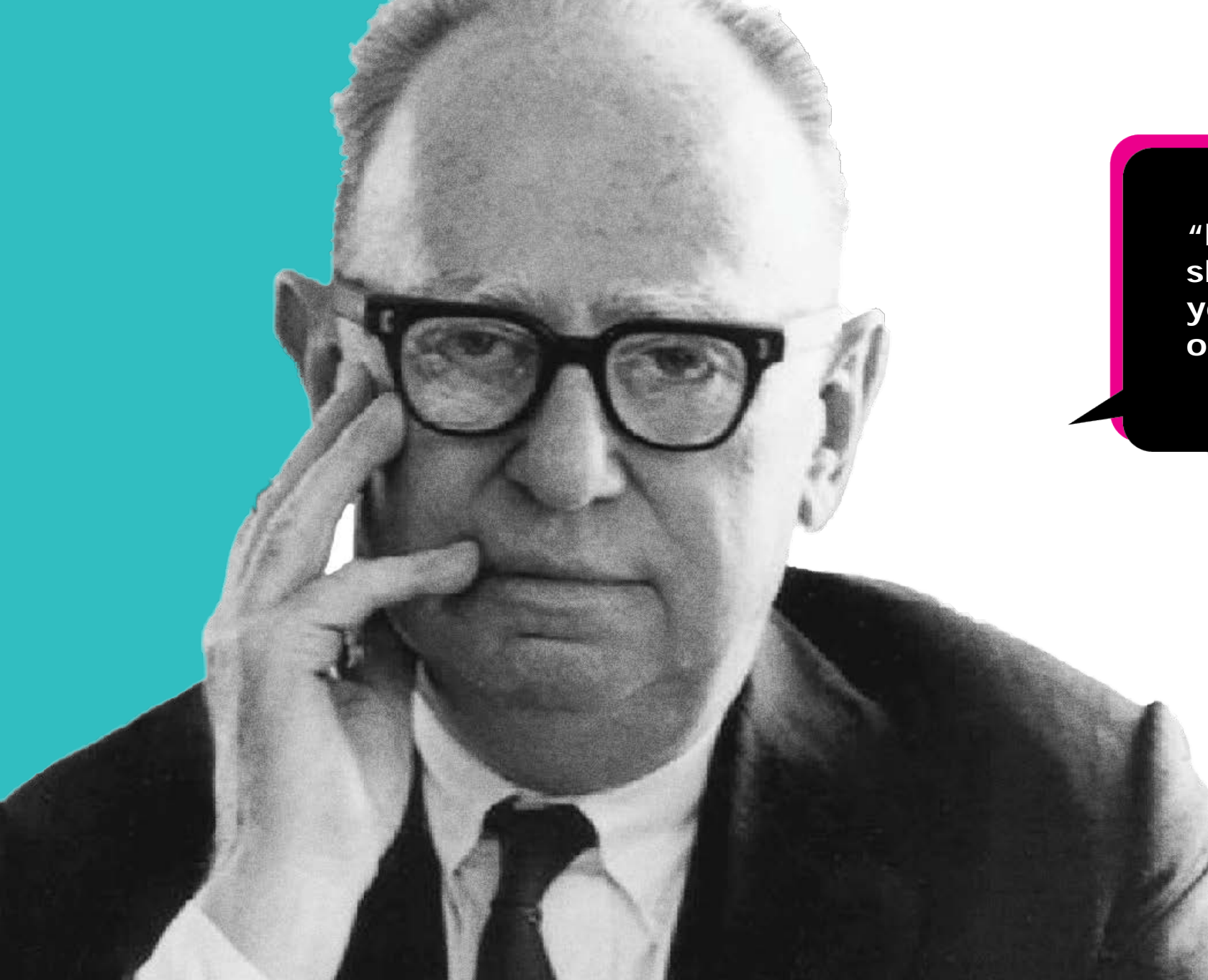


the **IMPACT** of **tv** advertising  
(why your ad is most likely to be watched on tv)



