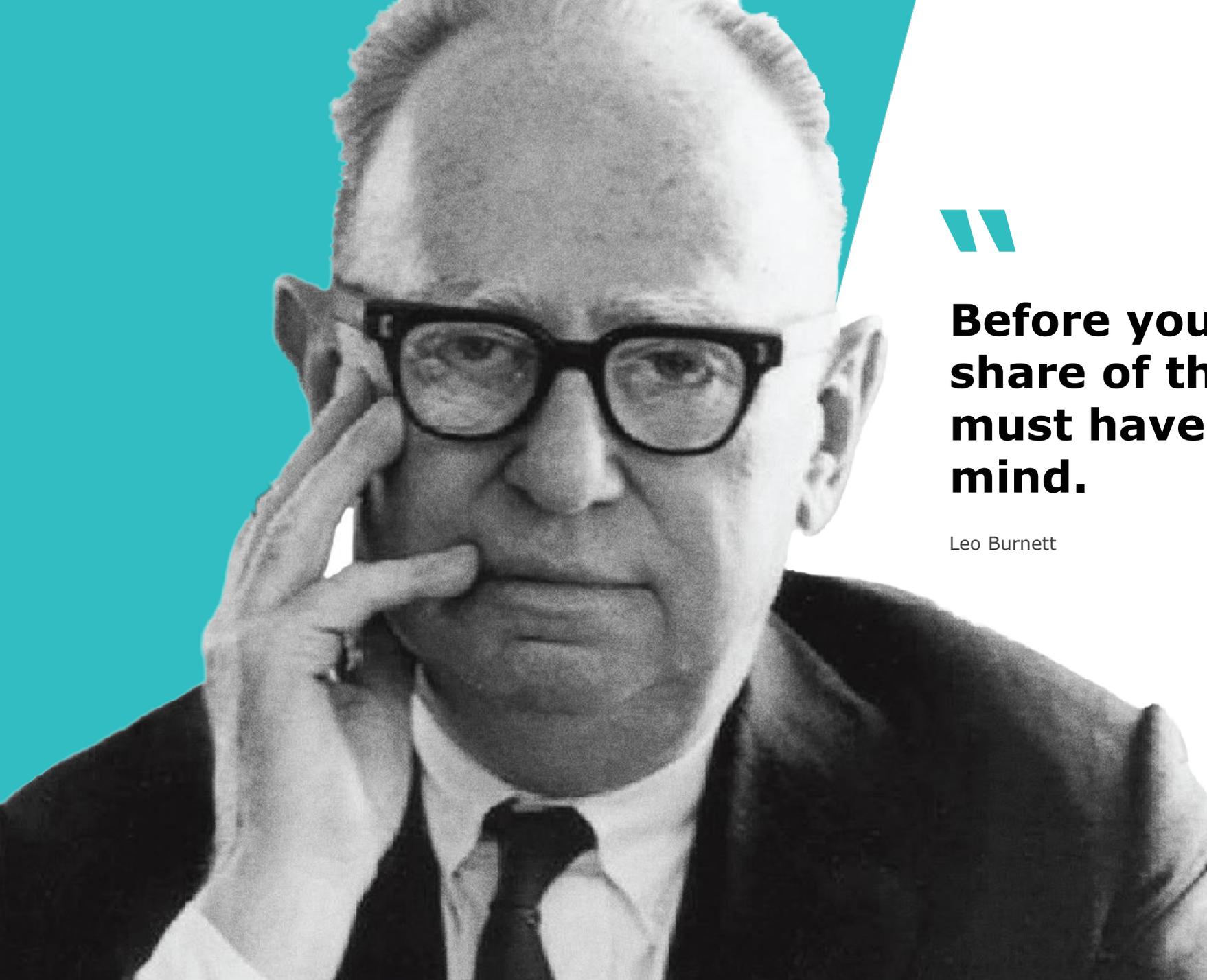


A close-up photograph of a person's hands. The right hand is holding a silver smartphone, and the left hand is holding a black remote control. The person is wearing a light-colored t-shirt and blue jeans. The background is blurred.

