

REACH your target
through **tv** advertising

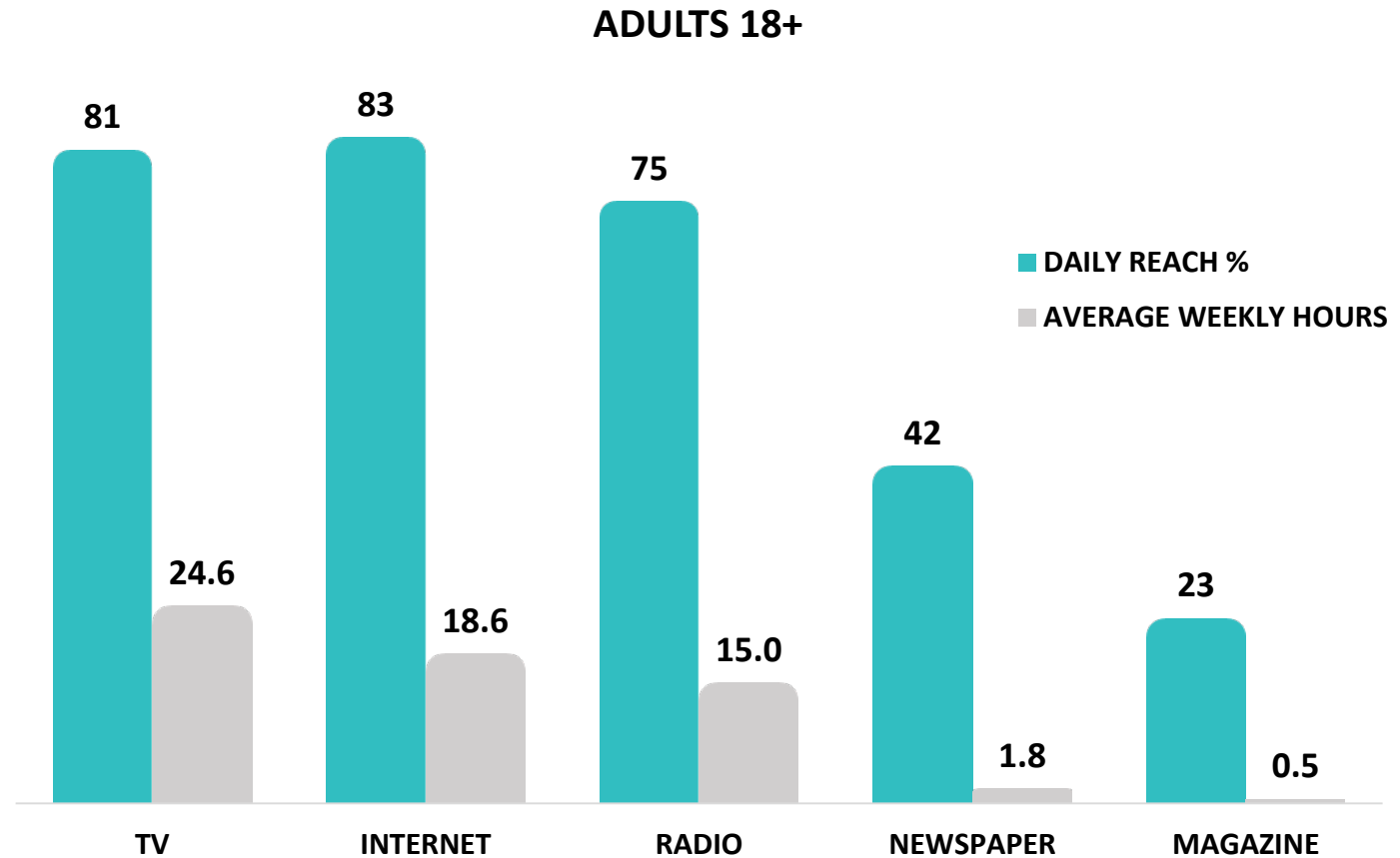
"Marketing activities only build mental availability in the audience they reach.

This makes planning for reach the foundation of any sound media strategy."

