

In July 2025, **Calgary Stampede** built strong awareness and engagement among Calgary residents with their bold **Digital Out-of-Home** campaign



Over **1 in 3** Calgary residents recalled seeing the Stampede Digital Out-of-Home (DOOH) campaign across the city

70% of downtown office workers

67% of weekly transit riders

51% of Millennials (age 28-43)

51% of parents

48% of non-Canadian born individuals

...also recalled the campaign

Of which, **69%** took an action after seeing these advertisements

35% Purchased Stampede event tickets (i.e. admission, SuperSass, shows, etc.)

22% Searched for a more information online about the event

13% Visited/followed Calgary Stampede on social media

12% Watched videos or past highlights of the Stampede on online platforms

8% Took a photo of the ad to reference at a later time

6% Shared the ad on social media