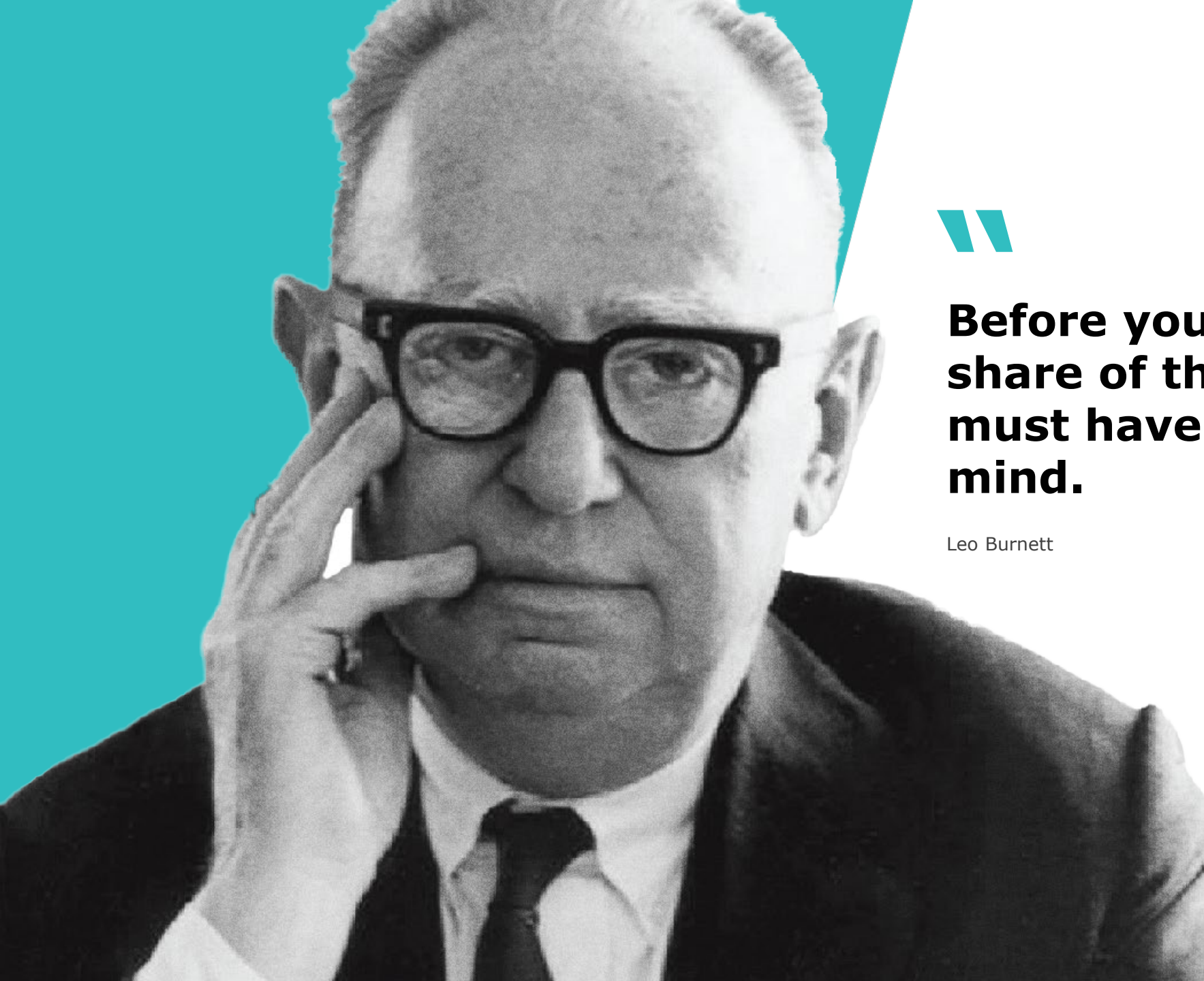


A close-up photograph of a person's hands. The right hand is holding a silver smartphone, and the left hand is holding a black remote control. The person is wearing a light-colored t-shirt and blue jeans. The background is blurred.