Byron Sharp

Professor of Marketing Science, University of South Australia

81% of Canadians watch **tv** every day
 - a whopping 94% watch it **weekly**



That reach is across **every age group**
– including kids and the coveted **millennials**

WEEKLY REACH:

94%

of adults (18+)

88%

of millennials (18-34)

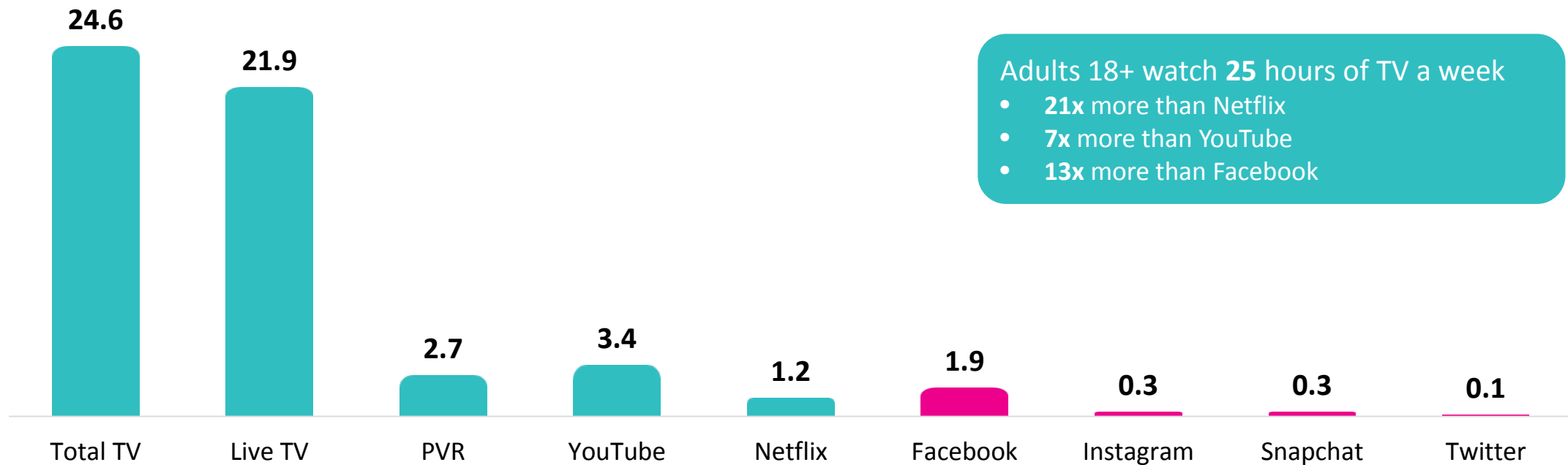
88%

of kids (2-11)



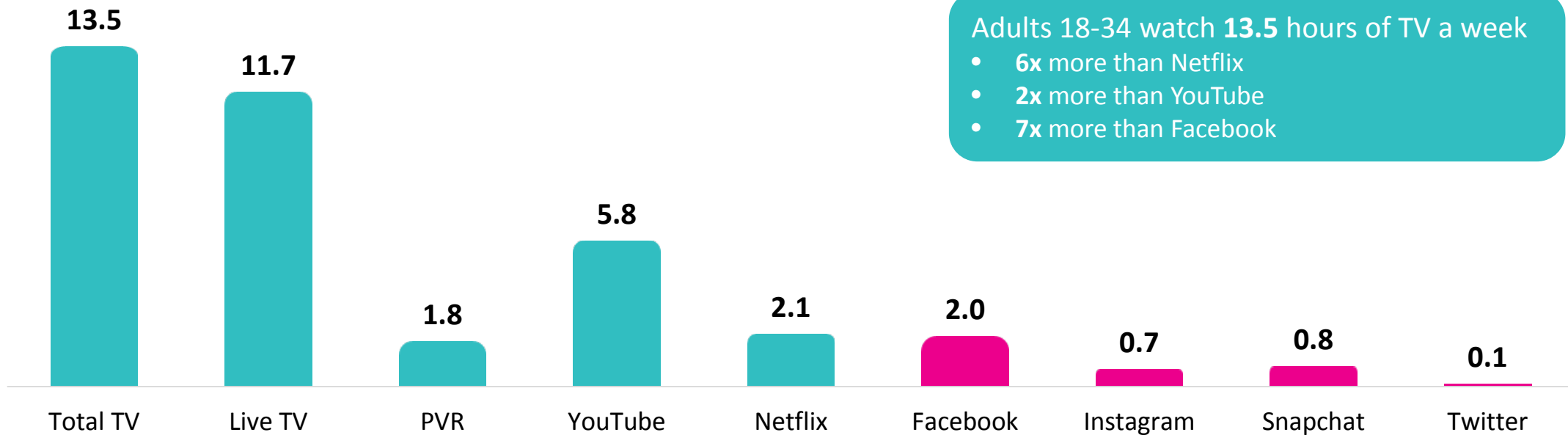
and when it comes to **time spent**, **tv** dominates

ADULTS 18+
AVERAGE WEEKLY HOURS



millennials watch more **tv** than Netflix,
YouTube & Facebook combined.

