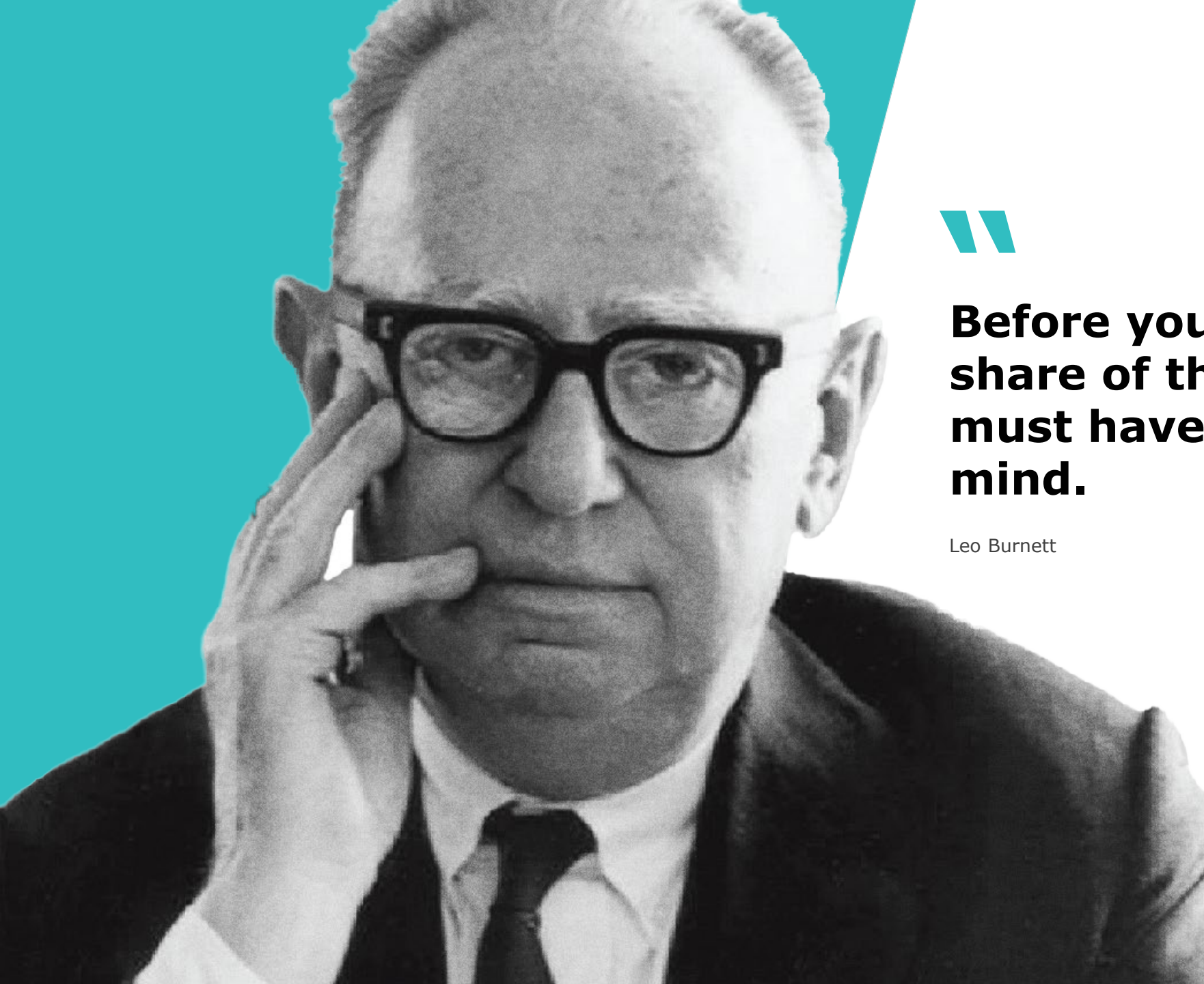


A person is shown from the chest down, wearing a grey t-shirt and blue jeans. They are holding a silver smartphone in their right hand and a black remote control in their left hand. The background is blurred. Overlaid on the image is the text 'attention: getting your brand noticed' in a teal and white font.