**attention:**  
getting your brand noticed

think<sup>tv</sup>



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

Leo Burnett

# attention in a sea of advertising



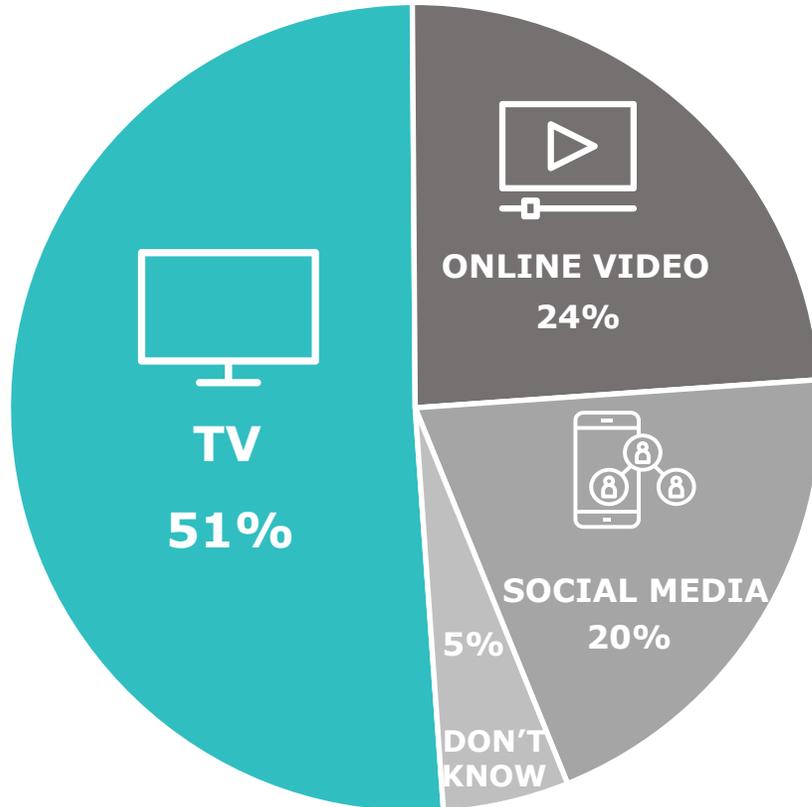
For advertising to work, it needs to be noticed. But as any marketer will tell you, human attention is the scarcest of resources, and what's worse, it seems it is only getting scarcer.

A survey of Canadian adults revealed that:

- Television ads garner the **most attention**
- TV ads are the **most influential**
- TV is the **most trusted** medium across all age groups – and social media is the least

