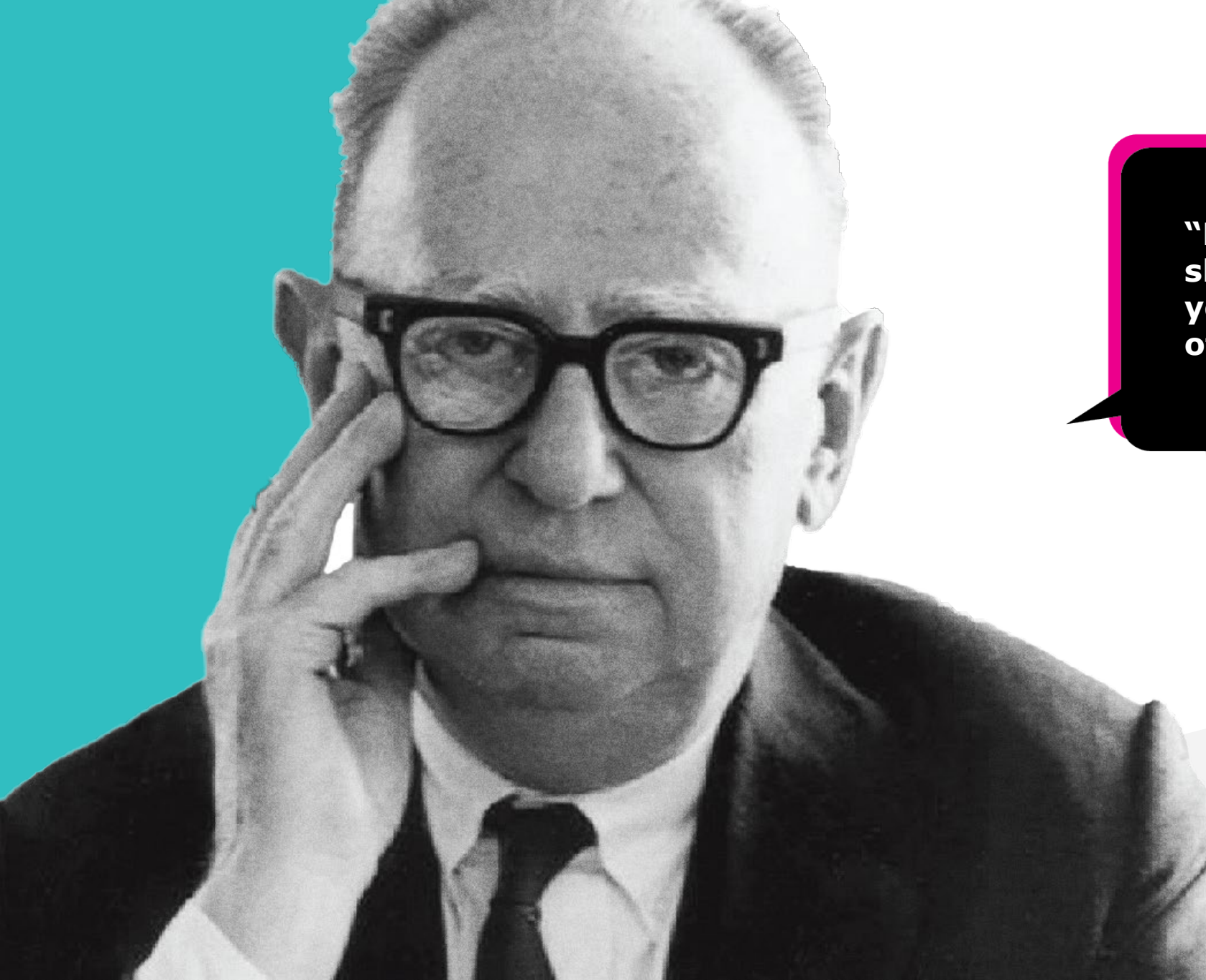


A graphic consisting of several concentric circles in a light gray color, centered on the left side of the slide. The circles are of varying diameters and are spaced evenly, creating a target-like or ripple effect.