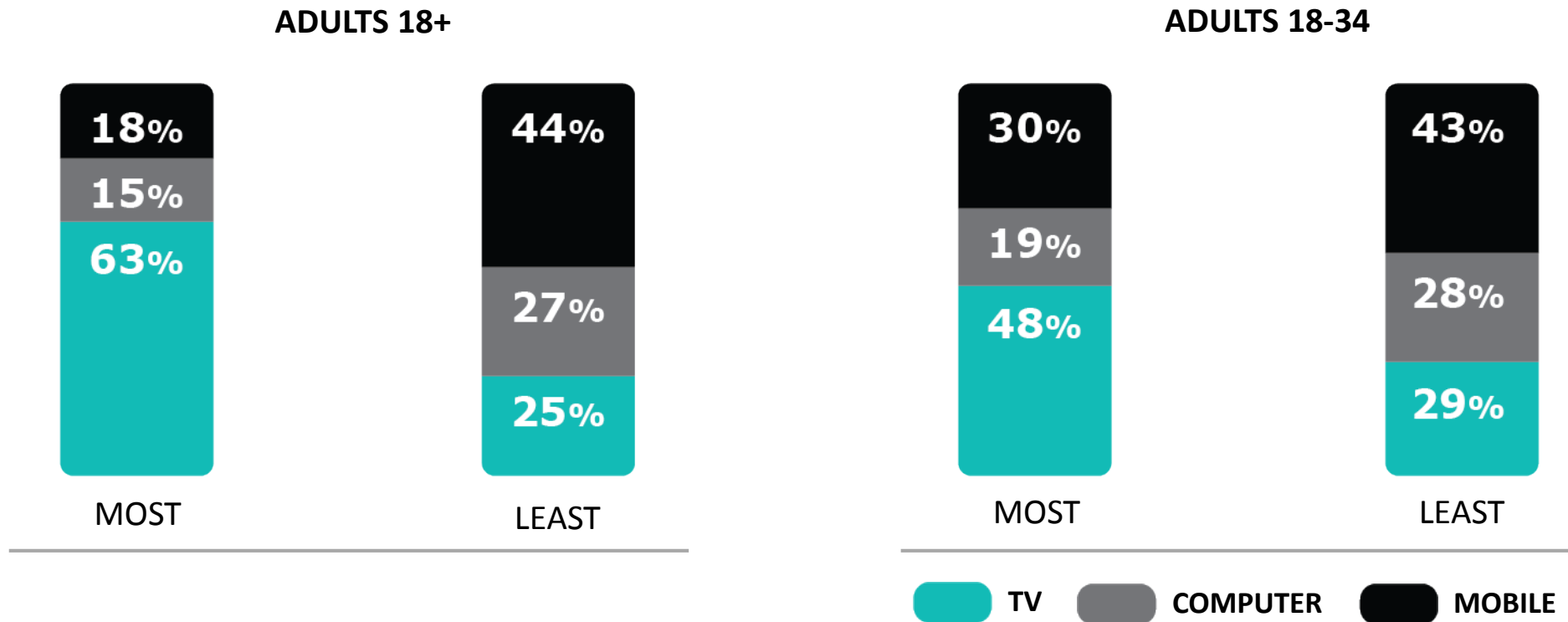
"Before you can have a share of the market, you must have a share of the mind."

