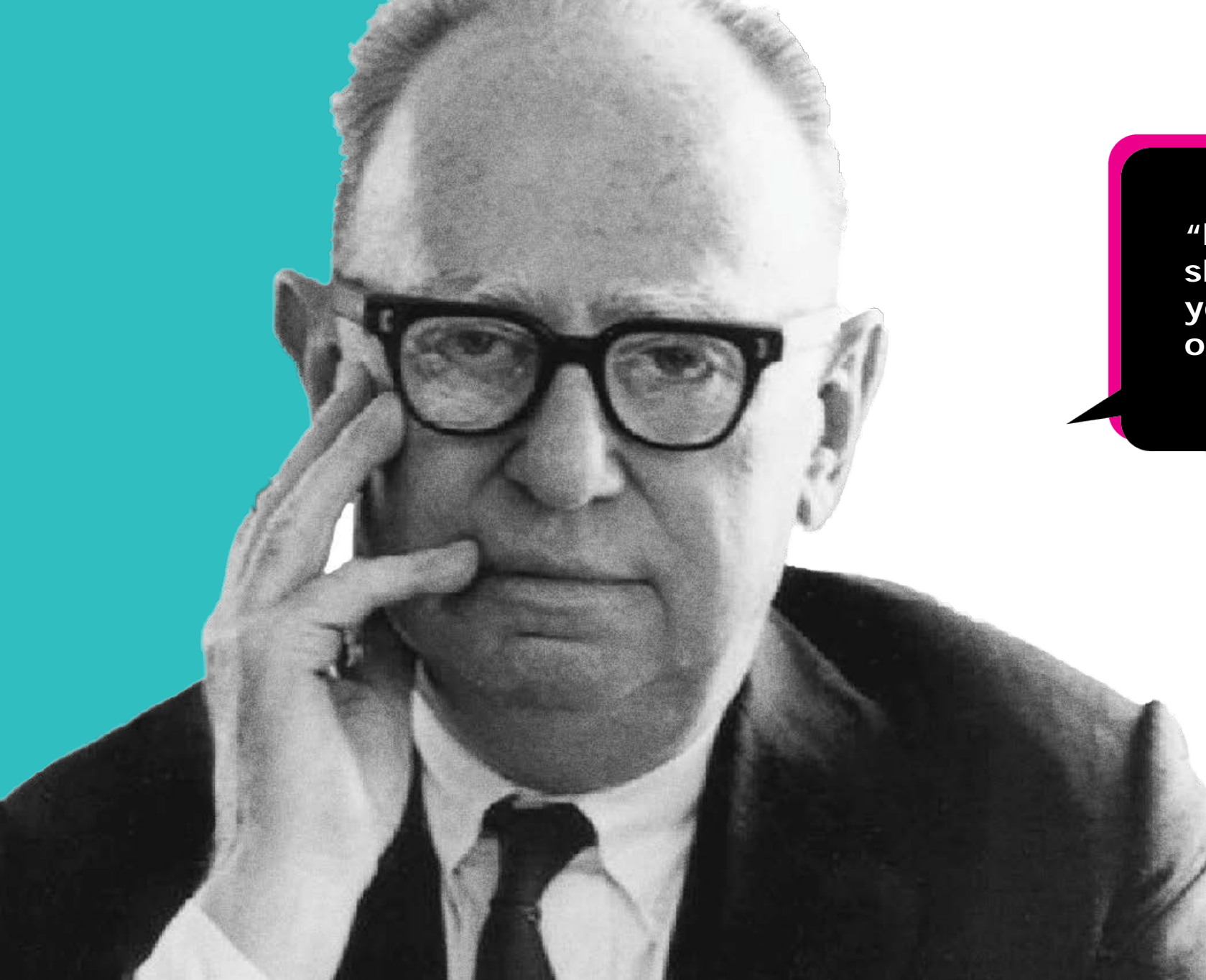


the **IMPACT** of **tv** advertising

(why your ad is most likely to be watched on tv)



