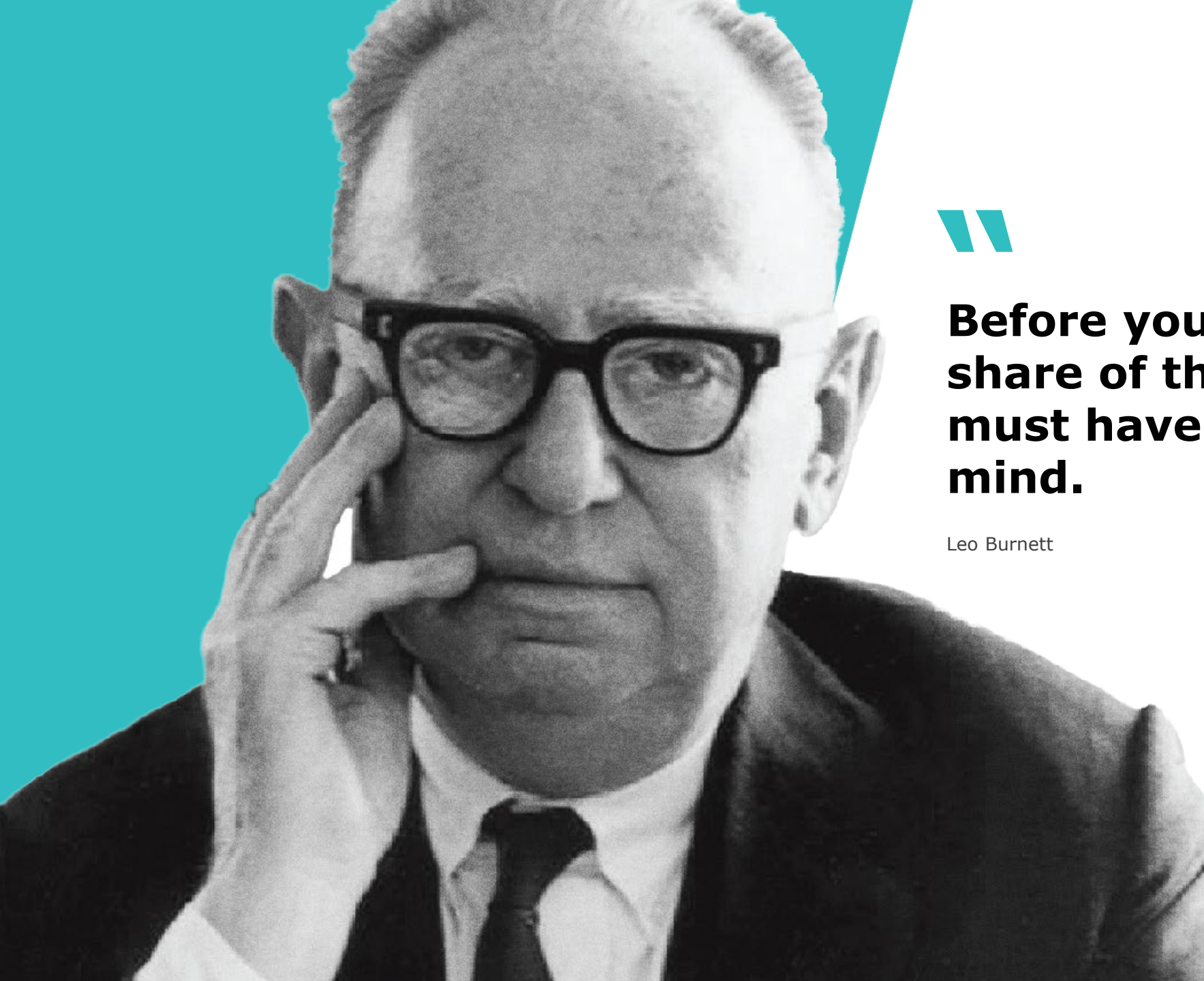


A close-up photograph of a person's hands. The right hand is holding a silver smartphone, and the left hand is holding a black remote control. The person is wearing a light-colored t-shirt and blue jeans. The background is blurred.

