browsing.

Location Age Distribution

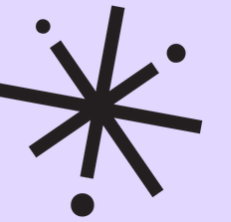


Local Residency



Statistics Canada. Table 98-10-0592-01 Class of worker by industry groups, labour force status, age and gender: Canada, provinces and territories and census divisions

Ready to Connect?



Partner with BoomBright Media!

Your Path to Local Impact

We've made partnering with BoomBright Media's Community Connects network straightforward and efficient, ensuring your message gets seen faster.



Flexible Campaign Options: Tailored for Your Success

Our Community Connects network is designed for maximum flexibility to match your objective and budget.

- ✓ **Targeted Reach:** Select specific venues, neighborhoods, or audience demographics that align with your brand.
- ✓ **Dynamic Content:** Update your ads quickly, run time-sensitive promotions - keeping your content fresh and relevant.
- ✓ **Flexible Durations:** From short-term promotions to sustained brand presence, choose the length that works for you.
- ✓ **Scalable Packages:** Whether you're a local startup or an established enterprise, we offer tiered options to expand as you grow.



Be loud. Be Smart. Be Seen.

Ready to amplify your brand's presence and connect deeply with the Comox Valley community?

Schedule Your Free Discovery Session Today!