*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"](#)

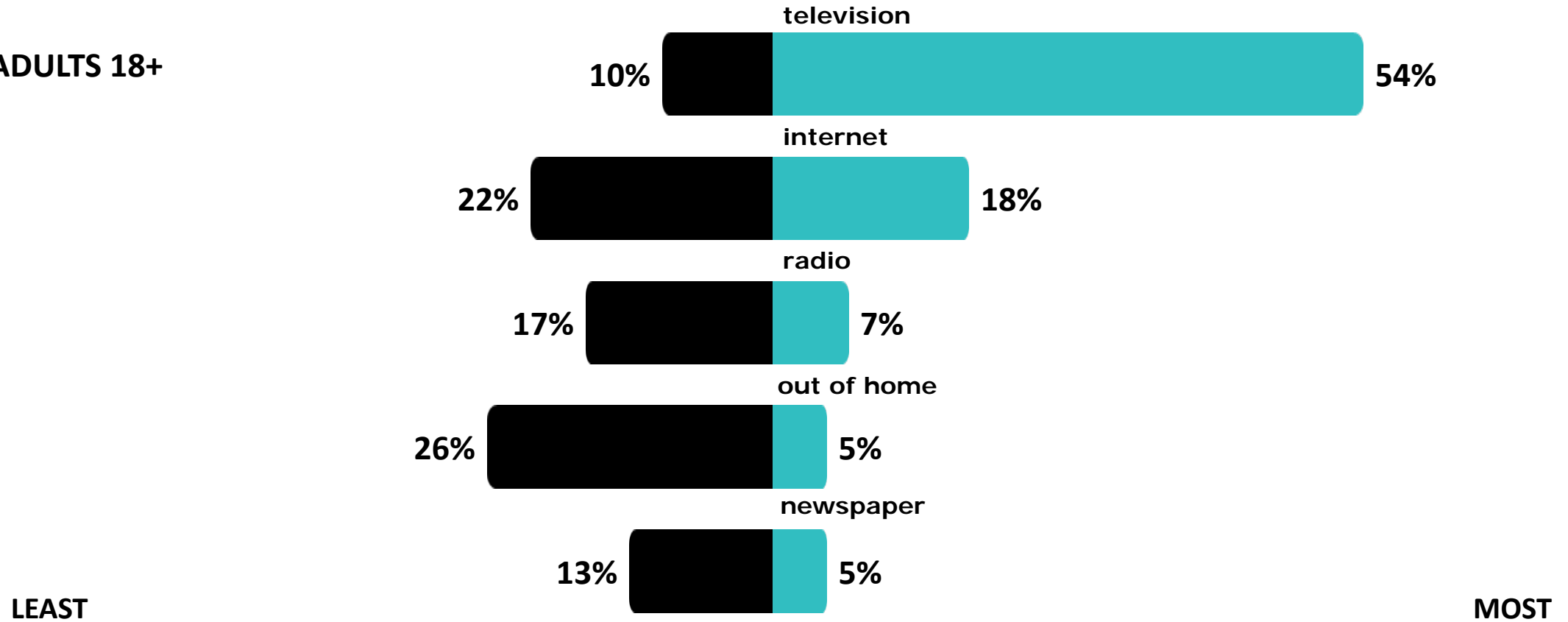
Source: nlogic, omniVu, National, December 2016

