OZWAY

2026–2027 OZWAY DISCOVERY CAMPAIGN CALENDAR

Chose your Discovery campaign at TAU, COOP ALENTOUR, or SPA EASTMAN and get your brand in front of Quebec consumers at key moments throughout the year.

2026 FEATURED DISCOVERY CAMPAIGN

DECEMBER — CHRISTMAS

BOOKING DEADLINE
OCTOBER 25, 2026

BOOK NOW →

2027 DISCOVERY CAMPAIGNS

FEBRUARY — SUPER BOWL + VALENTINE'S DAY
BOOKING DEADLINE
DECEMBER 18, 2026
BOOK NOW →

MARCH — ST. PATRICK'S DAY
BOOKING DEADLINE
JANUARY 15, 2027
BOOK NOW →

APRIL — EASTER
BOOKING DEADLINE
FEBRUARY 19, 2027
BOOK NOW →

JUNE — SAINT-JEAN-BAPTISTE
BOOKING DEADLINE
APRIL 15, 2027
BOOK NOW →

SEPTEMBER — BACK TO SCHOOL
BOOKING DEADLINE
JULY 23, 2027
BOOK NOW →

OCTOBER — THANKSGIVING
BOOKING DEADLINE
AUGUST 20, 2027
BOOK NOW →

DECEMBER — CHRISTMAS
BOOKING DEADLINE
OCTOBER 22, 2027
BOOK NOW →

DISCOVERY CAMPAIGN COST:
TAU — $639 / COOP ALENTOUR — $639 / SPA EASTMAN — $569

WHAT'S INCLUDED
Distribution • Social Media Visibility • In-Store Visibility • Website traffic • Consumer Insights report

PRODUCTS / SAMPLES REQUIRED
TAU -200 , COOP ALENTOUR – 200, SPA EASTMAN - 120
Brands are required to provide the quantities above. Products can be picked up by OZWAY at the distributor or shipped directly to OZWAY. Brands may also include a promotional flyer with their products.

Campaigns are confirmed on a first-come, first-served basis. LIMITED AVAILABILITY

ANY QUESTIONS? CONTACT US: INFO@OZWAY.CA