attention in advertising:
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



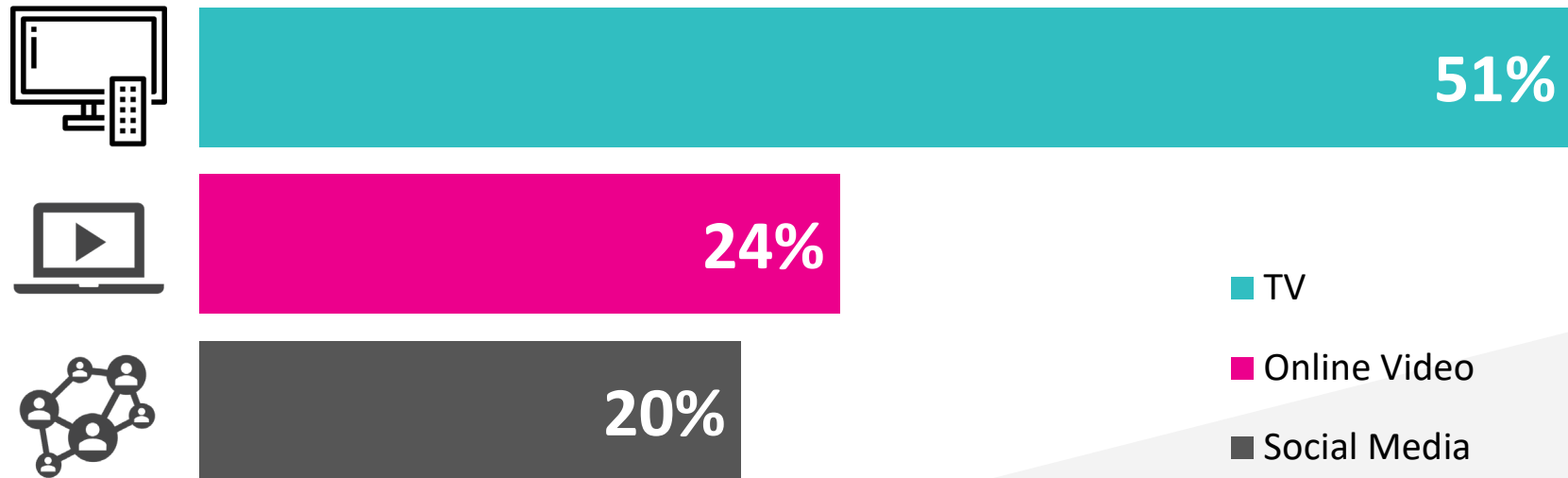
For advertising to work, it needs to be noticed. But as any marketer will tell you, human attention is the scarcest of resources, and what's worse, it seems it is only getting scarcer.

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

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

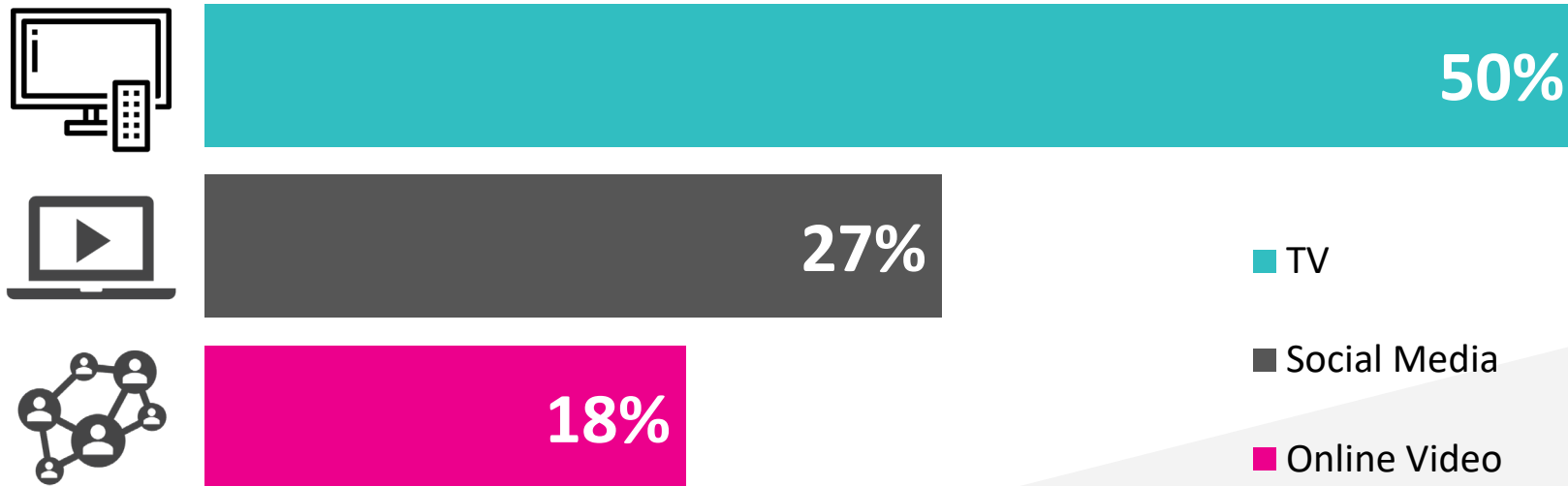
Q. Which one of the following media carries video advertising that best captures your attention?



