

Billy Bishop's OOH facelift



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The Toronto Port Authority is building a new digital layer into its coming expansion project with a slate of digital OOH screens and a connected mobile app to service people coming through Billy Bishop Airport.

Set to come online in early 2015 in advance of next summer's 2015 Pan Am and Parapan Am

Games in Toronto, the new set of screens will be built into the mainland passenger atrium, pedestrian tunnel and island-side atrium, Geoffrey Wilson, president and CEO, Toronto Port Authority, tells *MiC*. Eight 30x3' screens will be installed along the walls of the new tunnel, which connects passengers with a four minute journey from the mainland to the island-side

atrium. Travellers will exit the tunnel and see more screens as they get into the ground-level of the terminal.



“When we started looking at adding a new advertising element as part of the construction we knew it had to be unique and impactful,” he says.

The new digital and mobile launch is being built in partnership with Black, with the agency handling the content creation, sales and interactive planning components of the new screens and app. John Curry joined the agency as director of sales and business

experience in June to lead sales on the project. He came to Black from the *Globe and Mail* where he worked since 1998, most recently as manager of national digital sales and Globe Alliance.

Billy Bishop's new app will have the ability to connect with the LED and LCD digital screens to display information and content to travellers and change that information based on things like their proximity to the screens and where the passenger is going. In addition to connecting with the new screens the app will including information like weather forecasts, way finding and flight information.

The Billy Bishop Airport will see about 2.3 million travellers in 2014, with the demographic trending towards business people, says Wilson.

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