# 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**?

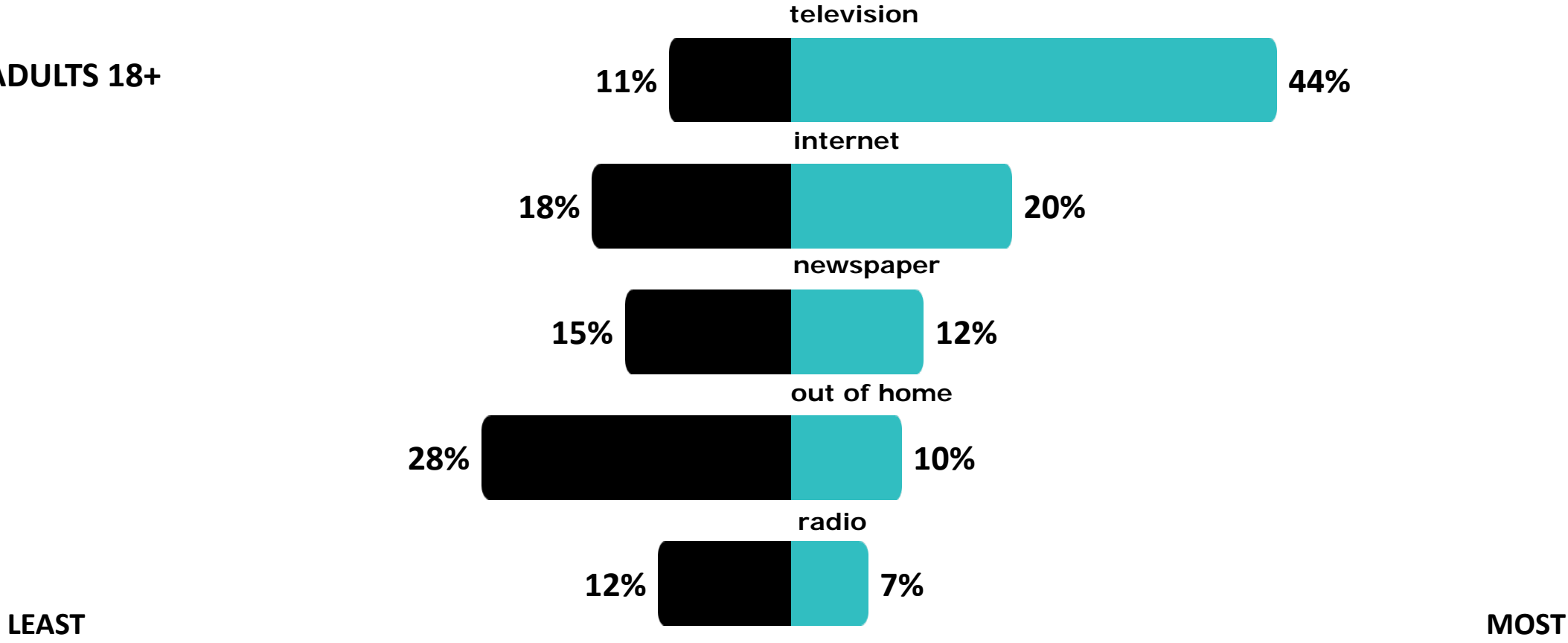
ADULTS 18+



# 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**?

ADULTS 18+

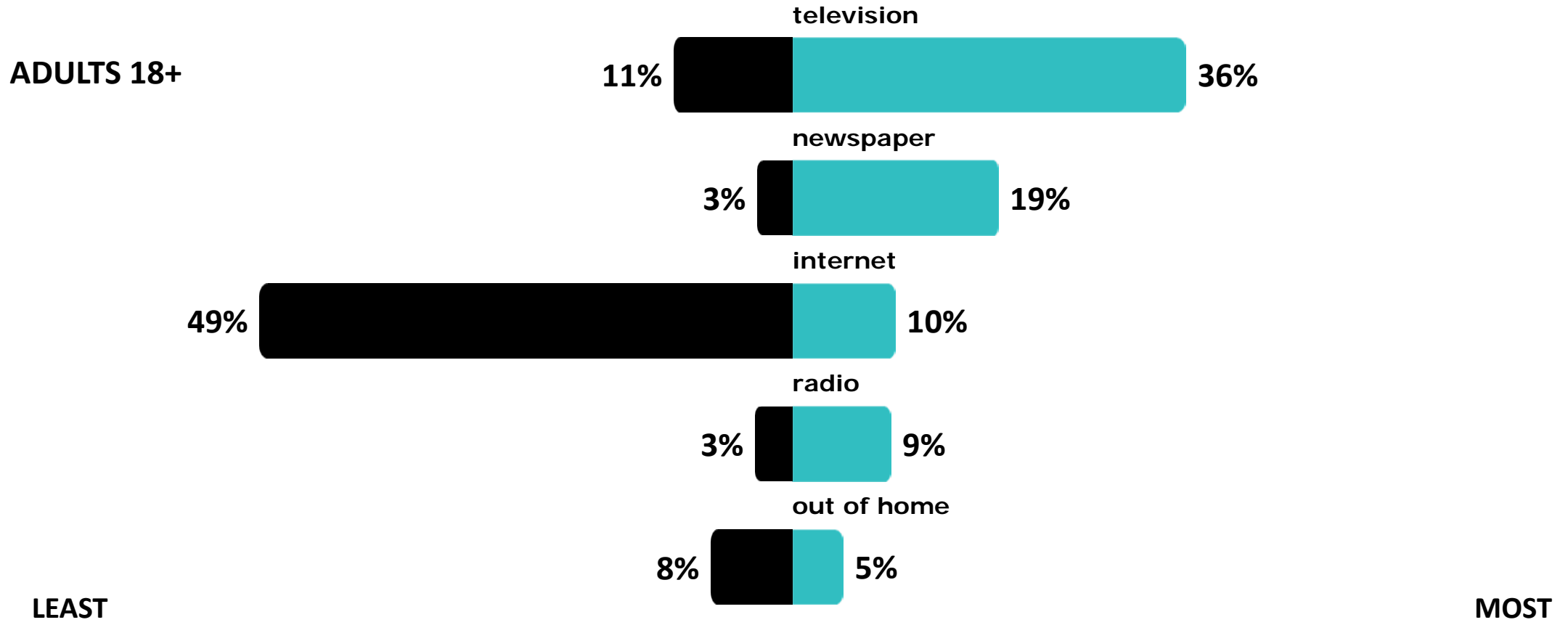


[thinktv, Attention in Advertising](#)