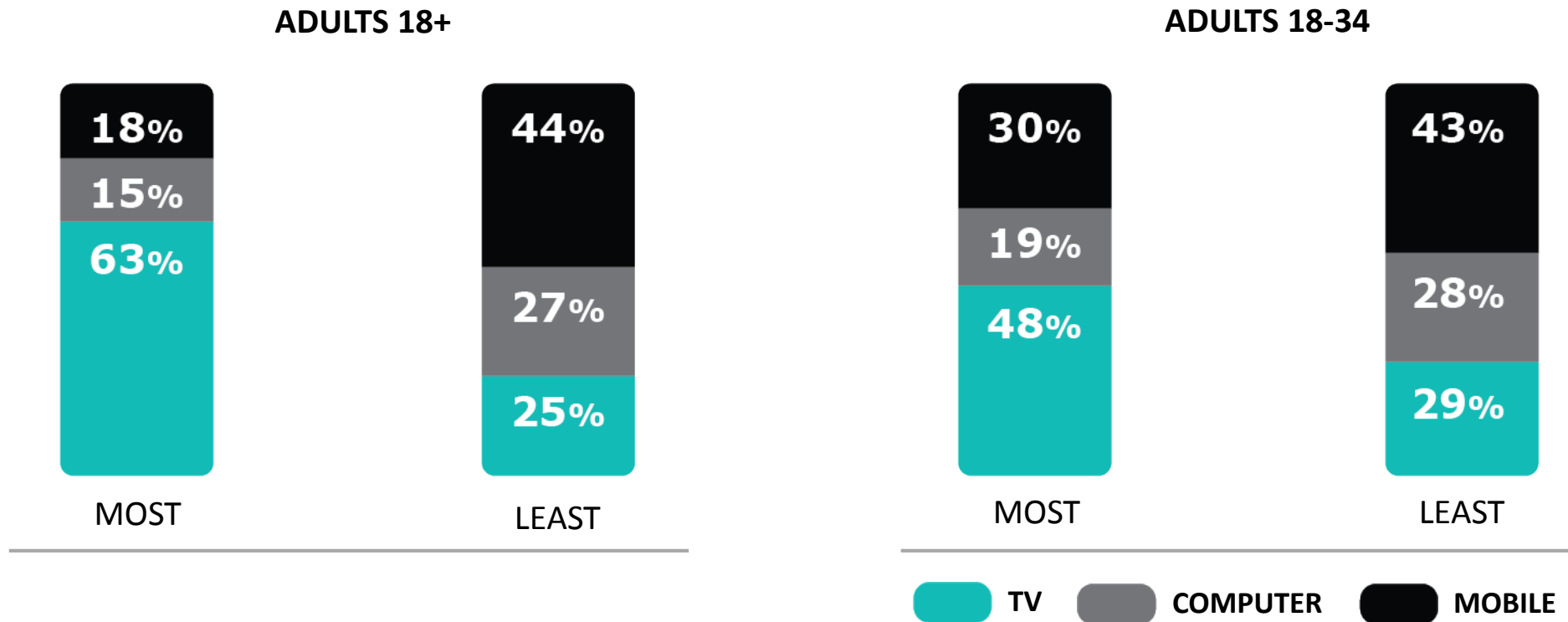
"Before you can have a share of the market, you must have a share of the mind."

Leo Burnett

consumers pay **most attention** to **tv**

your ad is most likely to be watched on TV, and least likely to be watched on mobile

Q: Which types of video advertising are you **most likely to watch**? **Least likely to watch**?