**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

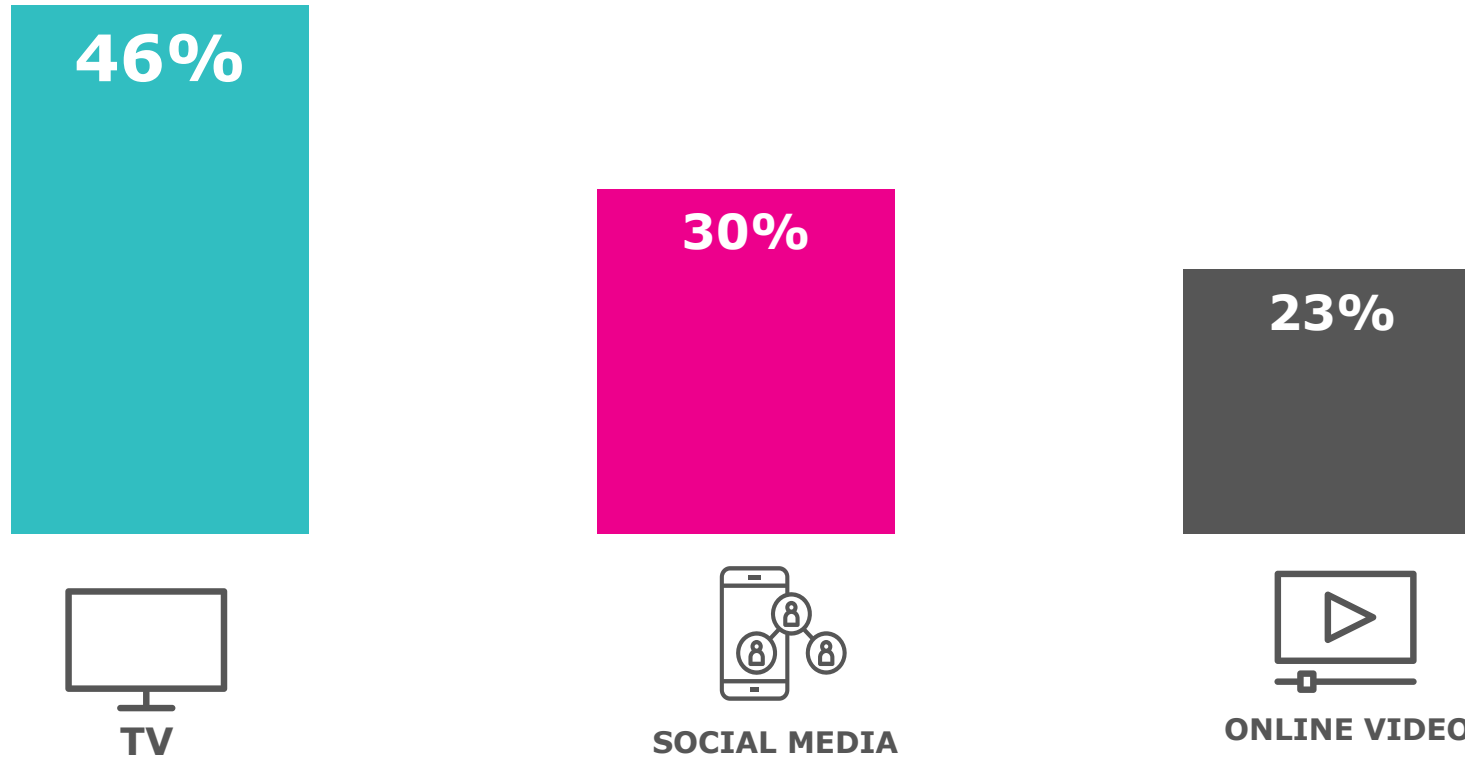


For advertising to work, it needs to be noticed. But as any marketer will tell you, human attention is the scarcest of resources, and what's worse, it seems it is only getting scarcer.

