

Media Kit

IDS media





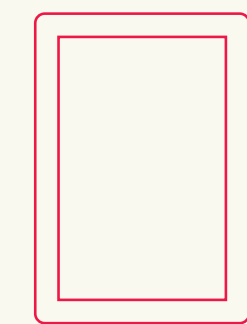
IDS Canada is a media and communications company helping brands build meaningful relationships with Canadians in the healthcare environment.

We offer clients a unique, integrated media approach, allowing them to reach consumers where they are extremely receptive:

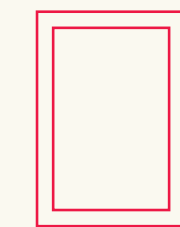
In their family physician's waiting room. A trusted environment provides **brand safety** for clients and opportunities for messages related to health, and many other product and service categories.

Our programs motivate action, change attitudes and behaviour, and influence better consumer outcomes.

Our multi-platform media



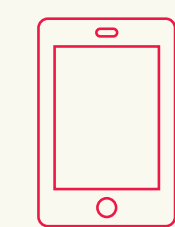
Digital Network



Static Network



Print Collateral



Mobile



Custom Programs



Field Rep Programs

Canada's
largest
media
network
of its kind.

Sites **1,100**

Family Physicians **4,600**

Field Reps **40+**

Monthly Audience **3,300,000**

Our Network

Our proprietary **how're you?** network is your opportunity to reach consumers in high-traffic family physician waiting rooms across Canada. It's a valuable information resource for consumers that consists of a digital poster, professional display unit holding printed information, and a print poster located directly in the waiting room.

The Waiting Room Advantage

Receptive Audience

That is focused on their health and the health of their loved ones.

Long Wait Times

On average 40+ minutes.

Our Reach

3 million+ **unduplicated** consumers per month.

The unique how're you? digital poster network

Over 300 HD screens, with capability for animation and embedded video in the unique, more effective **portrait** format.

Reach 875,000+ people per month.

4 million+ impressions per month.

8 minute loop length means your message is seen **at least 5 times during a typical consumer visit.**

Network is monitored and managed in-house through remote access.

Reporting software provides proof-of-play and accurate impression counts.



how're you?

It's a feel good thing. Pass it on.

**A Growing
Digital
Network**

50

**Locations in
Edmonton
& Calgary**

15+

**Locations in
Greater
Vancouver
Area**

25+

**Locations in
Saskatoon
& Regina**

15

**Locations in
Winnipeg**

185+

**Locations in
Southern
Ontario**

10

**Locations in
Atlantic
Canada**



how're you?

It's a feel good thing. Pass it on.

+ More to Come

how're you?
Poster Media

Our out of frame network provides 800 locations for your static poster message.

Maximize the impact of your campaign by integrating print posters with a brochure or sampling program.

Key Audience Groups

45%

Male:
1.5 million
per month

36%

Adults
Ages 55+:
1.2 million
per month

55%

Female:
1.9 million
per month

34%

Adults
Ages 35-50:
1.1 million
per month

30%

Millennials
Ages 18-34:
1 million+
per month

59%

Parents with
young children:
2 million
per month



how're you?

It's a feel good thing. Pass it on.

Multiple Media Options

The **how're you?** network encourages people to take better care of themselves and their loved ones. It has been proven successful for 25 years, by providing credible and relevant information to consumers within a trusted & brand safe environment, their family physician's office. The safety and credibility of that environment reinforces product reputation. With the substantial pick-up and pass along of the information to family and friends, **how're you?** further extends your consumer reach with greater impact and effectiveness.

The Key Statistics

89%

of our doctors agree that brochures in the waiting room, **ones provided by you,** are among the most credible source of information for their patients.

72%

of consumers intend to discuss material picked up from the display with their HCP and not necessarily related to the reason for their visit.

54%

of consumers say they trust messages they see in their doctor's office more than those seen outside.

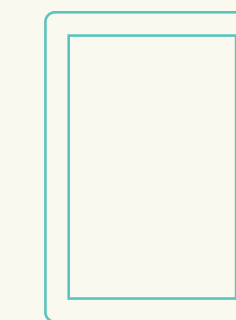
56%

react to call-to-action from materials in the display unit.

36%

of consumers are more likely to purchase products or services they've learned about in their doctor's office.