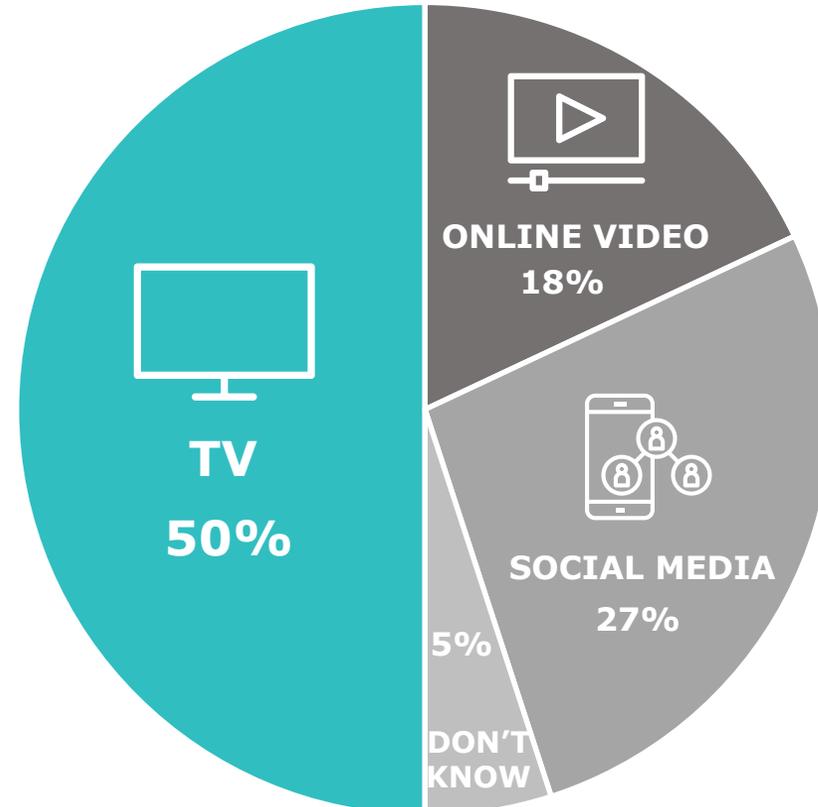


# ads get the most attention



Q: Which one of the following media carries video advertising that best captures your attention?

# and are the most influential



Q: Which one of the following media carries video advertising that you believe to be the most influential?



# tv is also the most trusted medium

Which one of the following media carries video advertising that you believe to be most trustworthy? Least trustworthy?