*Don't know = 4%

tv ads are the most influential

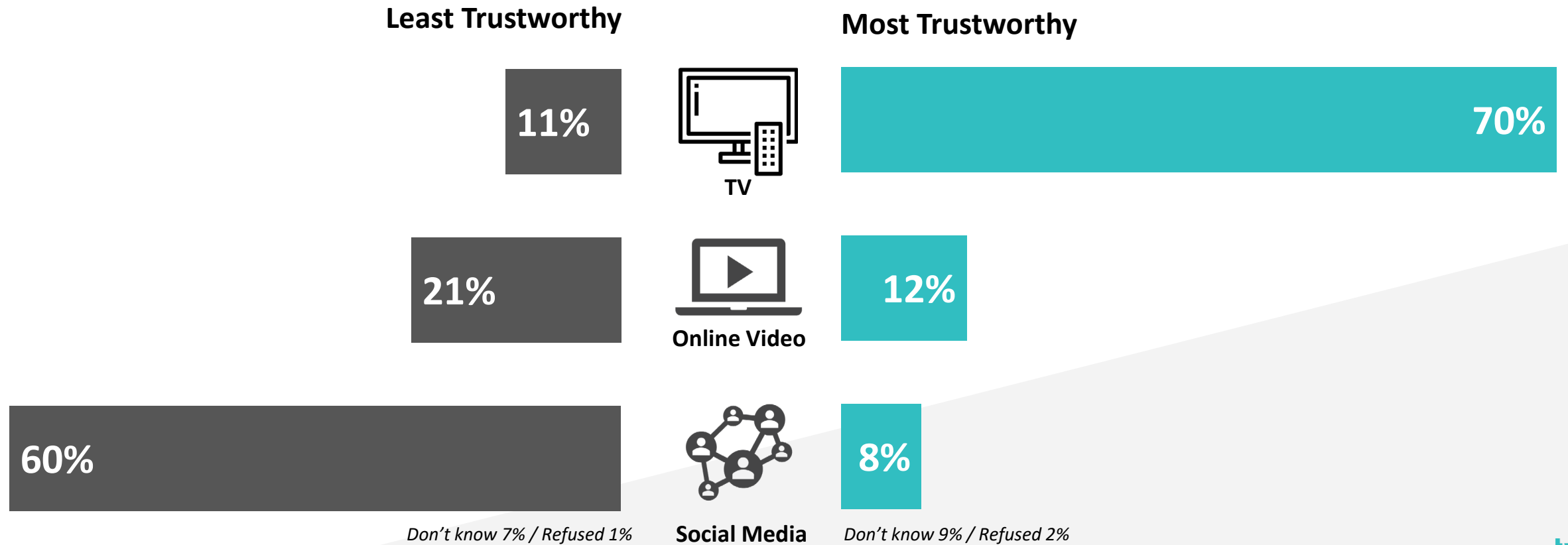
Q. Which one of the following media carries video advertising that you believe to be the most influential?