Our multi-platform media



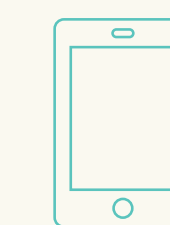
Digital Network



Static Network



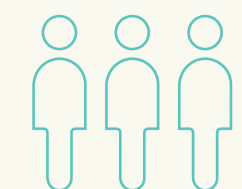
Print Collateral



Mobile



Custom Programs

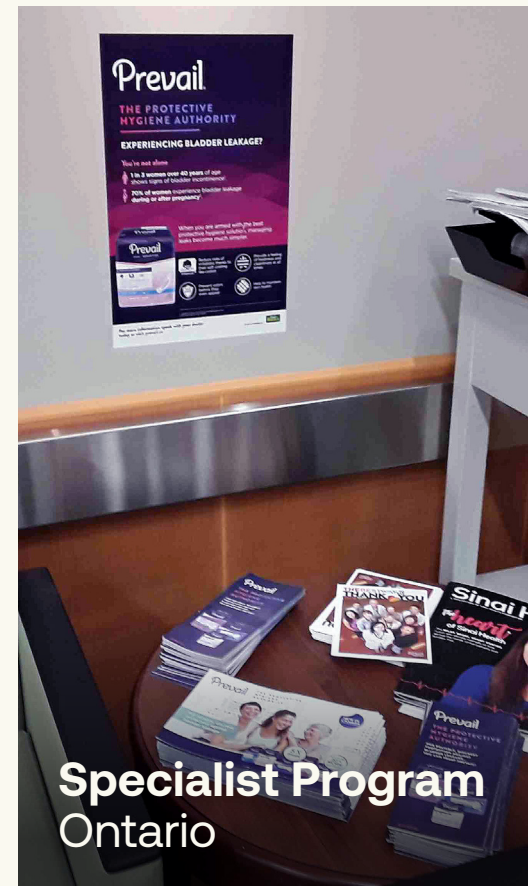


Field Rep Programs

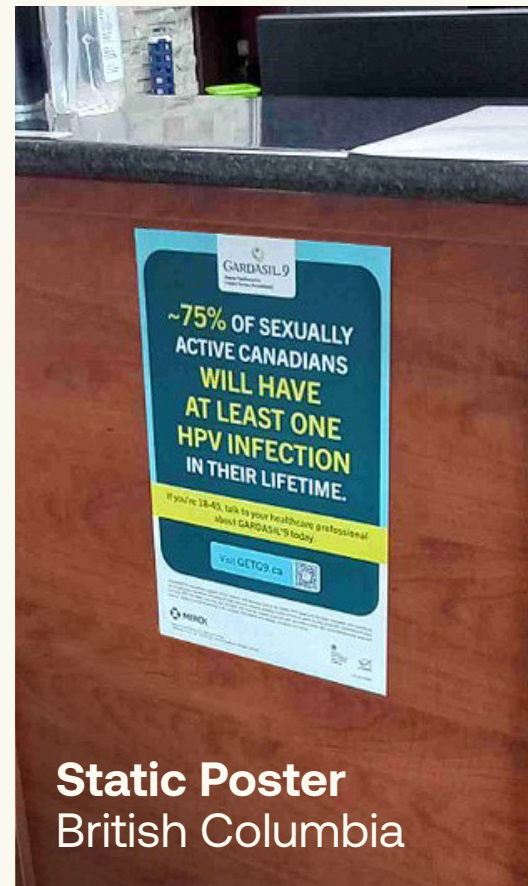
Our Work



Static Poster
Ontario



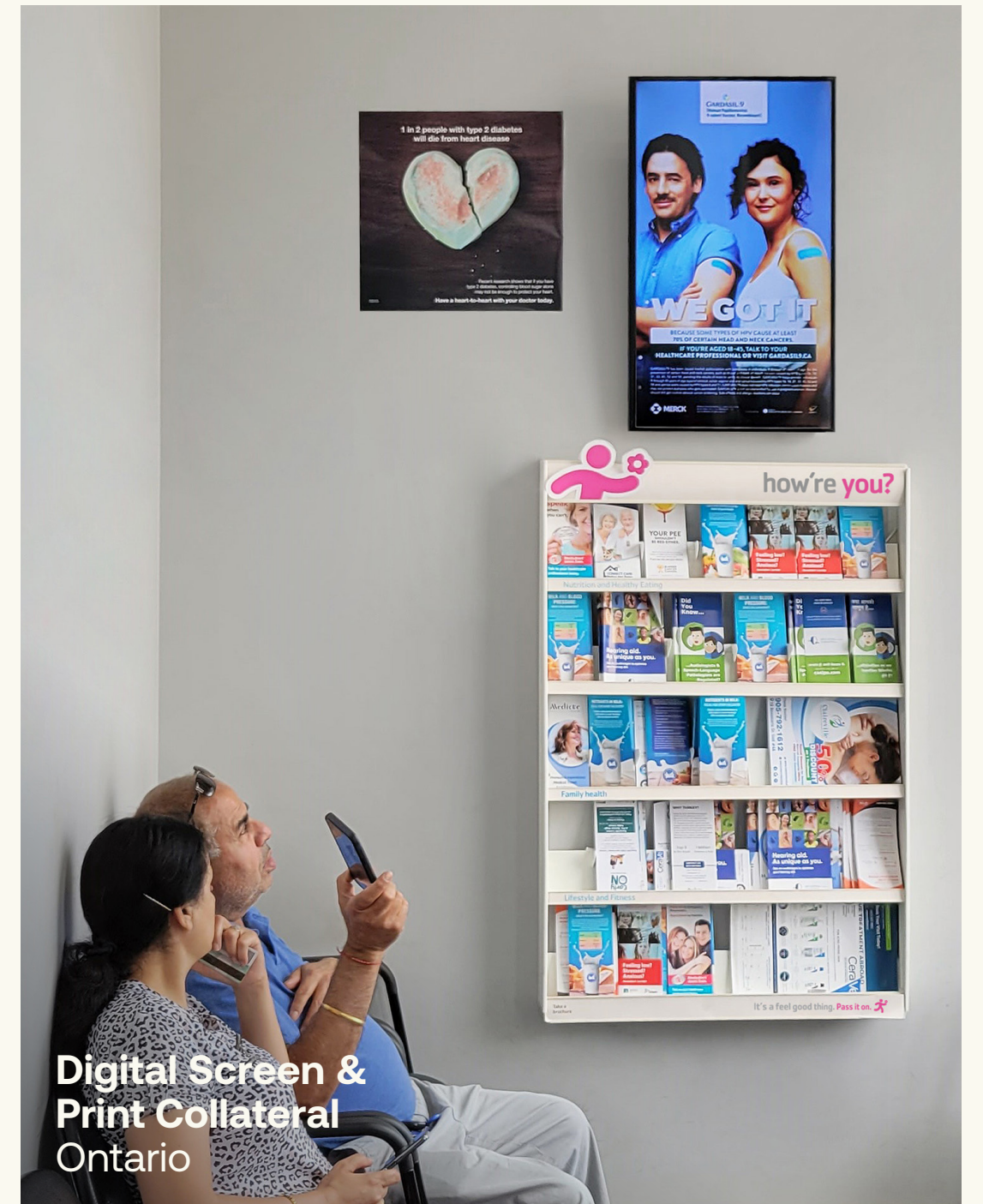
Specialist Program
Ontario



Static Poster
British Columbia



Specialist Program
Alberta



Digital Screen & Print Collateral
Ontario



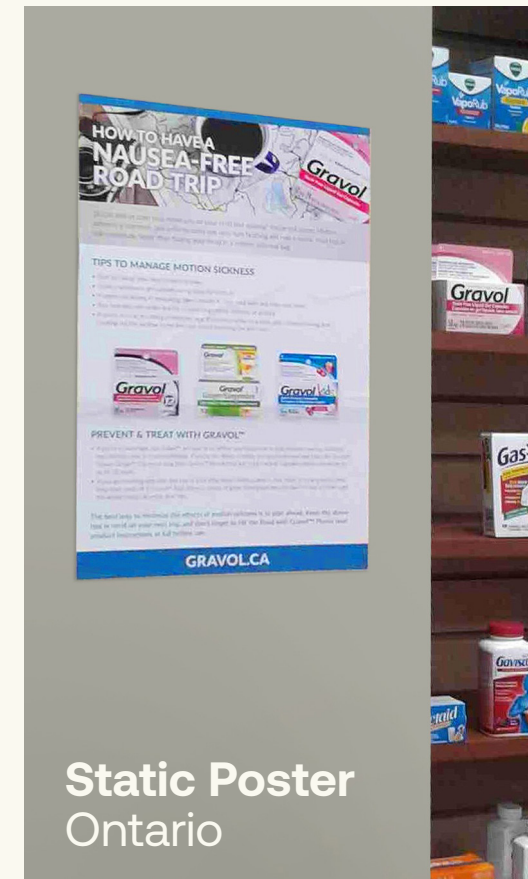
Static Poster
Ontario



Digital Screen
Ontario



Digital Screen & Print Collateral
Ontario



Static Poster
Ontario



Custom Campaign
British Columbia

Mobile Capability

IDS Media is able to add a unique mobile ad-serving capability to any consumer campaign. With the ability to polygon our clinic network (or any other venue of your choice), we can tag mobile devices and guarantee you are reaching your target audience. If a consumer in one of our clinics opens their phone or tablet, and accesses one of hundreds of already-installed apps, your message will appear on their screen.

Even if a consumer doesn't open their device while in the clinic, your message will follow them until they do access any of those apps. They will also continue to be served your ad throughout the following weeks, ensuring your message is reinforced and top of mind.

A great way to leverage the 40-minute dwell time, in conjunction with a product message on one of our digital screens or static posters. And, as a reminder over coming days and weeks.

With a guaranteed number of impressions, based on your marketing objectives.

Custom Services

Our dedicated team of 40+ field service reps hand deliver materials and personally engage with healthcare professionals. Thanks to them, we are also able to access specialist groups, including:

Dermatologists	Cancer and Pain Centres
Cardiologists	Diabetes Centres
Pediatricians	Travel Clinics
OB/Gyns	Hospitals
Dietitians	Others upon request

IDS Canada works closely with companies and brands to support specific strategies and achieve desired results. Recent projects include:

Physician, clinic staff and pharmacist market research.

Placement of samples in the family physician environment.

Development, design and printing of patient education material, if required.

Most client campaigns are customized – let's discuss what creative thoughts you have, that IDS can execute on your behalf.

IDS Primary Care Network Consumer Profile

Quality of life conscious. Willing to accept change and realize that life can be improved if they do something different.

Very inquisitive, pursue gathering more information based on what they hear and see.

Speak about their experiences with others.

Inclined to make life decisions based on obtained information.

72%

have a post-secondary education

55%

dine out at least once per week

46%

go out for entertainment at least once per week

59%

own their own home

IDSmedia

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