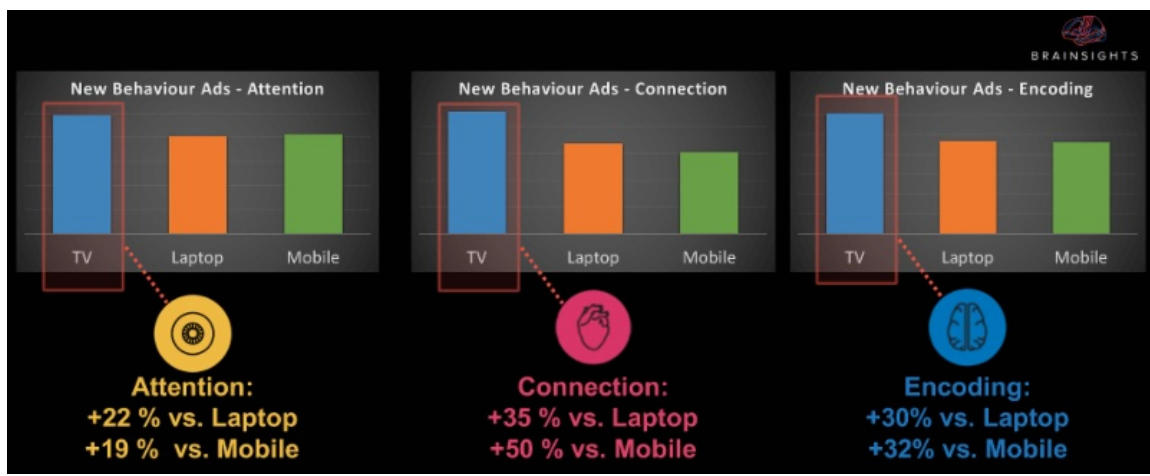


NEW PRODUCT ADVERTISING: TV BEATS DIGITAL. AGAIN.

In May, thinktv released initial findings from its recent **Brainsights** research - findings that made advertisers sit up and take notice.

Now a deeper dive into the study has revealed another significant finding with implications for advertisers: **New Product or New Use Case ads are more effective when they're watched on TV**, where they outperformed across key measures - **Attention, Connection and Encoding** - versus laptops and mobile phones.



TV outperforms digital platforms on key measures

Why? Three simple reasons:

1. TV delivers emotion better than any other screen
2. TV's emotional engagement is most resilient during "show and tell" sequences that drive home important product benefits
3. TV drives the strongest branding and new product relevance

The key takeaway? If your ad focuses on a new product or a new way to use an existing one, it needs to be on TV. That's where it will drive better attention, connection and engagement with your customers.

Read the full report [here](#).

SUBSCRIBE

thinktv.ca



[Forward this email](#)