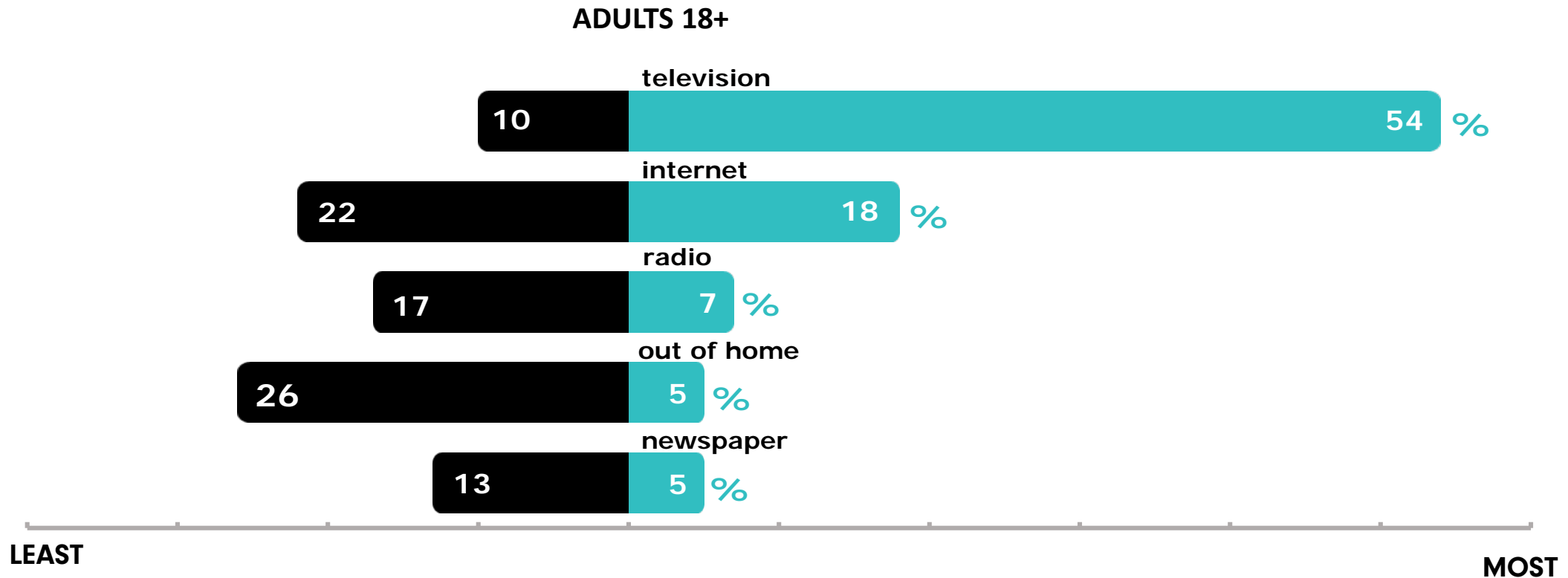
["Report: Attention in Advertising"](#)