Source: nlogic, omniVu, National, December 2016, (Don't Know/Refuse not included)

# 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**?



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

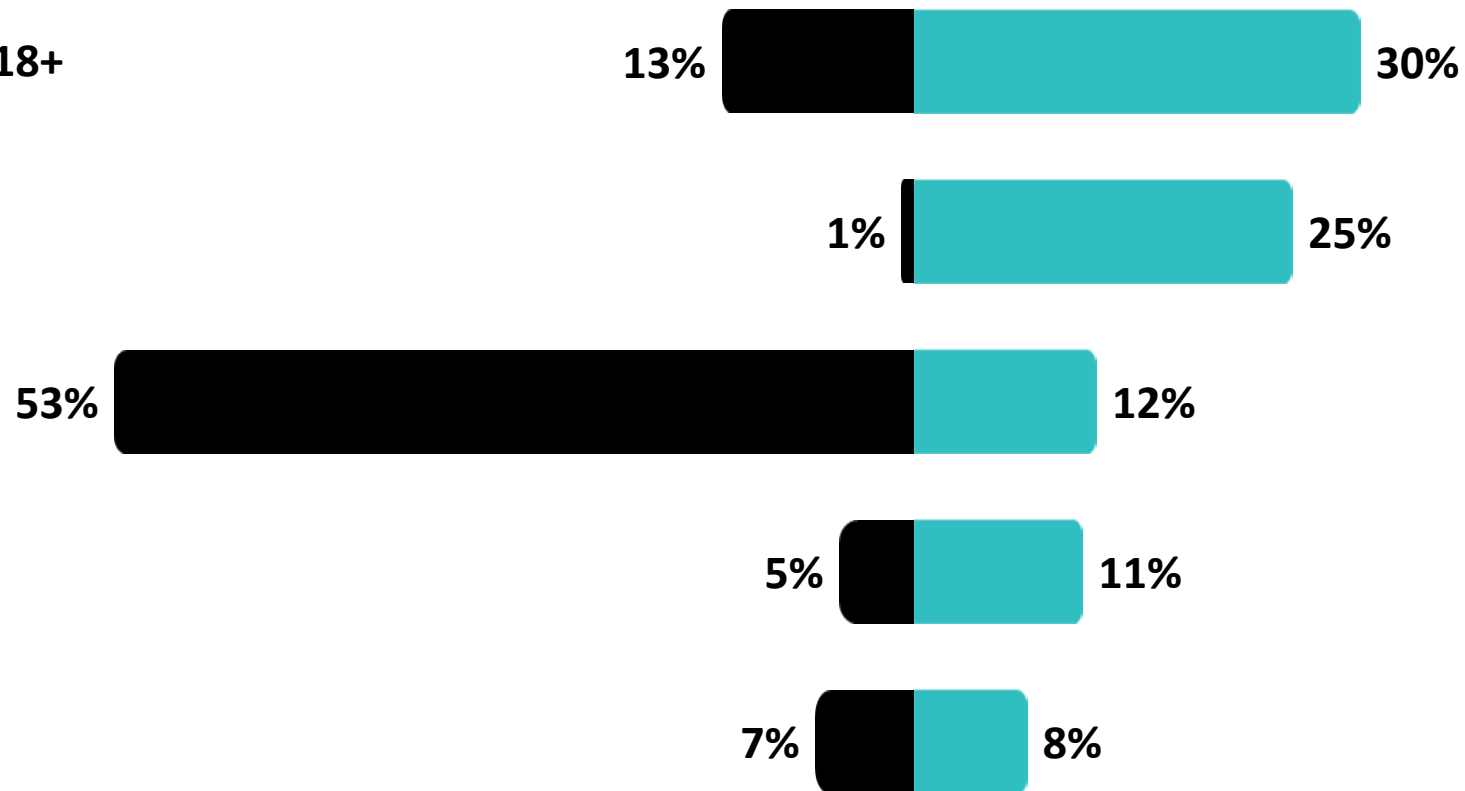
Source: nlogic, omniVu, National, June 2017, (Don't Know/Refuse not included)

