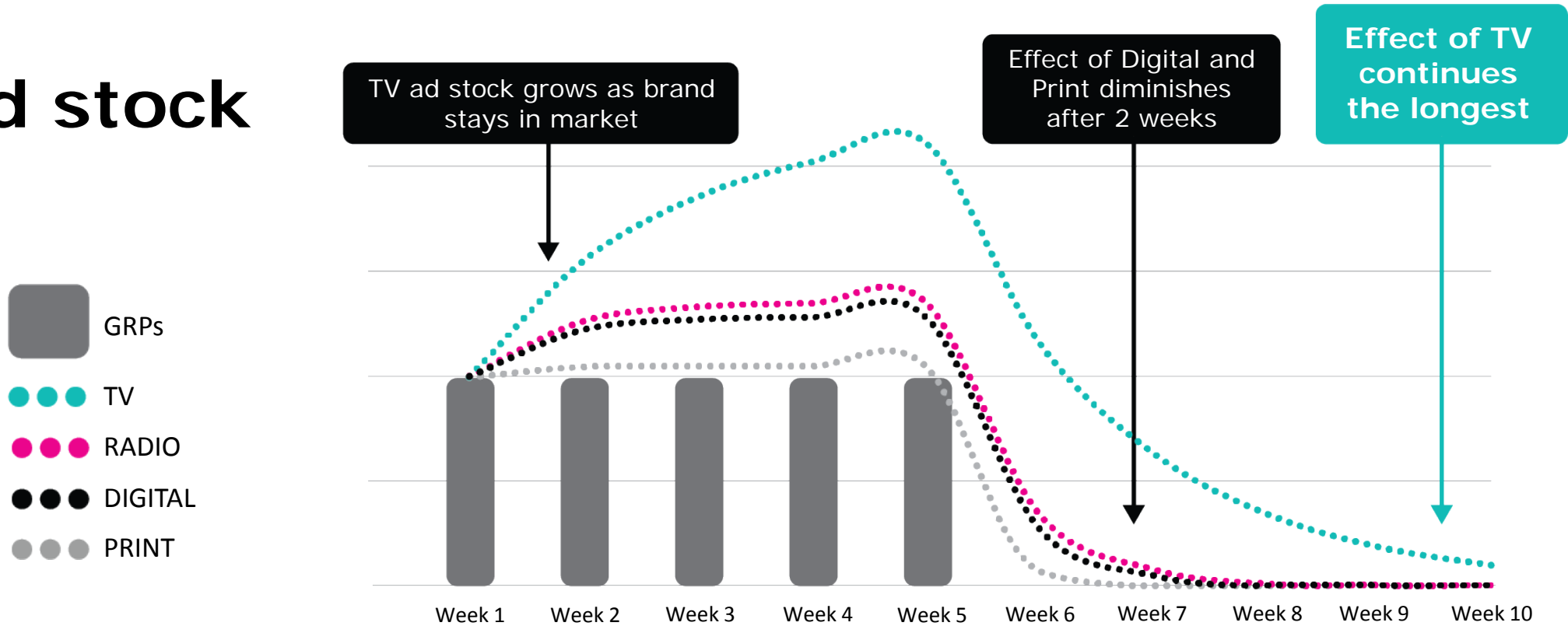


the effectiveness of a **tv** spot grows the fastest and lasts the longest

ad stock



“Report: Target the (Whole) Market”

Source: GroupM Canada, 2016. Marketing Mix models across Consumer Electronics, Retail, Finance, Auto and CPG.