attention:

getting your brand noticed



“

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



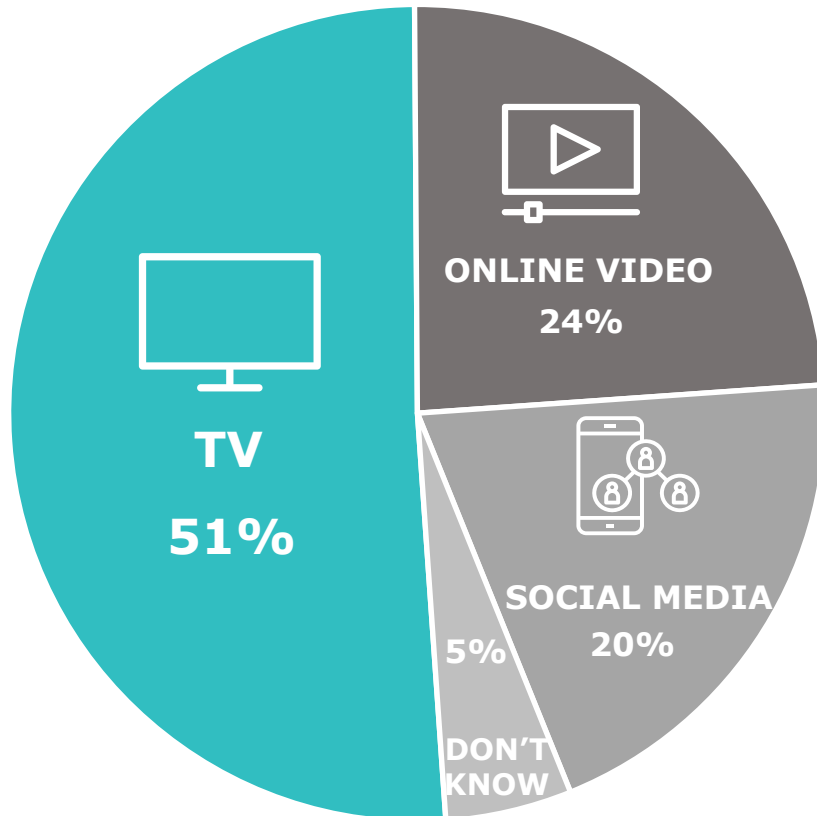
For advertising to work, it needs to be noticed. But as any marketer will tell you, human attention is the scarcest of resources, and what's worse, it seems it is only getting scarcer.