## Least Trustworthy

11%



TV

## Most Trustworthy

70%

21%



ONLINE VIDEO

12%

60%



SOCIAL MEDIA

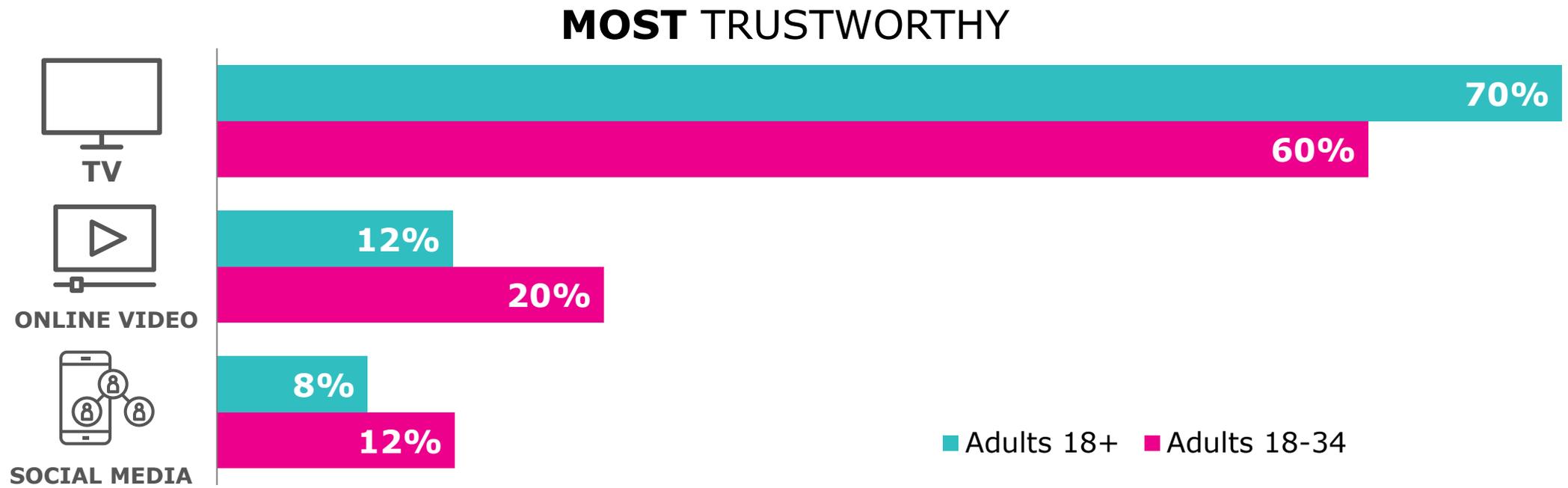
8%

Don't know 7% / Refused 1%

Don't know 9% / Refused 2%

# Canadians find **tv** advertising the most trustworthy

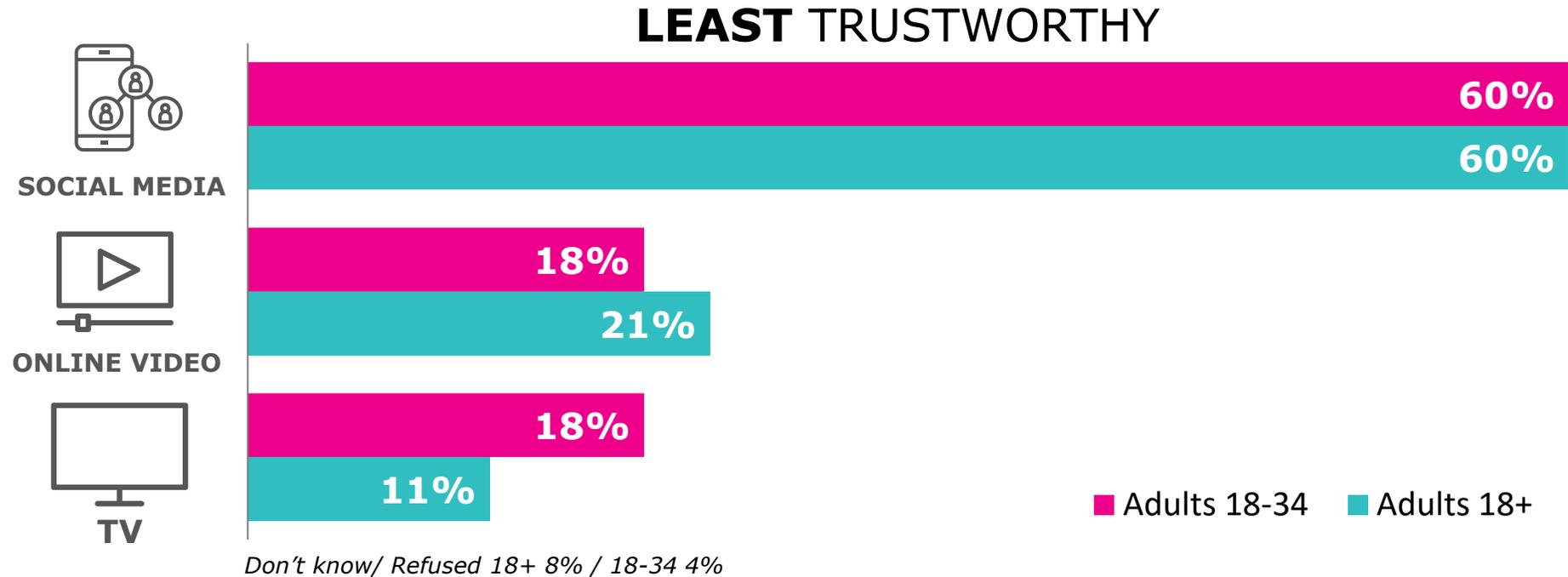
Which one of the following media carries video advertising that you believe to be most trustworthy?



Don't know/ Refused 18+ 11% / 18-34 9%

# Canadians find social media the least trustworthy

Which one of the following media carries video advertising that you believe to be least trustworthy?