Source: nlogic, omniVu, National, December 2016

tv ads are the **most engaging**

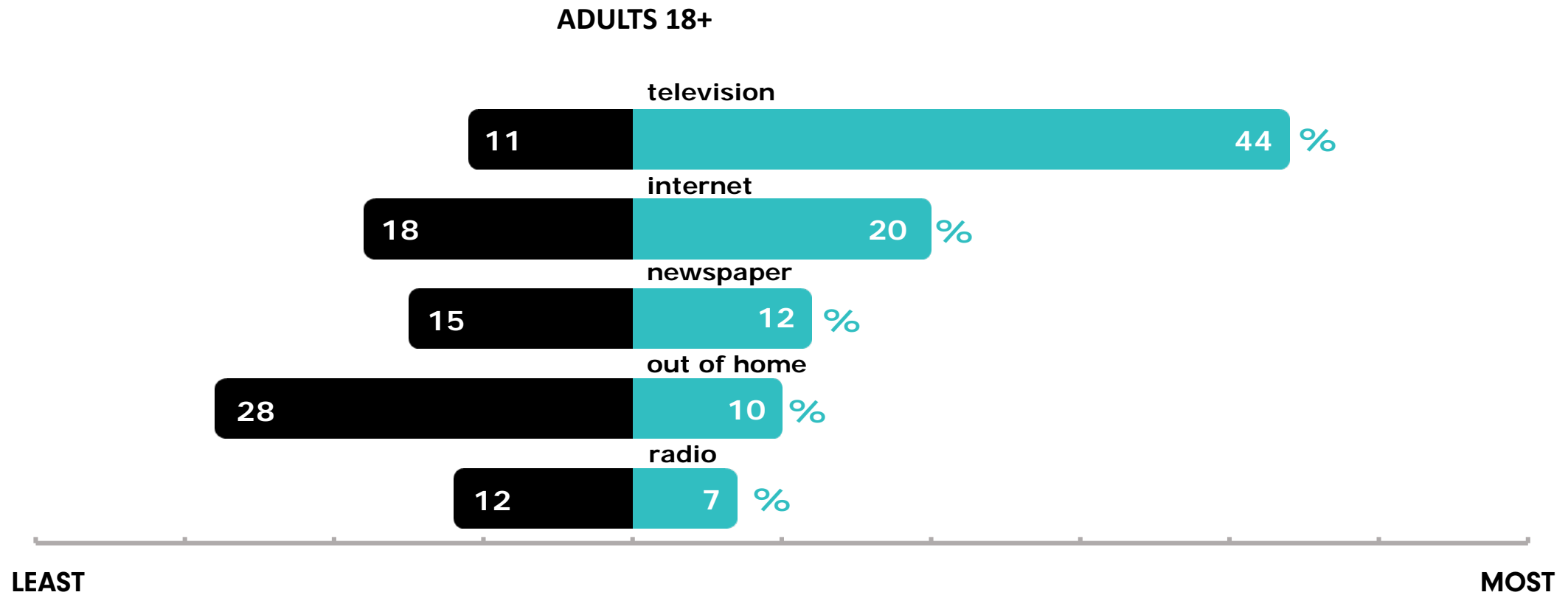
beating out all other media combined

Q: Which ONE of the following media carries advertising that you believe to be the **most engaging**? The **least engaging**?



