HANDRAIL
Media Canada Inc.

Advertiser Presentation

Advertising that moves with your audience.
Escalator handrail advertising, now being introduced to premium Canadian venues.

Ontario Corporation No. 1001774503 | handrailmediacanada.com



Concept image

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THE MEDIUM

The format moves with the audience— not past them.

01 A familiar passenger touchpoint

02 A distinctive canvas for brand creative

Escalator handrail advertising places brand creative alongside people as they move through retail, travel, education, entertainment and commercial environments. Handrail Media Canada brings the format to Canada with an approved installation process, including a TSSA variance in Ontario and Technical Safety BC permission in British Columbia.

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WHY IT STANDS OUT

Three qualities make the medium memorable

01

Proximity

Creative sits directly beside passengers during the escalator journey.

02

Continuity

The branded surface remains present as the handrail moves through the space.

03

Context

Campaigns can be matched to the purpose and character of each participating venue.

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RELEVANT ENVIRONMENTS

Meet audiences where movement already happens

Retail & shopping

Travel & transit

Entertainment & events

Education & commercial



Example handrail campaign from another market

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CAMPAIGN USES

Designed for moments that matter

01	**Brand awareness**	Build a distinctive presence within the venue journey.
02	**Product launches**	Introduce a new offer through a format people notice.
03	**Retail promotions**	Connect creative to shopping occasions and destinations.
04	**Events & entertainment**	Extend the campaign experience through the venue.

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THE CREATIVE CANVAS

One moving surface. Many creative directions.

Campaign artwork can be adapted to the handrail’s continuous motion—using bold colour, repeated motifs, sequential messages or a restrained premium treatment.

Final artwork, messaging and installation specifications remain subject to venue, technical and regulatory review.



Photos show example campaigns from other markets

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CAMPAIGN DELIVERY

Handrail Media Canada coordinates the full campaign path

01	**Brief**	Objectives, audience, geography and timing
02	**Match**	Participating venue and suitable escalator inventory
03	**Create**	Artwork adaptation and approval coordination
04	**Clear**	Required property, technical and regulatory reviews
05	**Deliver**	Qualified installation, campaign checks and reporting

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REPORTING APPROACH

Clear documentation, without inflated promises

Campaign reporting will be built around verifiable delivery information.

- Confirmed campaign dates and installed inventory
- Installation and completion photography
- Creative and location records
- Operational observations and issue tracking
- Available audience or venue data, with methodology stated

REPORT WHAT CAN BE VERIFIED.

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LAUNCH PARTNER DISCUSSION

Help shape an early Canadian campaign

Early advertiser conversations can define the brief, preferred environments, creative direction and success criteria before a tailored proposal is prepared.

NEXT STEP

Schedule a discovery conversation.

Availability subject to approvals and confirmed inventory



Example campaign photo

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Let’s explore the right first campaign.

Preliminary advertiser discussion. Network development and market entry.

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