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

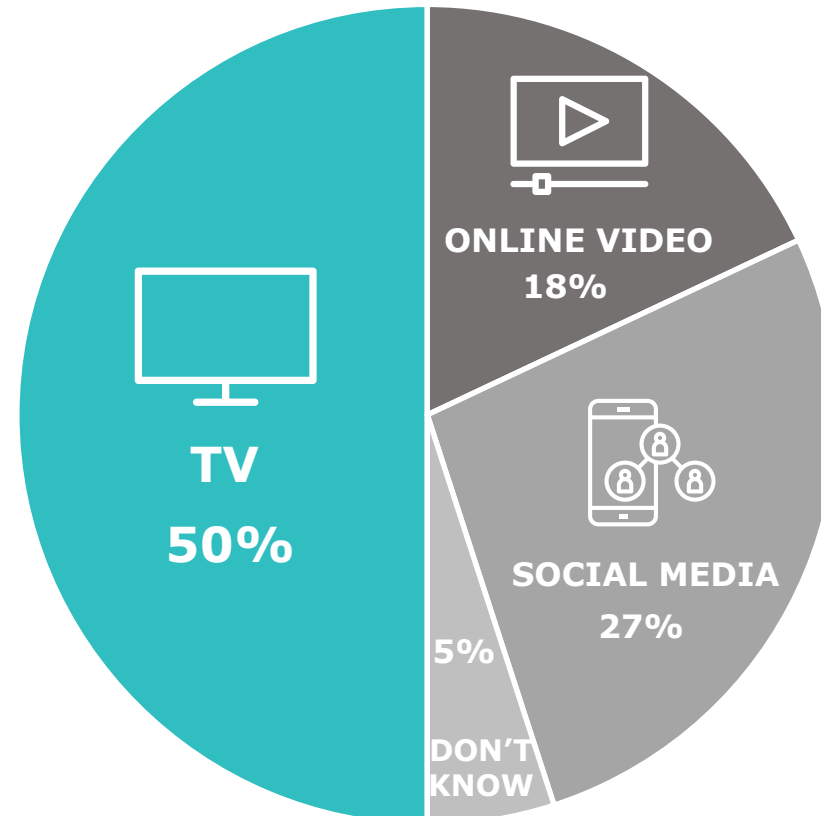


ads get the most attention



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%



Most Trustworthy

70%

21%



ONLINE VIDEO

12%

60%



SOCIAL MEDIA

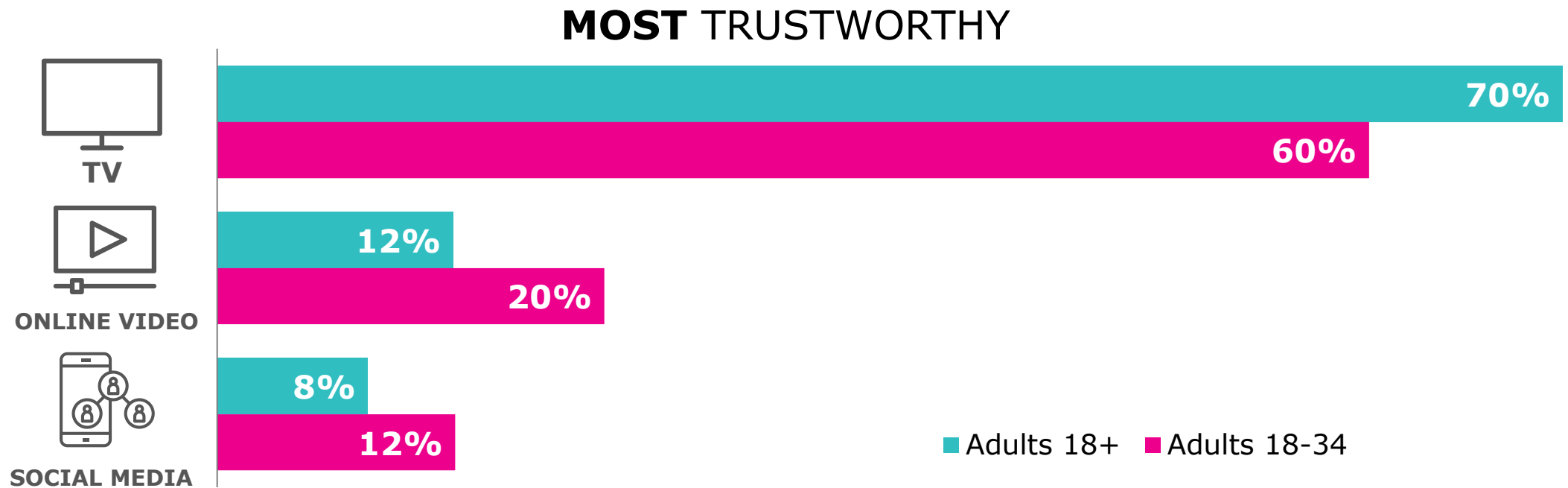