*Don't know = 5%

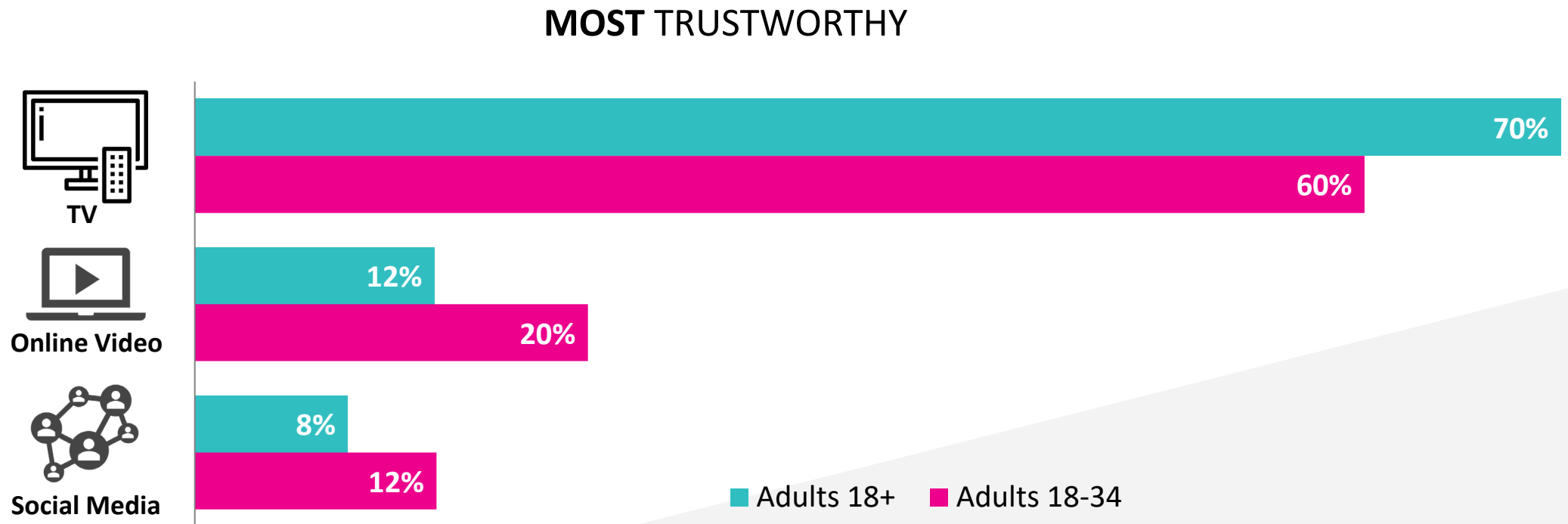
tv is also the most trusted medium

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



tv is most trusted across all demos

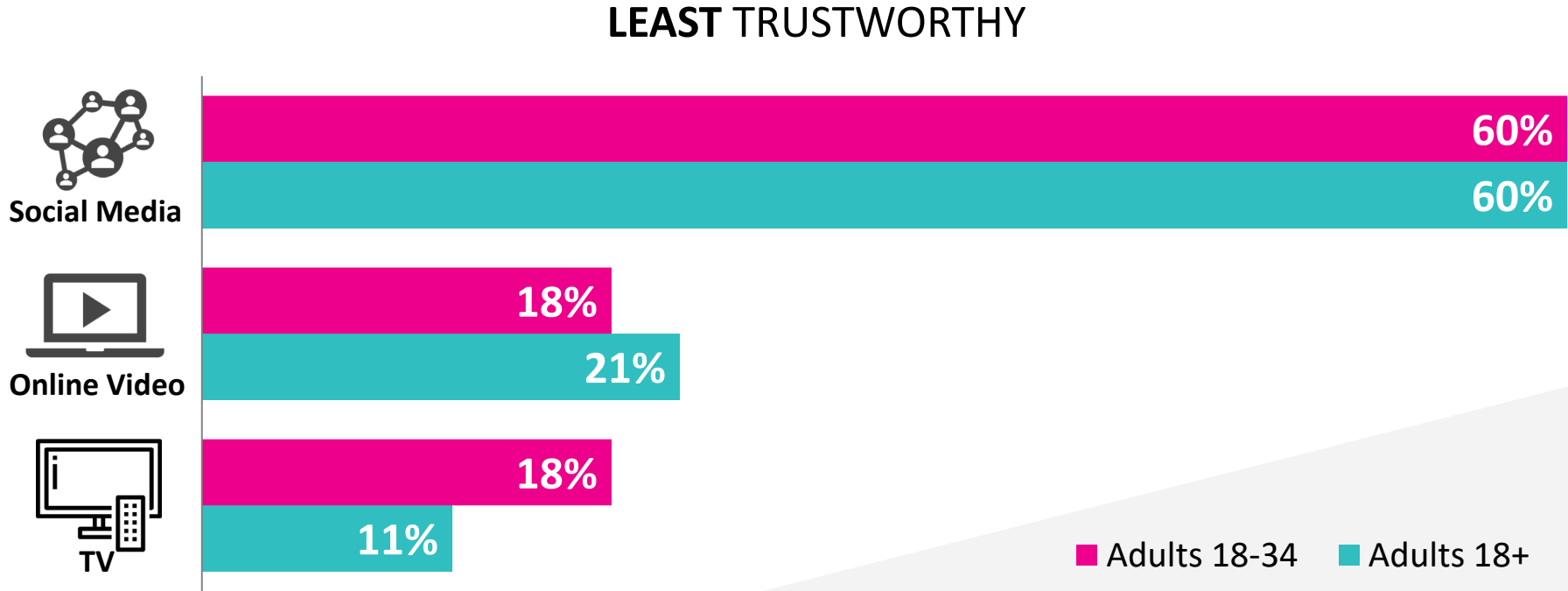
Q. Which one of the following media carries video advertising that you believe to be most trustworthy?



