



## Toronto Port Authority hires Black

The **Toronto Port Authority** has retained **Black** of Toronto to develop a digital advertising system at Billy Bishop Toronto City Airport. The system will incorporate digital screens in the airport's passenger atrium and pedestrian tunnel, accompanied by a mobile application. LED and LCD screens will be installed in exterior and interior spaces on the mainland passenger atrium. Eight 30-foot by three-foot screens will be installed along the tunnel walls, leading to additional screens on the island side. The mobile application will provide information such as traffic and weather reports, directions, flight information, restaurant recommendations and estimated wait times. It will also display sponsored content based on proximity to the out-of-home screens.

"This digital experience is being designed to create a narrative journey for travelers that will extend from home or hotel to the airport curb, gate, and beyond to their ultimate destination," said Dean Black, president and CEO of Black. "Screens will be situated along the journey through the airport and a custom-designed app will enable travelers to engage and interact with the digital content. Advertisers and content creators will be able to target information and messages that are relevant to the individual traveler and pertinent to the journey they are taking, ensuring greater levels of retention and awareness."

The system will be owned by the Toronto Port Authority, with Black managing content creation, advertising sales and planning. It will launch in early 2015.

August 11, 2014