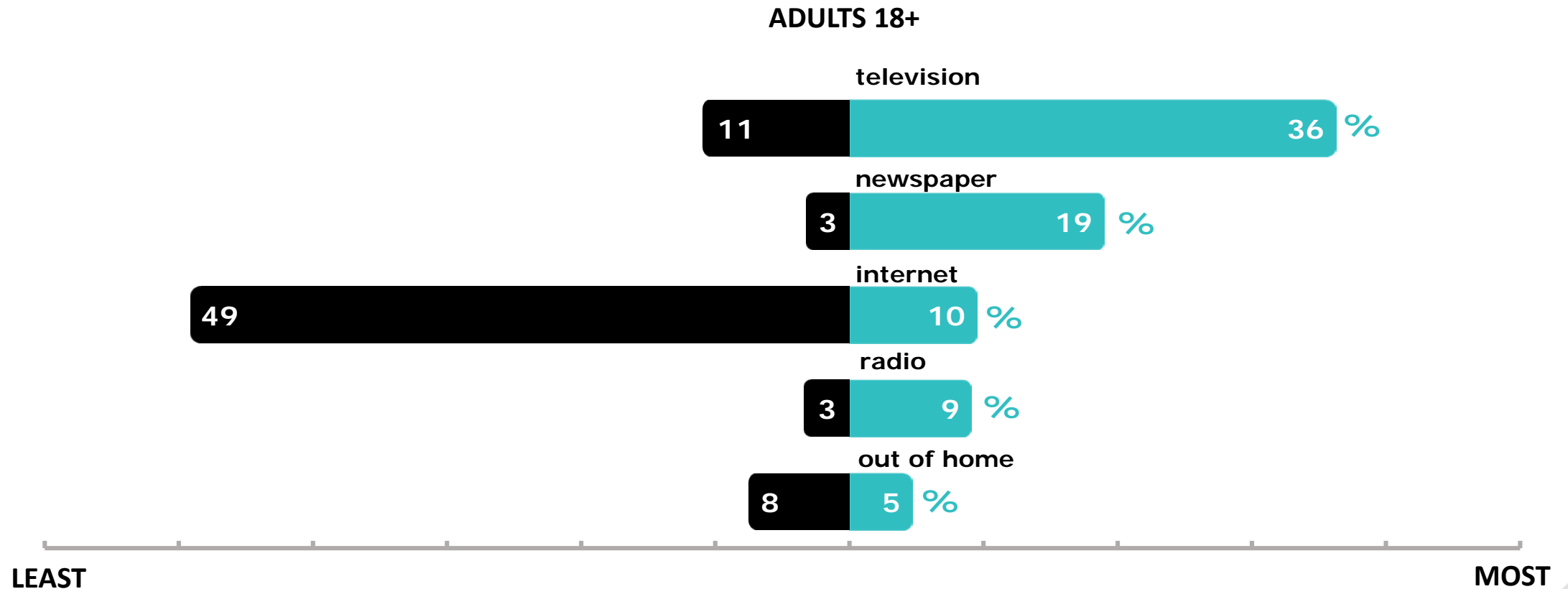
tv ads are the **most influential**

Q: Which ONE of the following media carries advertising that you believe to be the **most influential**? The **least influential**?



tv ads are the **most trusted**

Q: Which one of the following media carries advertising that you believe to be the **most trustworthy**? The **least trustworthy**?

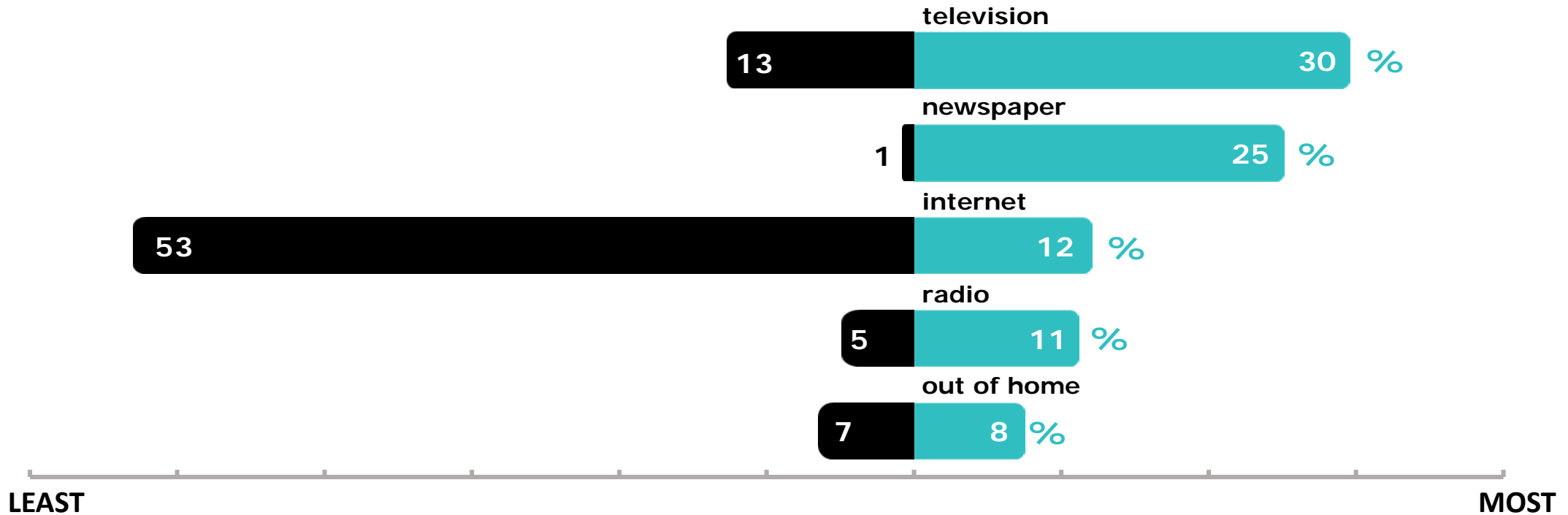


millennials agree: **tv** ads most trustworthy

and internet advertising is the least trustworthy

Q: Which one of the following media carries advertising that you believe to be the **most trustworthy**? The **least trustworthy**?