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

Canadians find social media the **least trustworthy**

Q. 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%



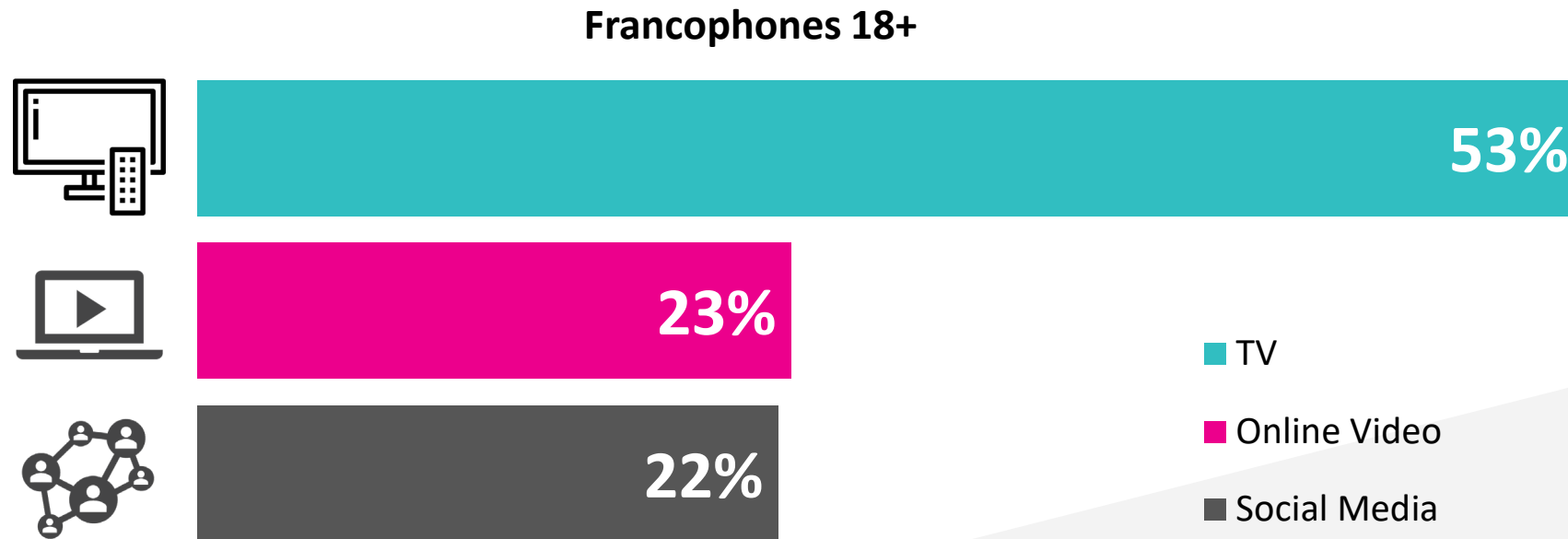
T

A graphic consisting of several concentric circles of varying shades of gray, centered on the left side of the page. The circles are of uniform thickness and are arranged in a regular pattern, creating a ripple effect.