A survey of Canadian adults revealed that:

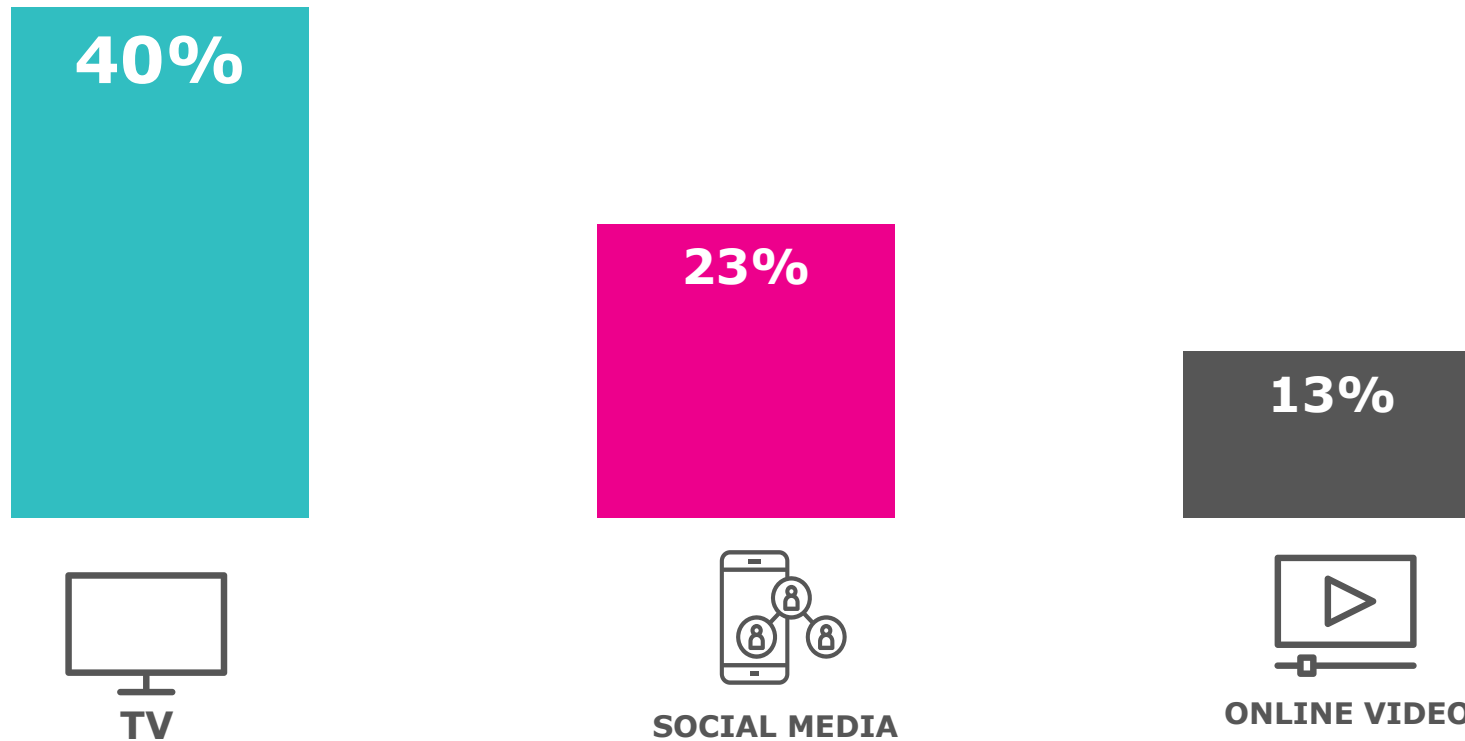
- Television ads garner the **most attention**
- TV ads are most likely to be **remembered**
- TV is the **most trusted** medium across all age groups – while social media is the least