8%

Don't know 7% / Refused 1%

Don't know 9% / Refused 2%

Canadians find **tv** advertising the most trustworthy

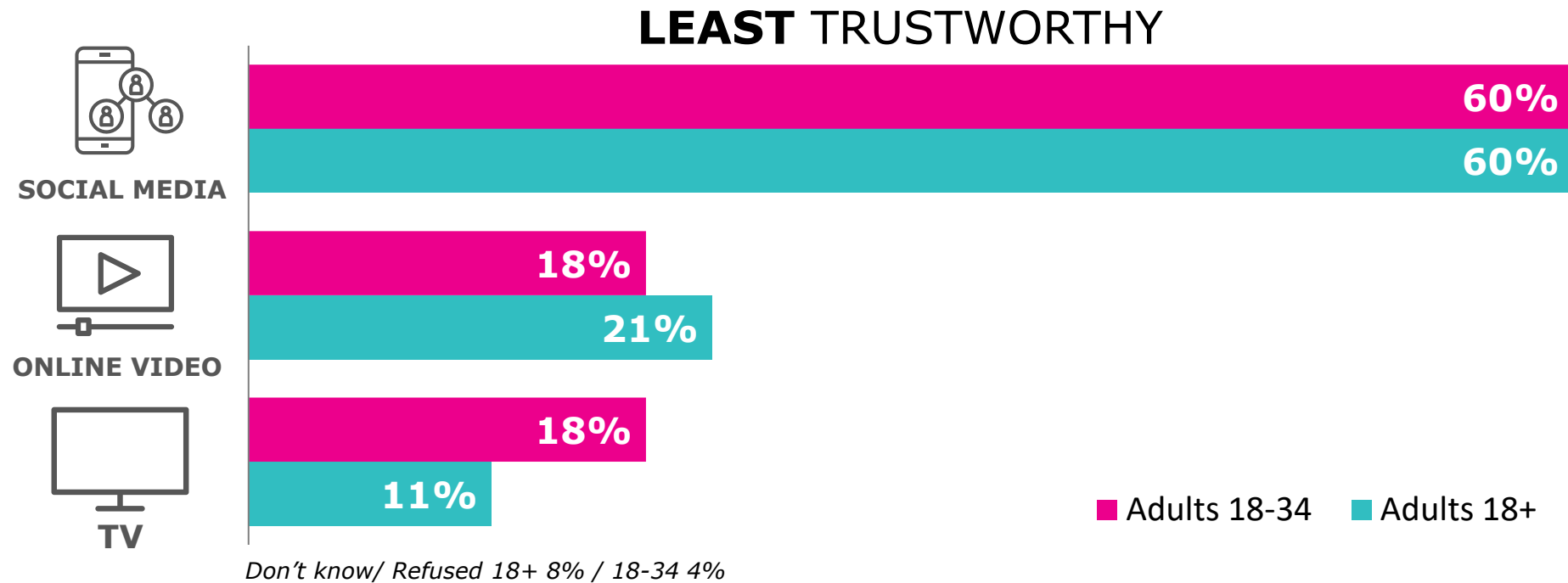
Which one of the following media carries video advertising that you believe to be most trustworthy?