Francophone Canada

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

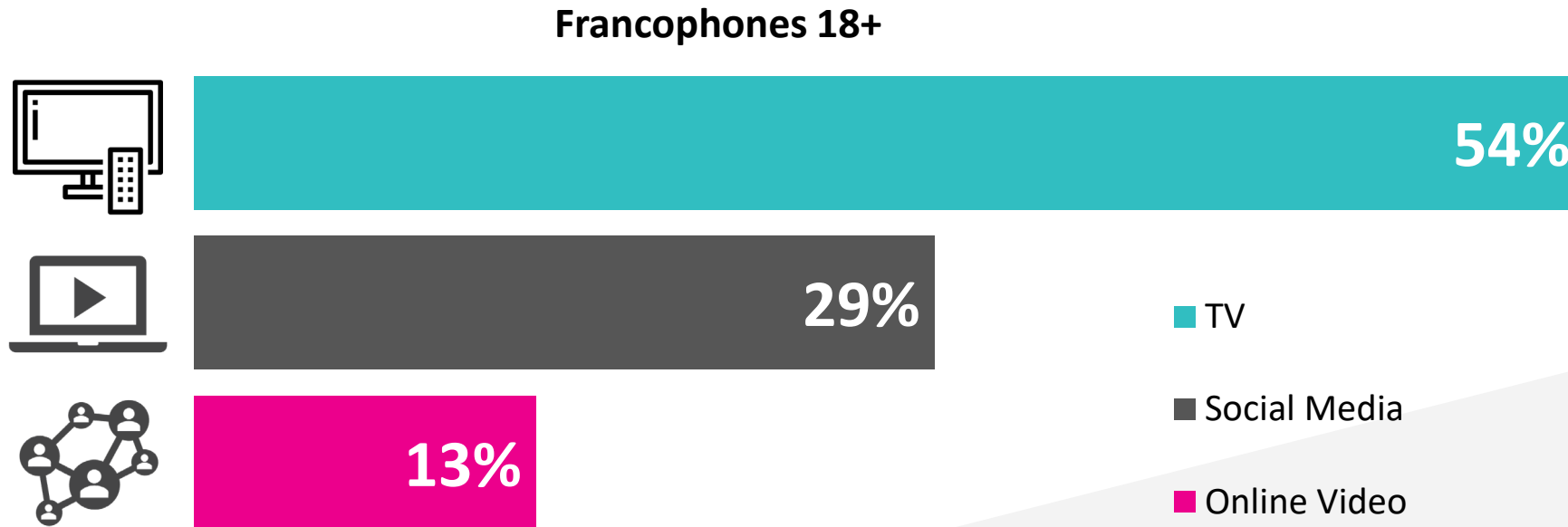
Q. Which one of the following media carries video advertising that best captures your attention?