# tv ads get the most attention



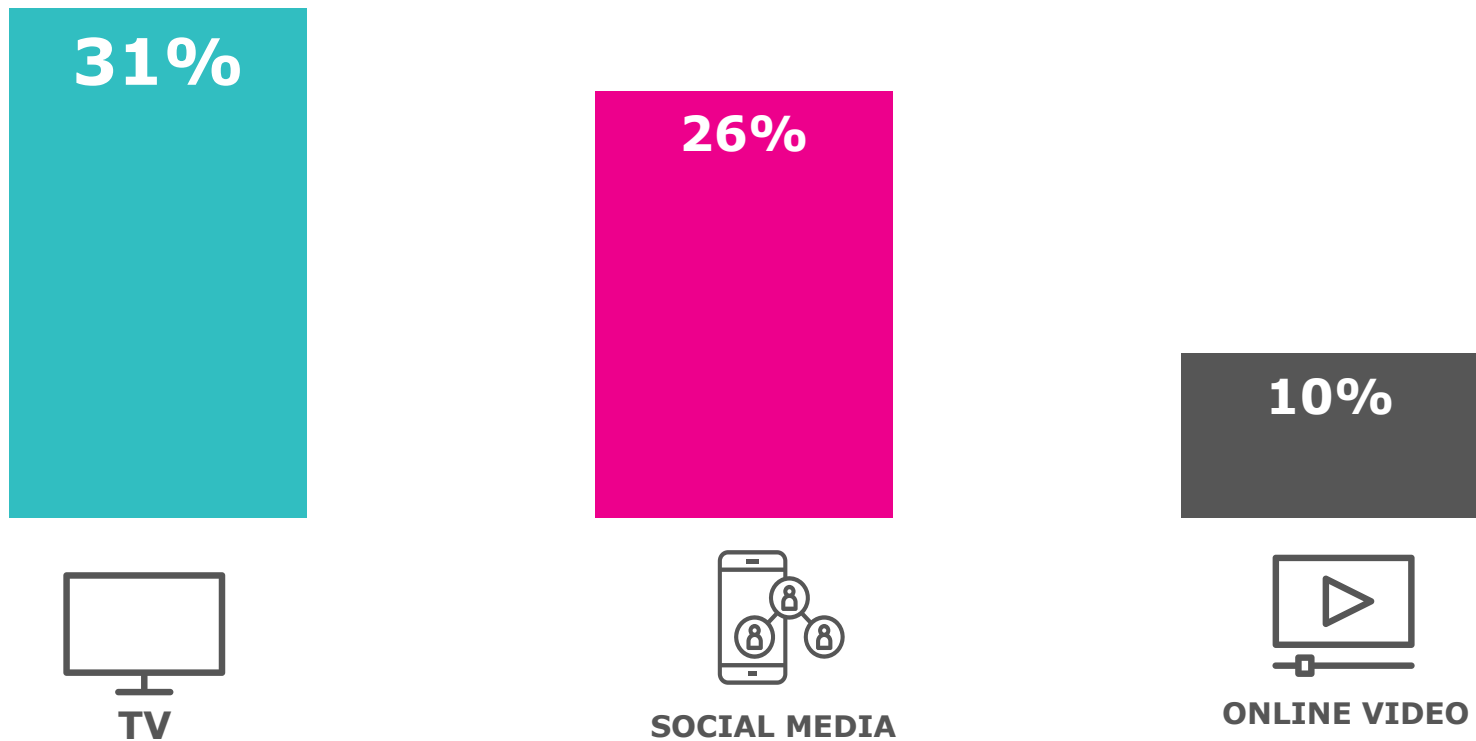
Q: Which ONE of the following media carries video advertising that best **captures your ATTENTION?**

# tv ads are the most memorable



Q: Which ONE of the following media carries advertising that you are most **LIKELY TO REMEMBER**?  
not listed are: "Other" @ 25%; includes newspaper, radio, search & OOH.