ADULTS 18-34
AVERAGE WEEKLY HOURS





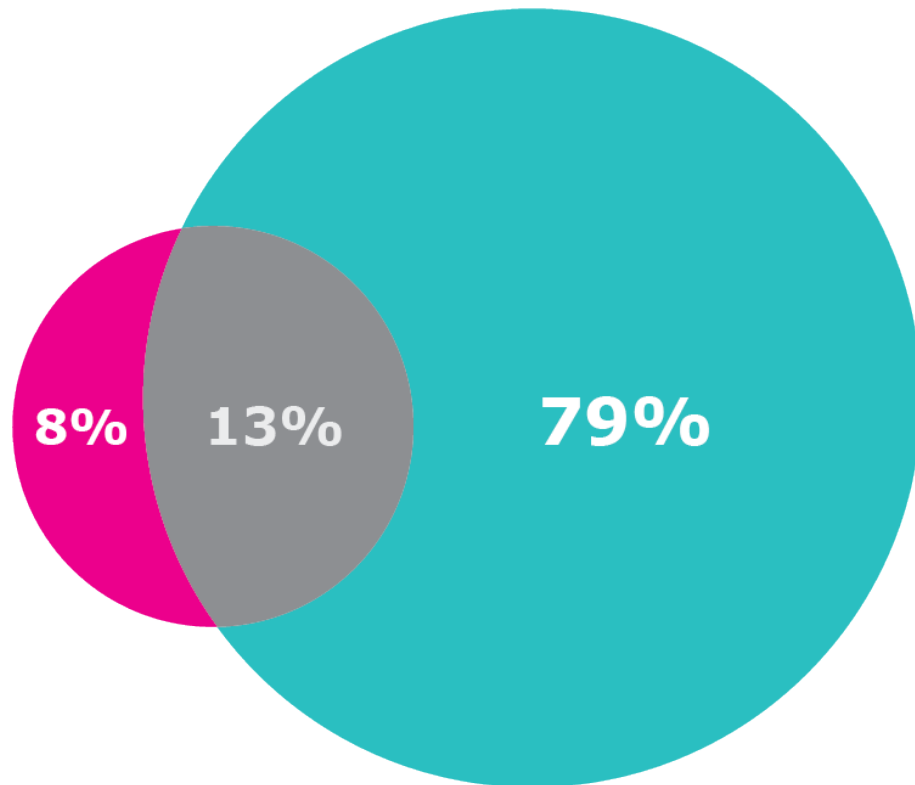
yes, **millennials**

millennials watch more than
483 million hours
of tv **each month**

a **single spot** in
Big Bang Theory will **reach**
603,100 A18-34

tv delivers the lion's share of reach

the average media campaign gets the majority of reach through TV



cross-platform reach across 315 campaigns
average target campaign reach: 67%



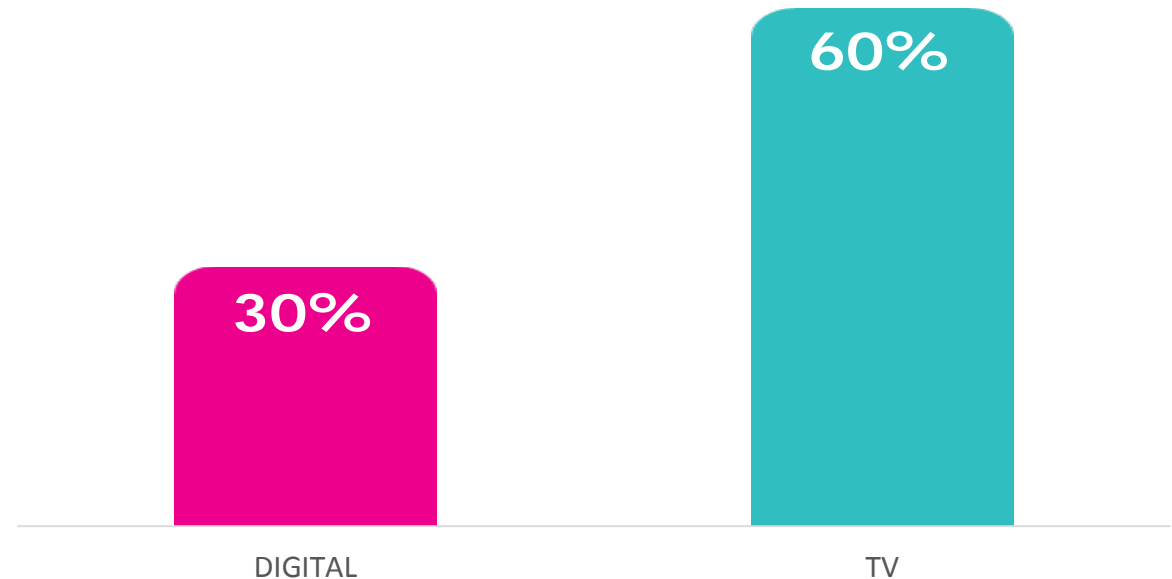
["Report: CBS Study: TV Trumps Digital in Spending and Reach"](#)

Source: Nielsen Total Ad Ratings; 2013-14; Only, Both Analysis; Excludes campaigns that had less than 1M online impressions