# Francophone Canada

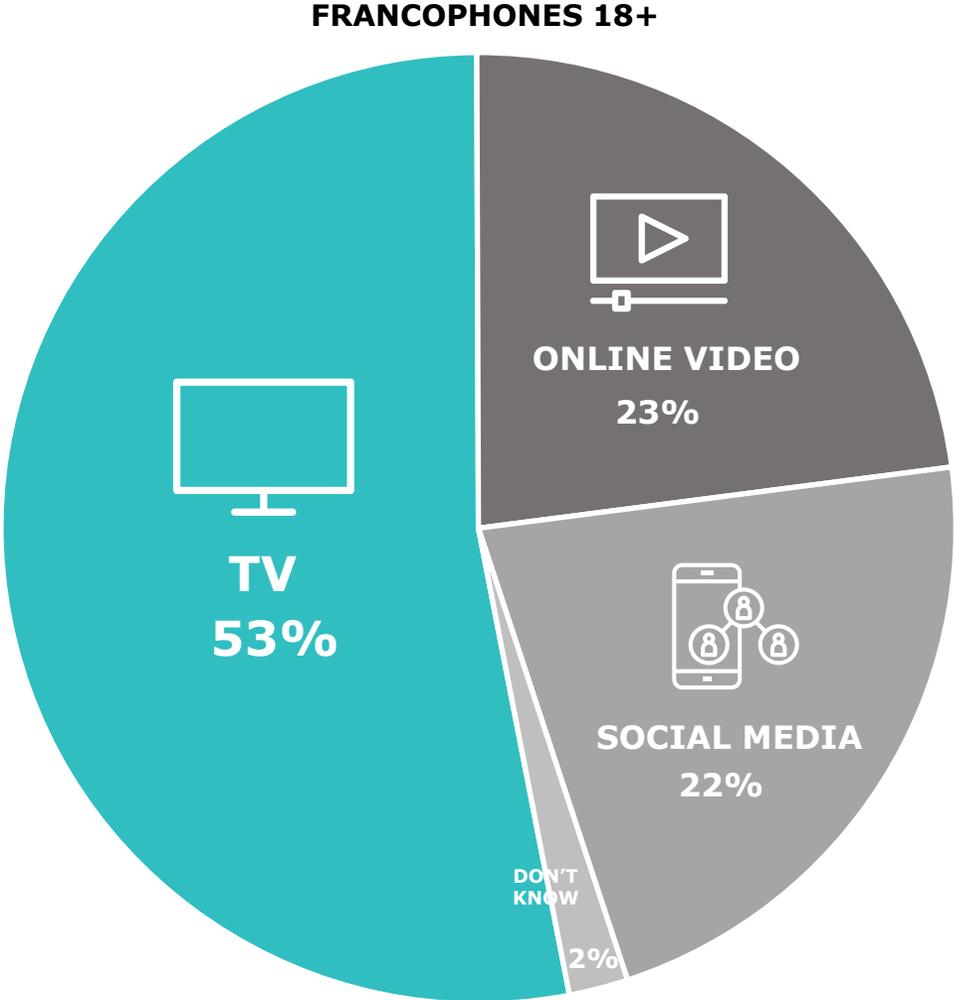


# Francophones pay most attention

to ads on **tv**