ADULTS 18-34

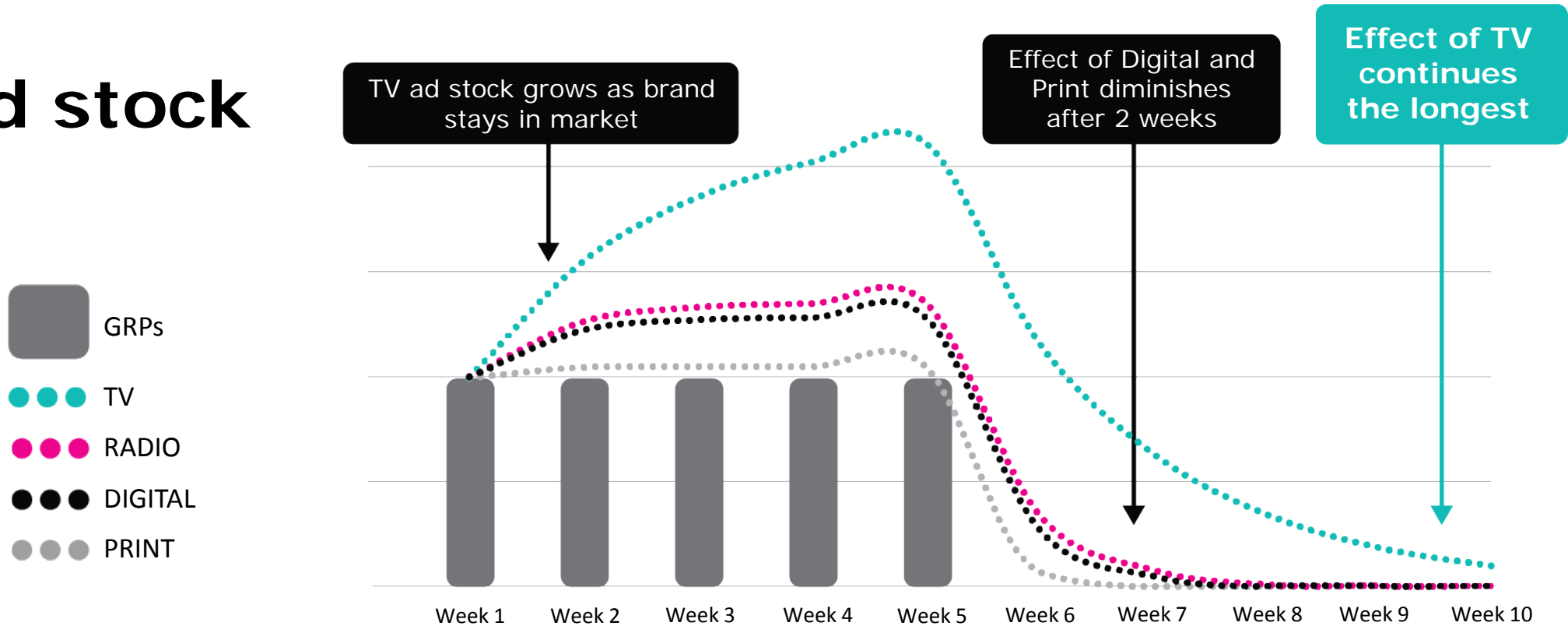


["Report: Concern for Fake News is Real"](#)

Source: nlogic, omniVu, National, June 2017.

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.

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