which is why **television** is **indispensable**

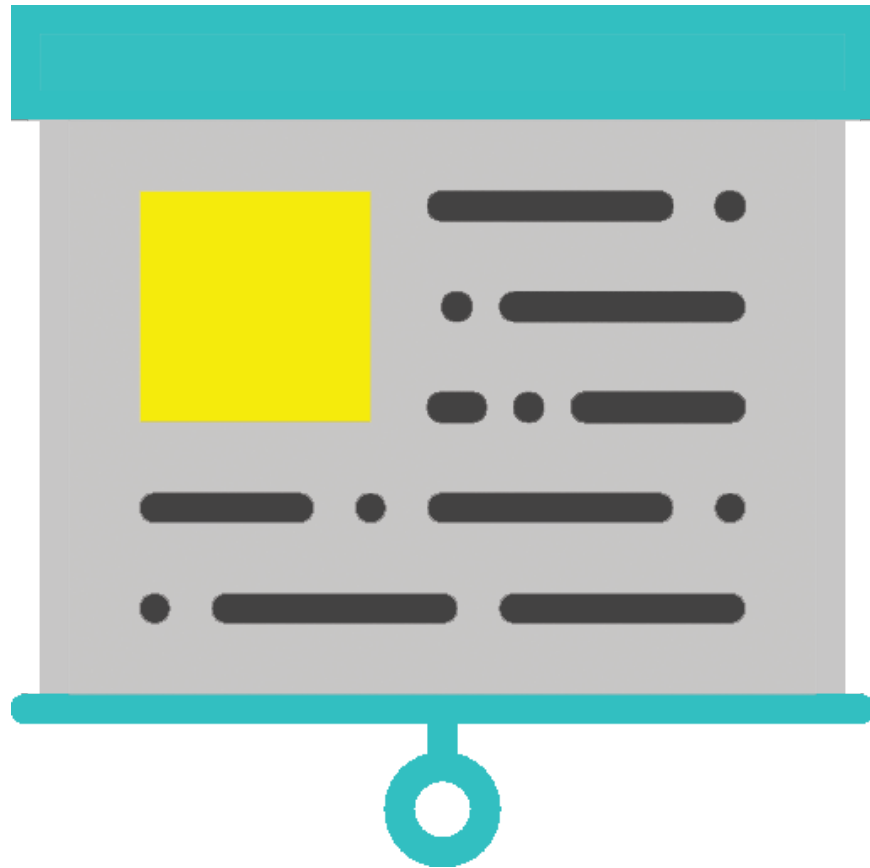
advertising in traditional media, and specifically **television**, is far **more effective than digital** at **driving** consumer recall and purchase intent for mainstream FMCG brands.

ads on TV deliver **DOUBLE**
the 'recollected' reach of Digital



BAIN & COMPANY 

want to learn more about the **unparalleled**
power of **tv** ? we'll come visit you!



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a PRESENTATION



info@thinktv.ca



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