# millennials agree: **tv** ads most trustworthy

and internet advertising is the least trustworthy

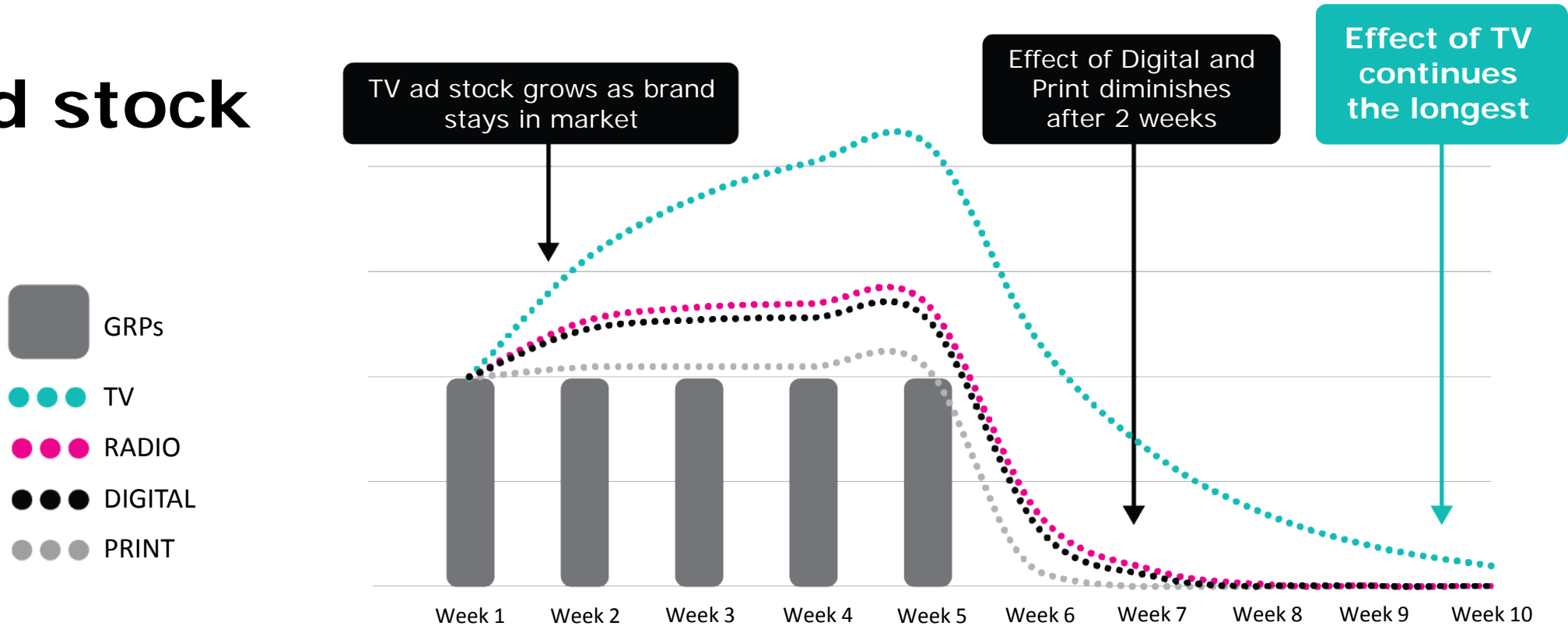
Q: Which ONE of the following media carries advertising that you believe to be the **most engaging**? The **least engaging**?