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?



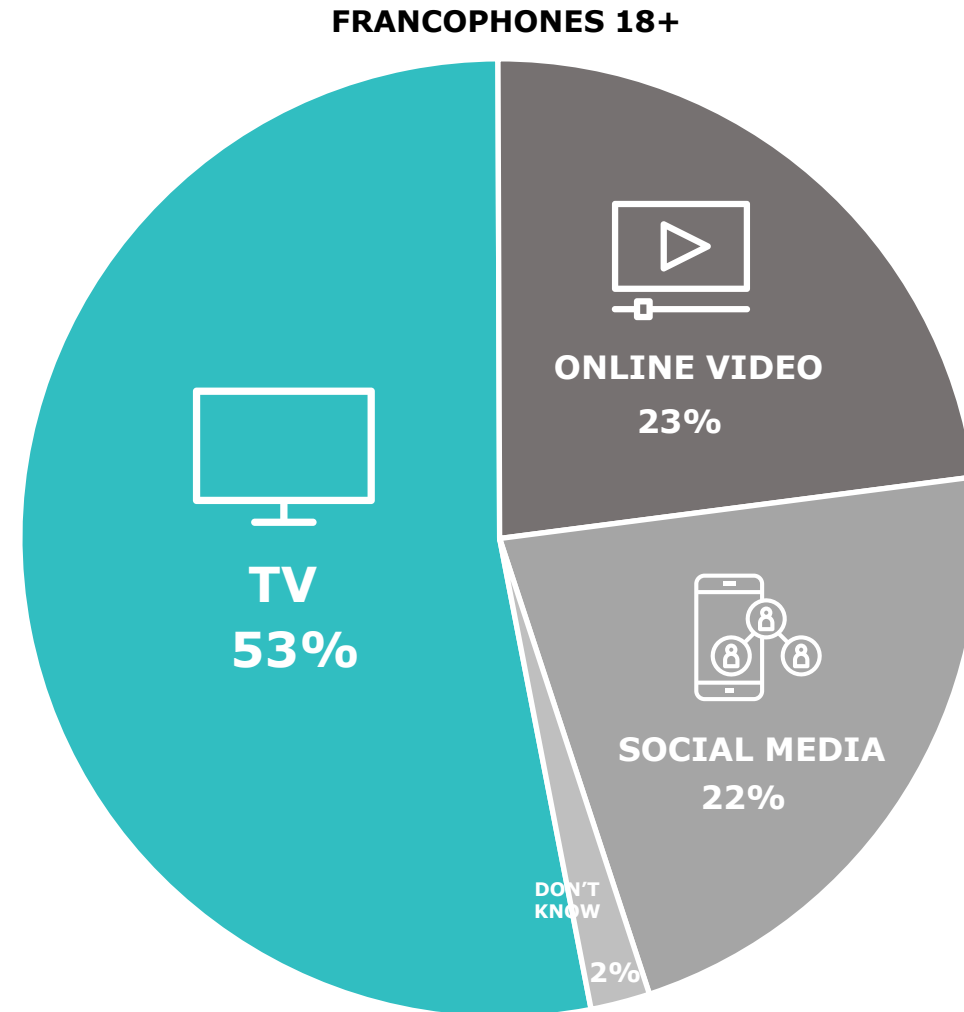
Francophone Canada



Francophones pay **most attention** to ads on **tv**



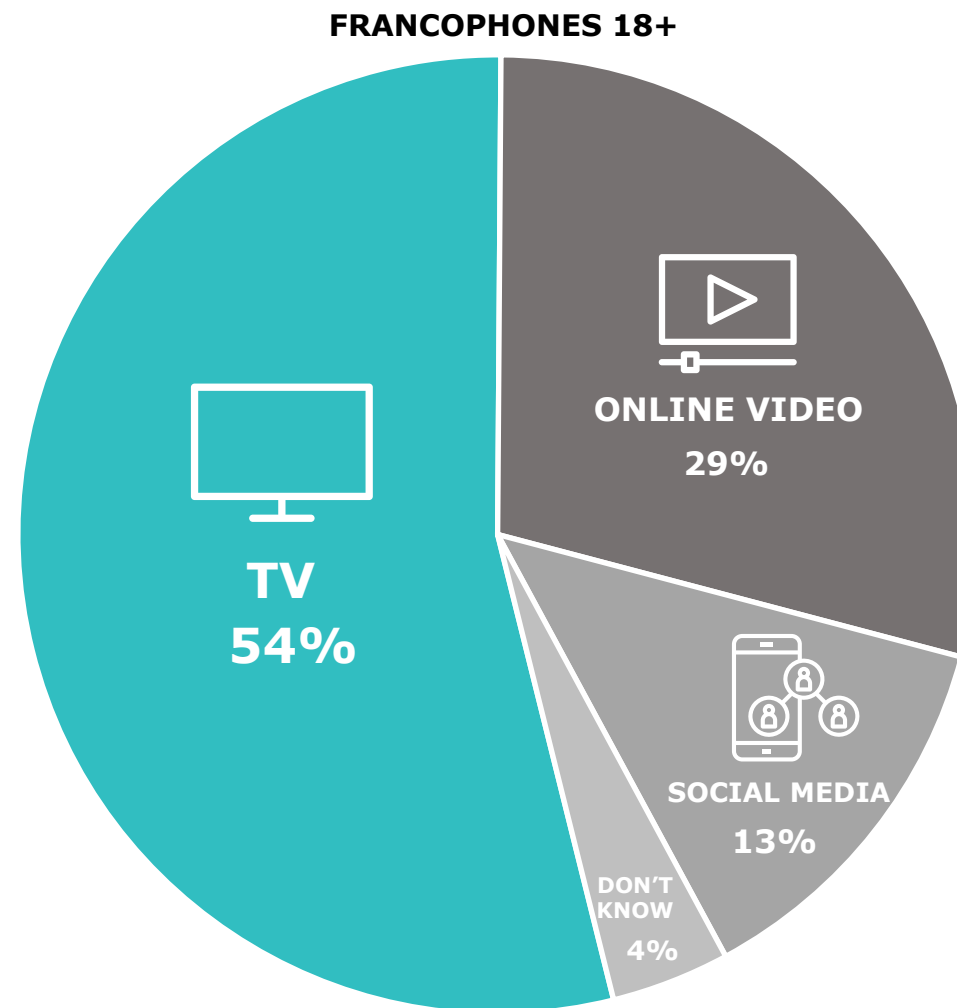
Which one of the following media carries video advertising that best captures your attention?