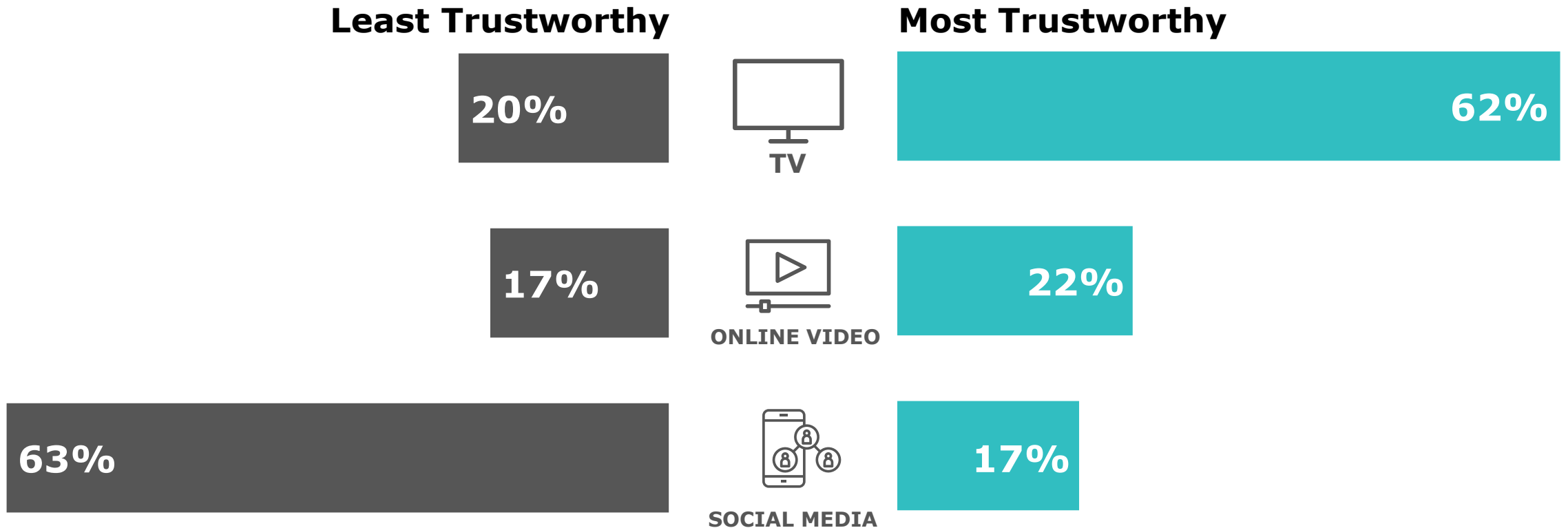
# tv is most likely to drive purchases



Q: Which ONE of the following media carries advertising that is most likely to make you **WANT TO BUY** the product?  
not listed are: "Other" @ 33%; includes newspaper, radio, search & OOH.