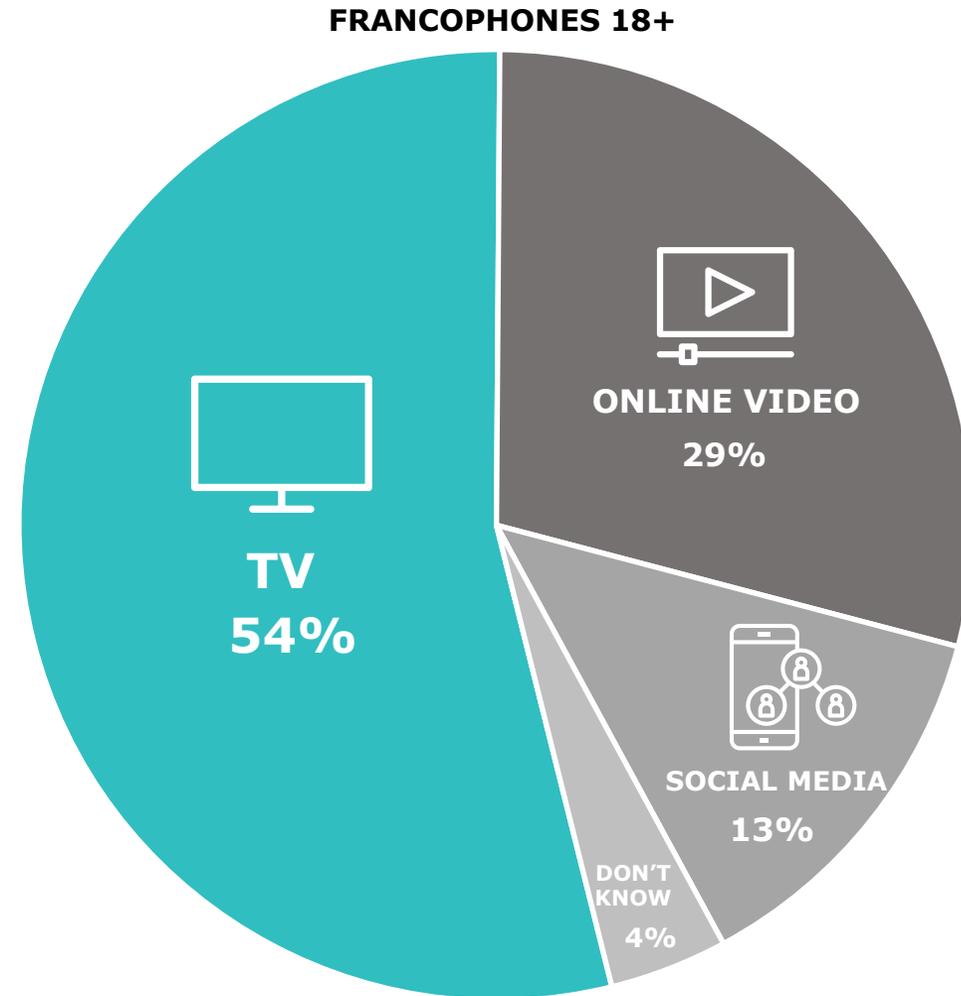
Which one of the following media carries video advertising that best captures your attention?