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

11%



Most Trustworthy

75%

26%



ONLINE VIDEO

12%

58%



SOCIAL MEDIA

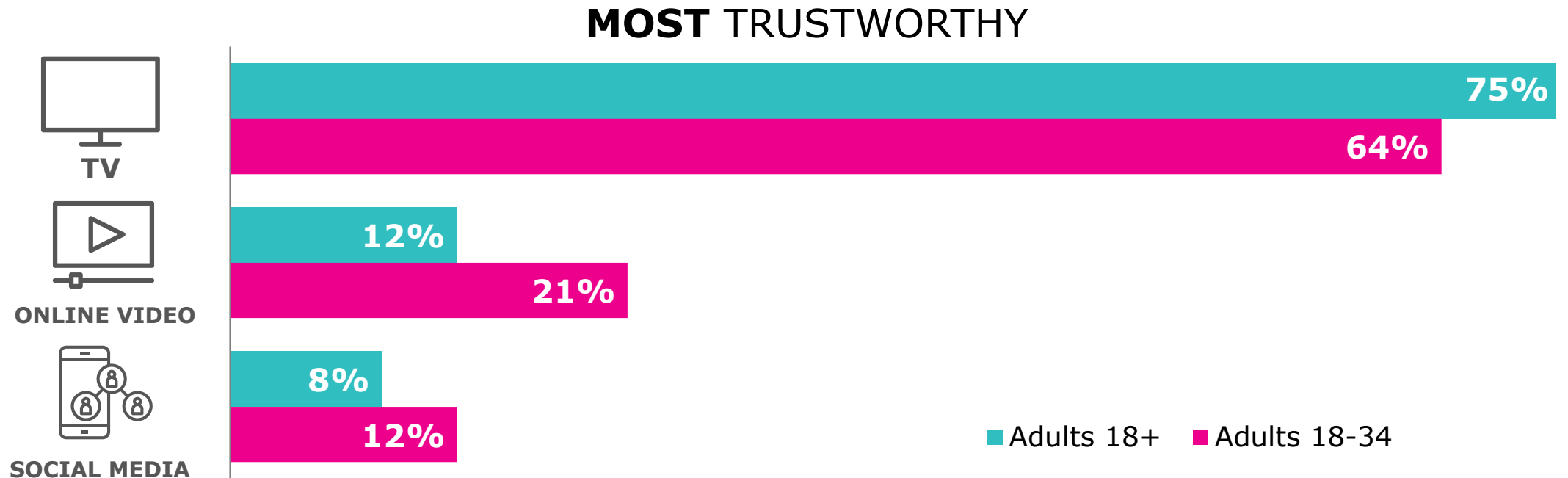
8%

Don't know 7% / Refused 1%

Don't know 5% / Refused 1%

tv advertising is most trusted by Francophones – including digital natives

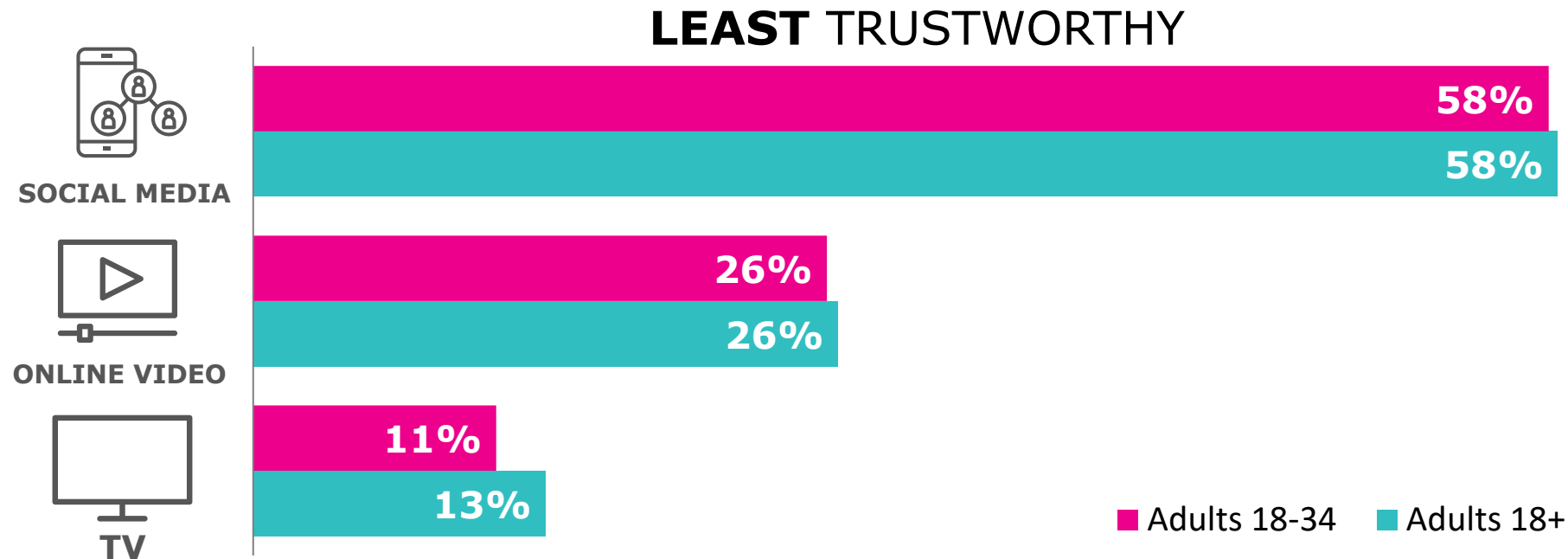
Which one of the following media carries video advertising that you believe to be most trustworthy?



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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