# tv is the most trusted medium

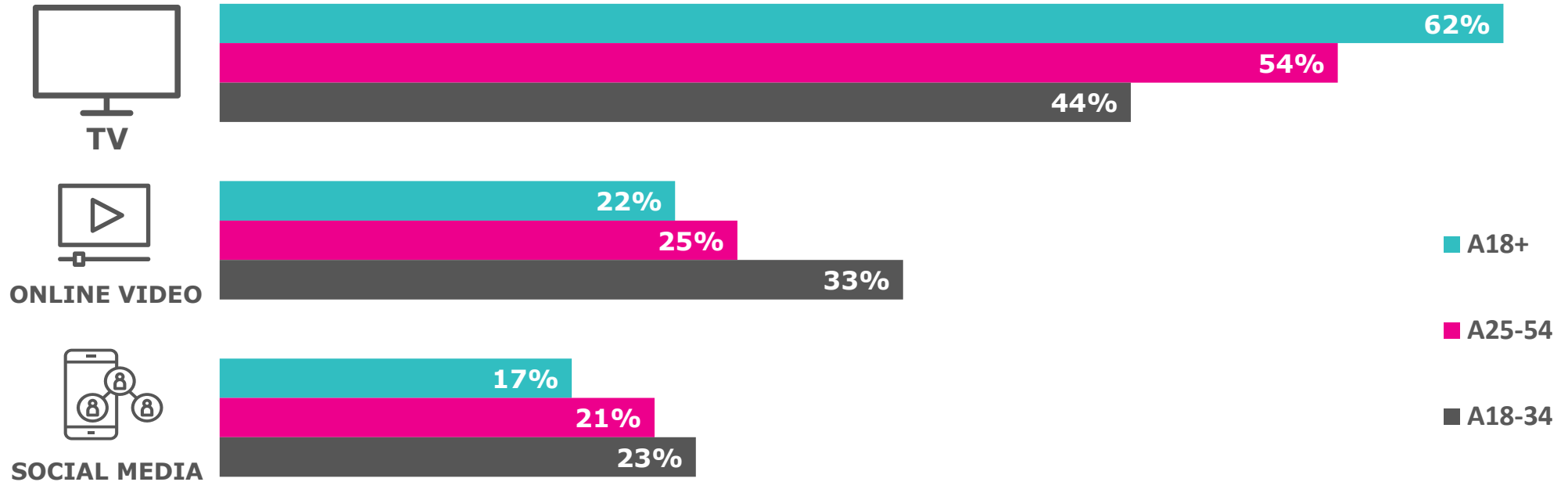
(while social media is the least trusted)



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

# tv is the most trusted medium

across every demo



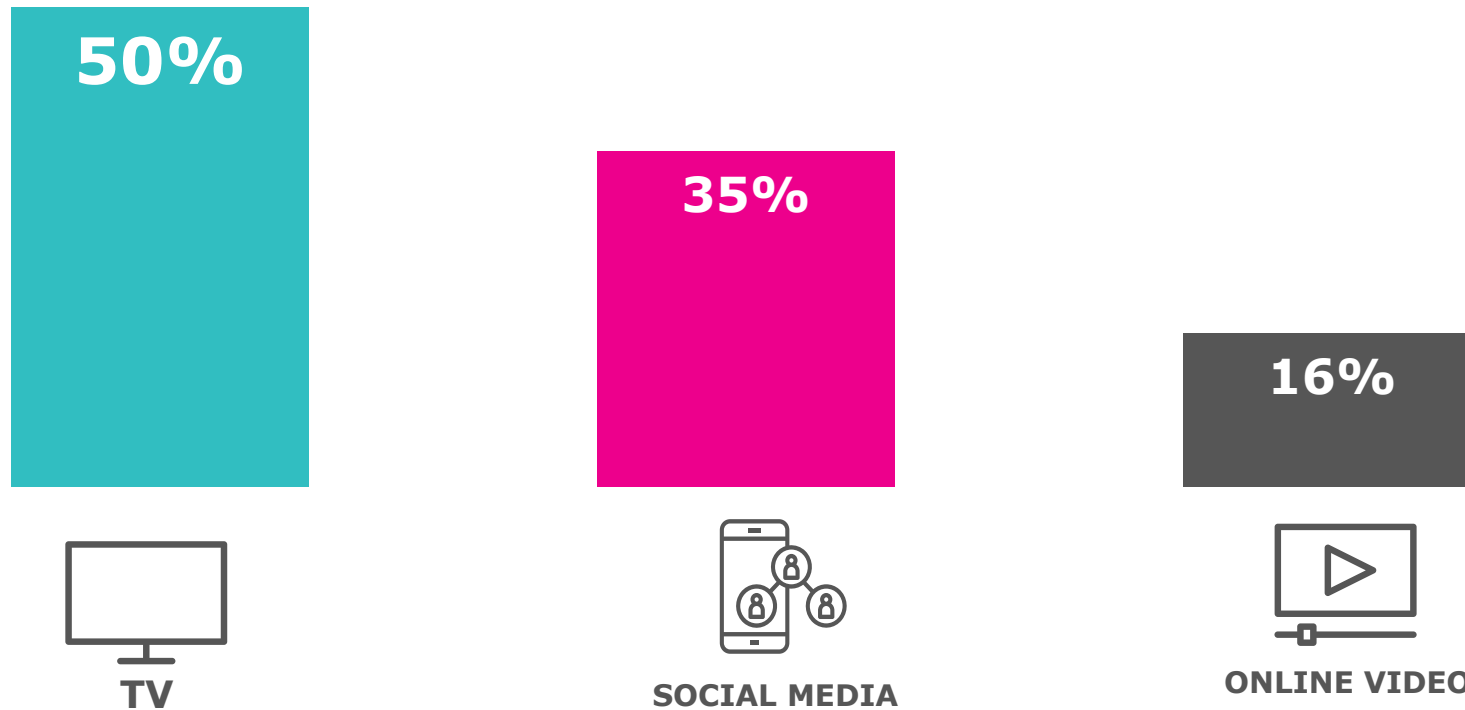
Q: Which ONE of the following media carries video advertising you believe to be **most TRUSTWORTHY**?