ADULTS 18+



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

## ad stock

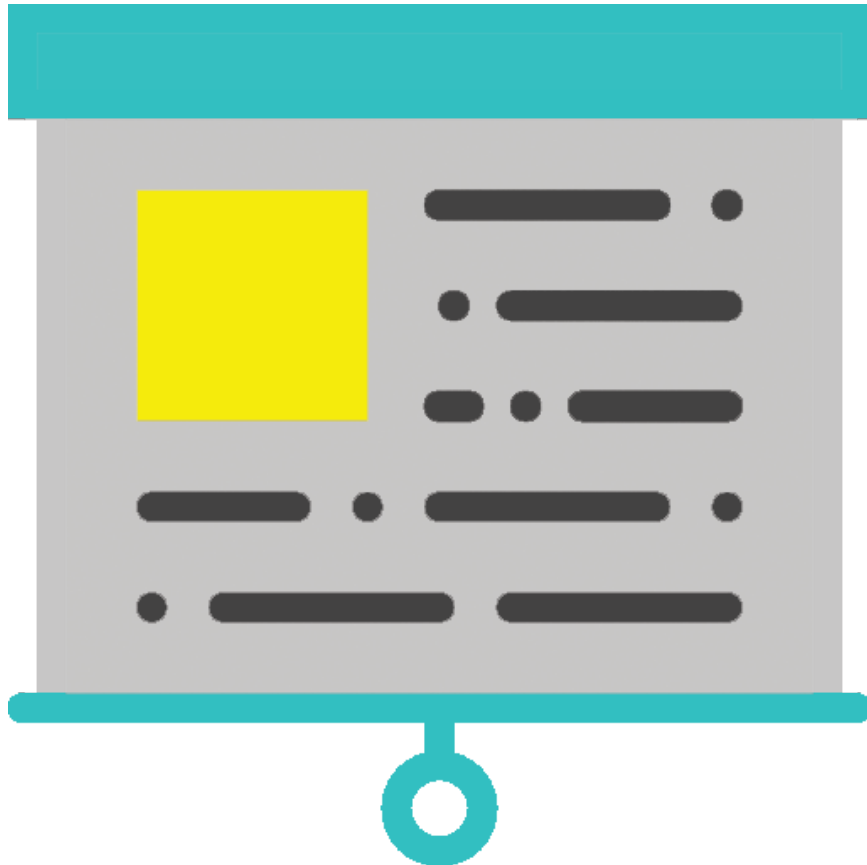


“Report: Target the (Whole) Market”

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



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