*Don't know = 2%

tv ads are the most influential

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

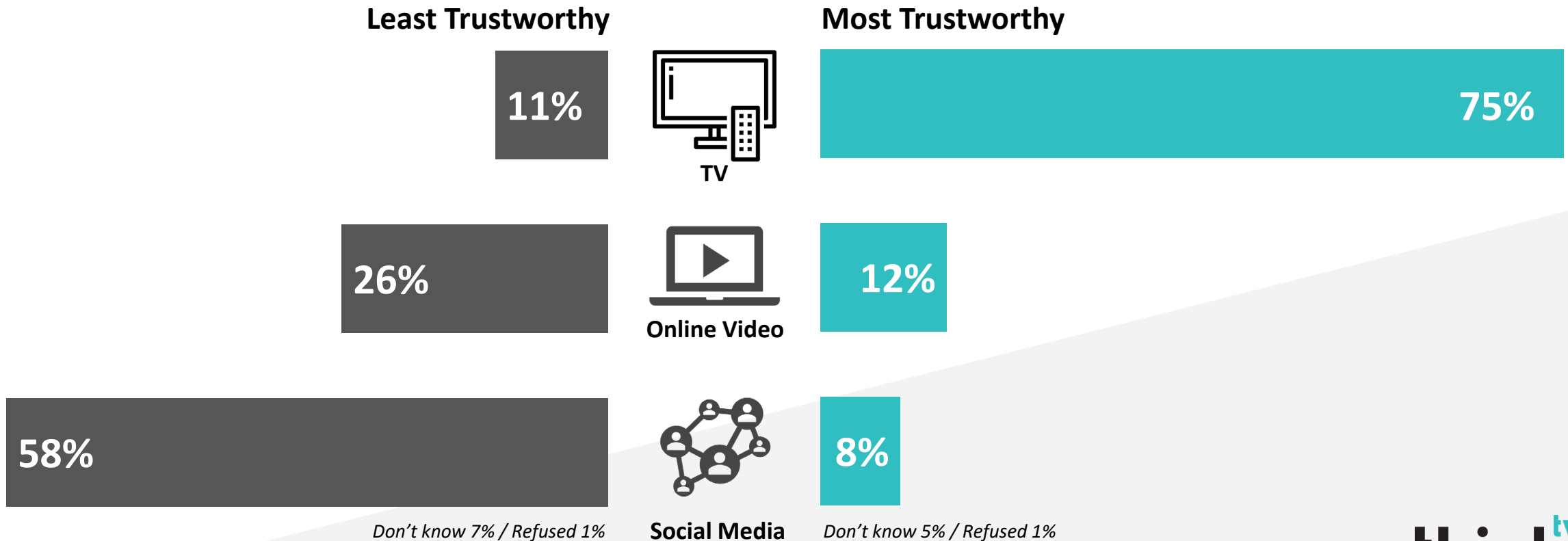


*Don't know = 4%

tv is also the **most trusted** medium

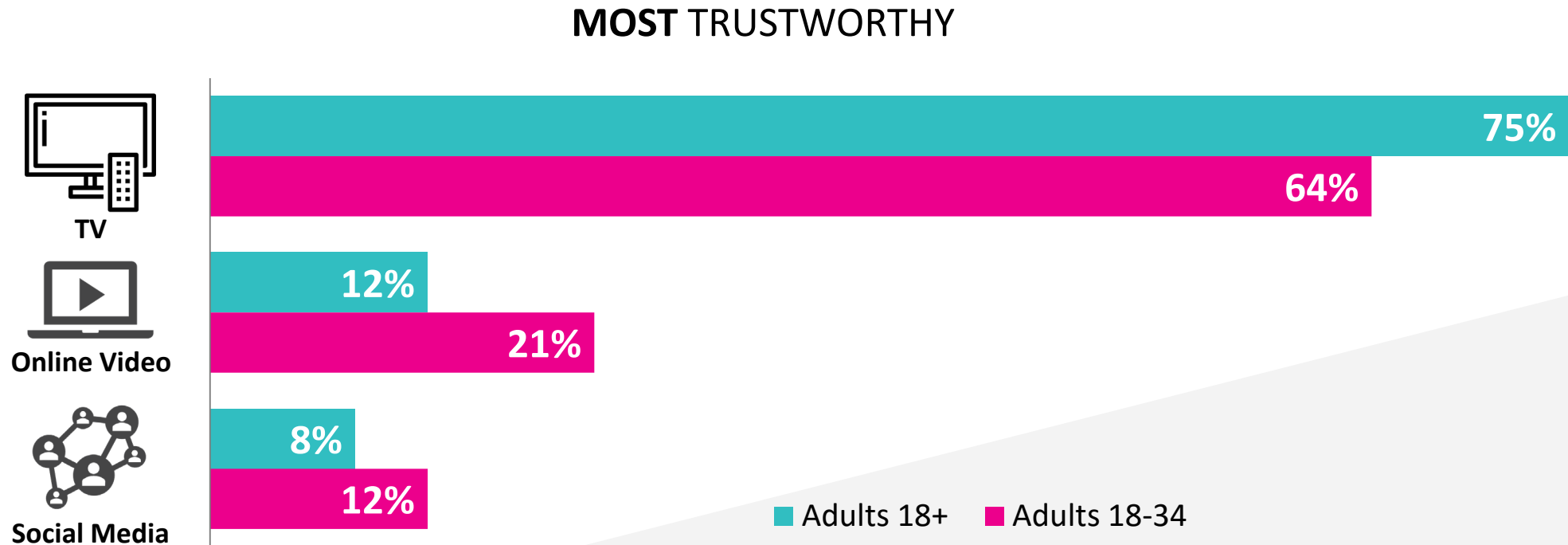
Q. Which one of the following media carries video advertising that you believe to be most trustworthy? Least trustworthy?