# tv ads are the most influential



Which one of the following media carries video advertising that you believe to be the most influential?



# tv is also the most trusted medium

Which one of the following media carries video advertising that you believe to be most trustworthy? Least trustworthy?

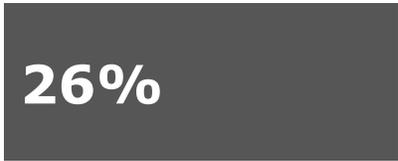
FRANCOPHONES 18+

Least Trustworthy

Most Trustworthy



TV



ONLINE VIDEO



SOCIAL MEDIA

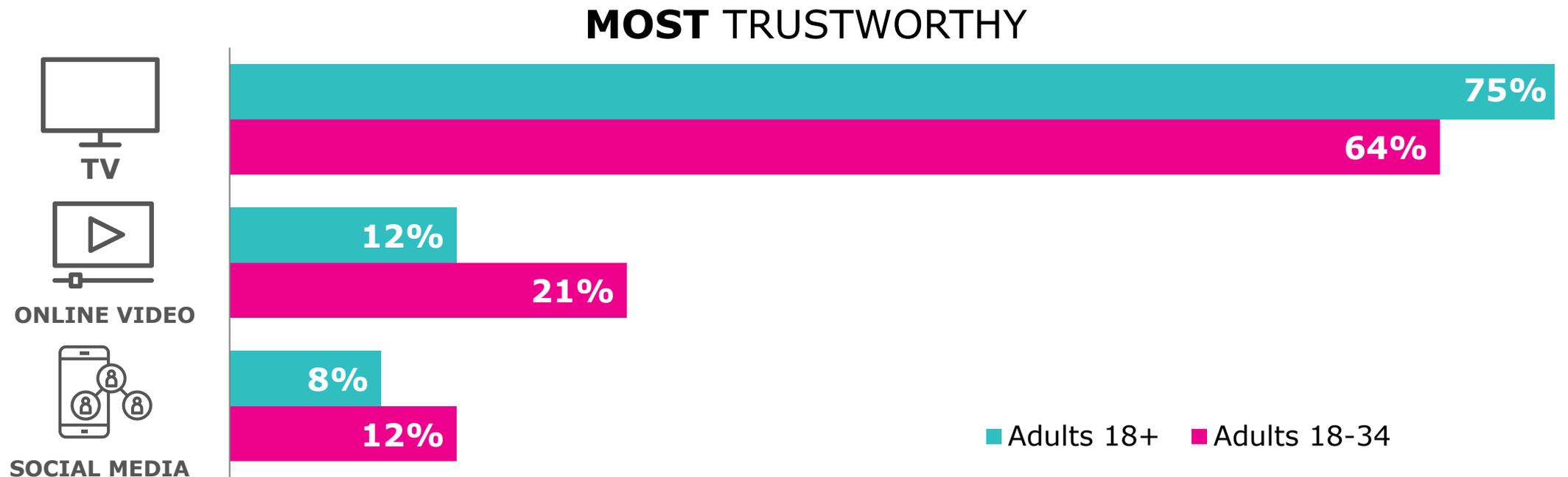


Don't know 7% / Refused 1%

Don't know 5% / Refused 1%

# tv advertising is most trusted by Francophones – including digital natives

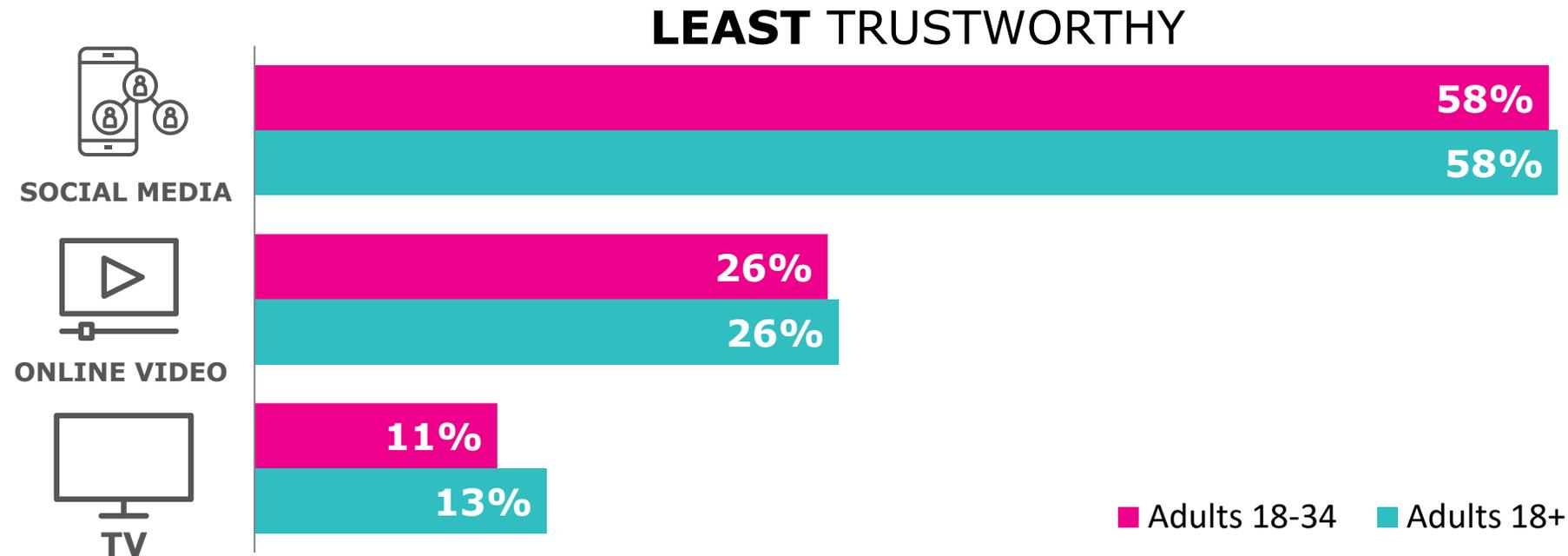
Which one of the following media carries video advertising that you believe to be most trustworthy?



Don't know/ Refused 18+ 6% / 18-34 3%

# Francophones find social media the least trustworthy

Which one of the following media carries video advertising that you believe to be least trustworthy?



*Don't know/ Refused 18+ 8% / 18-34 4%*

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**info@thinktv.ca**

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