# Francophone Canada

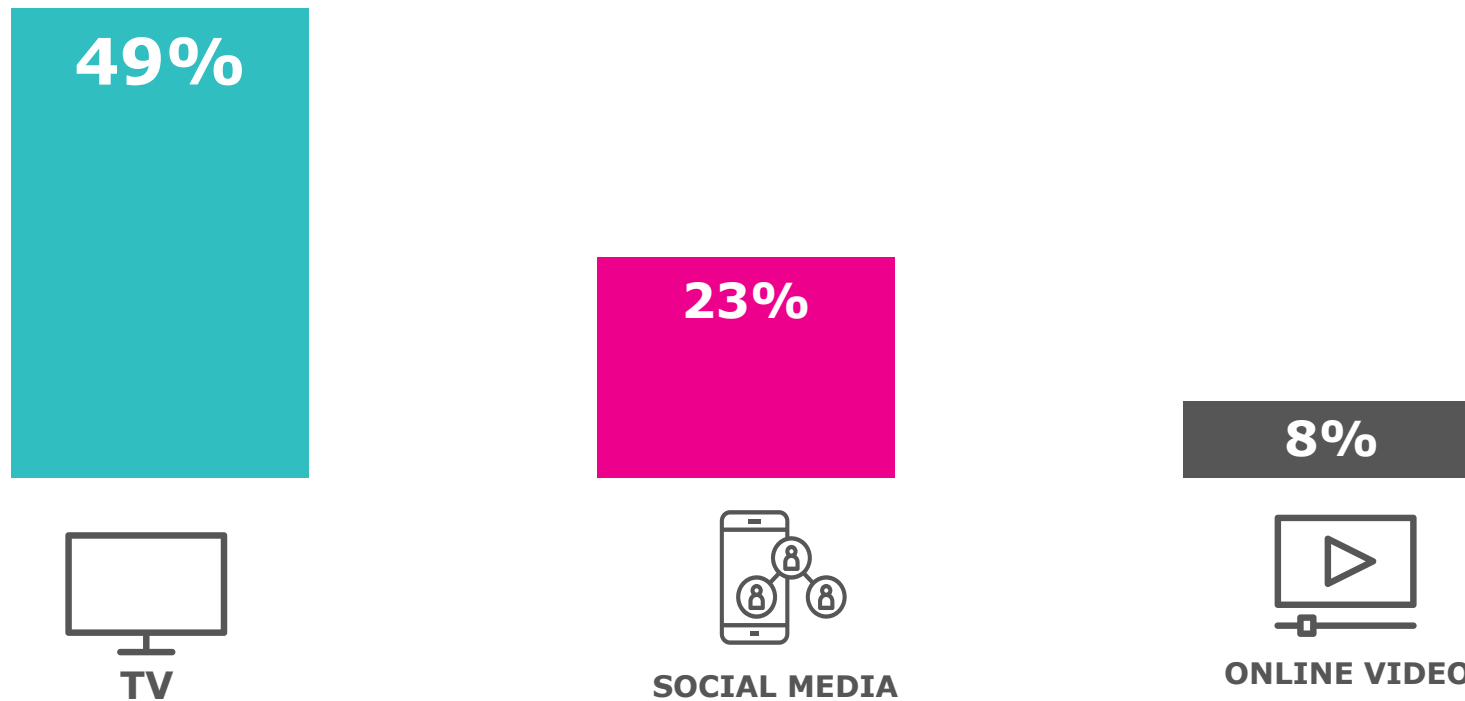


# tv ads get the most attention



Q: Which ONE of the following media carries video advertising that best **captures your ATTENTION?**

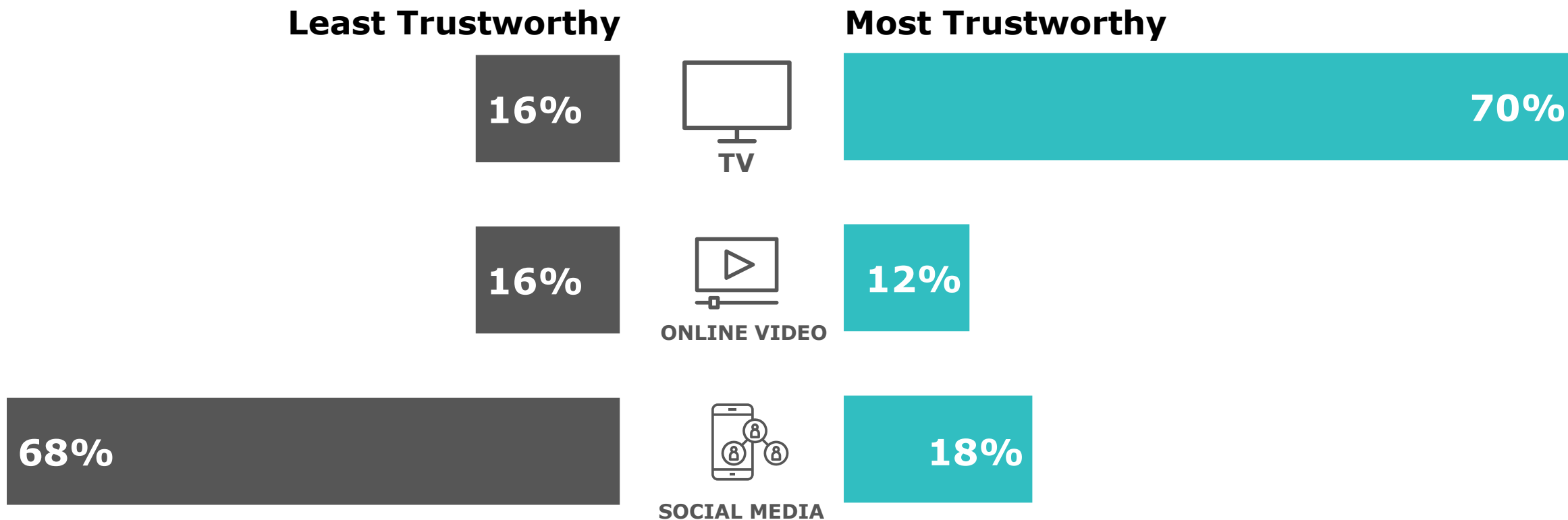
# tv ads are the most memorable



Q: Which ONE of the following media carries advertising that you are most **LIKELY TO REMEMBER**?  
not listed are: "Other" @ 20%; includes newspaper, radio, search & OOH.

# tv is the most trusted medium

(while social media is the least trusted)



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

**reach us @**



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