Francophones 18+



tv advertising is most trusted by Francophones – including digital natives

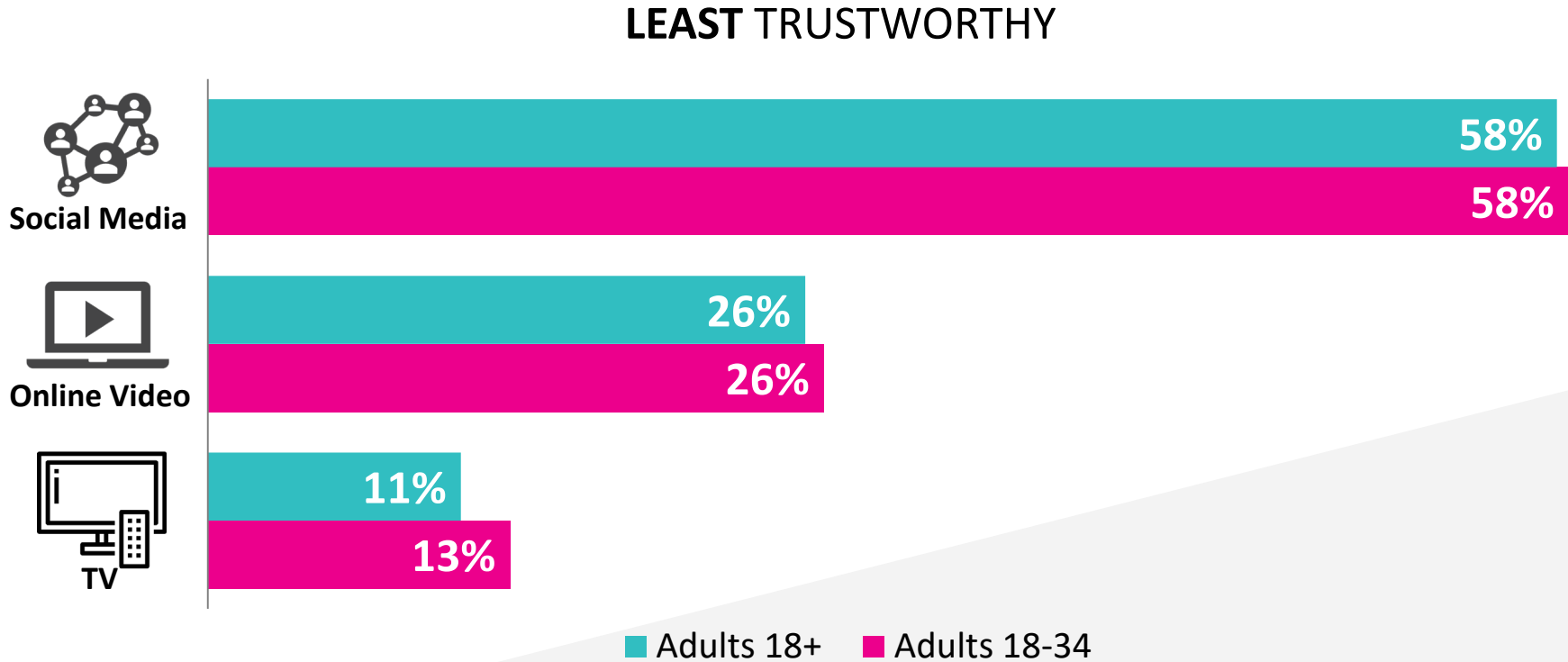
Q. Which one of the following media carries video advertising that you believe to be most trustworthy?



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

Francophones find social media the least trustworthy

Q. 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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