attention:
getting your brand noticed

think^{tv}



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

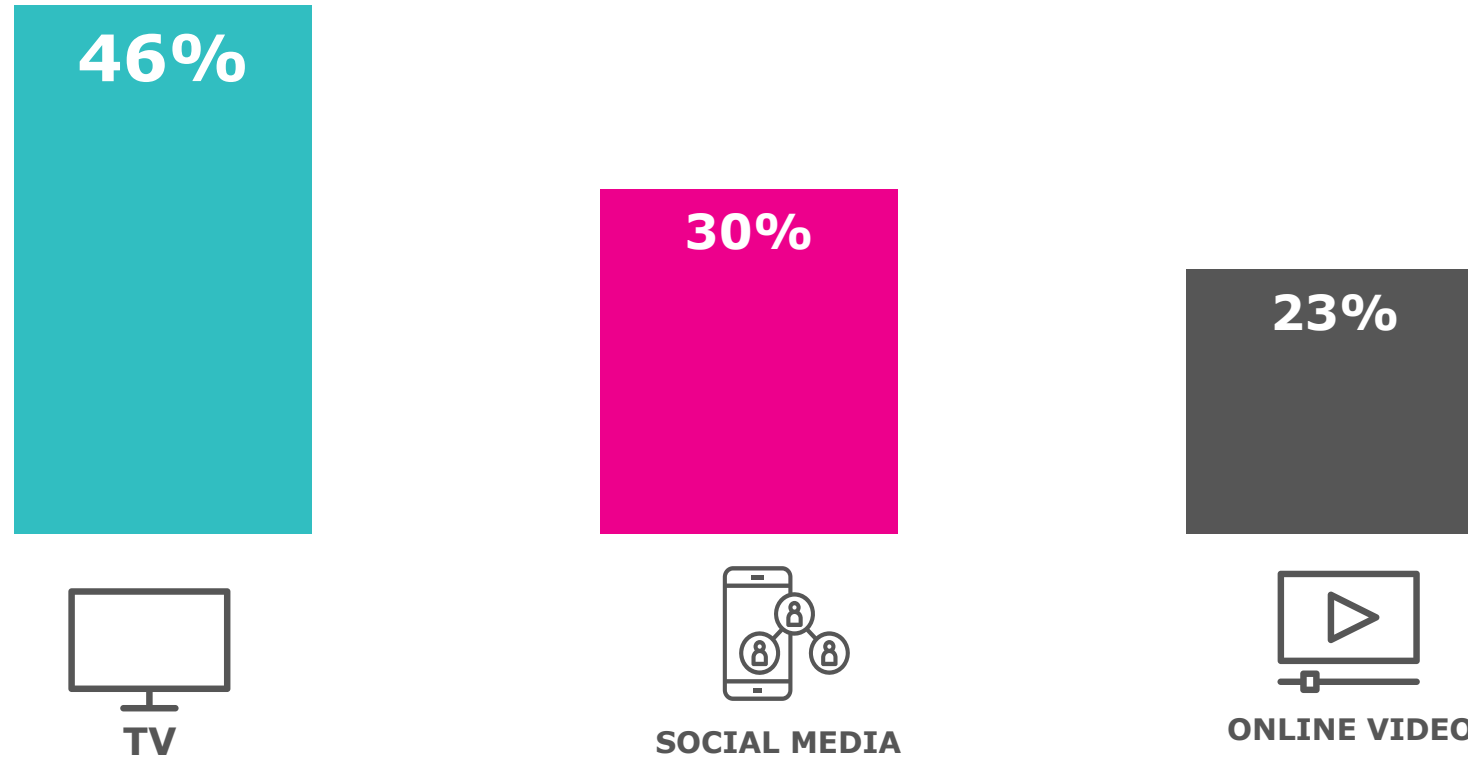


For advertising to work, it needs to be noticed. But as any marketer will tell you, human attention is the scarcest of resources, and what's worse, it seems it is only getting scarcer.

Research shows that that:

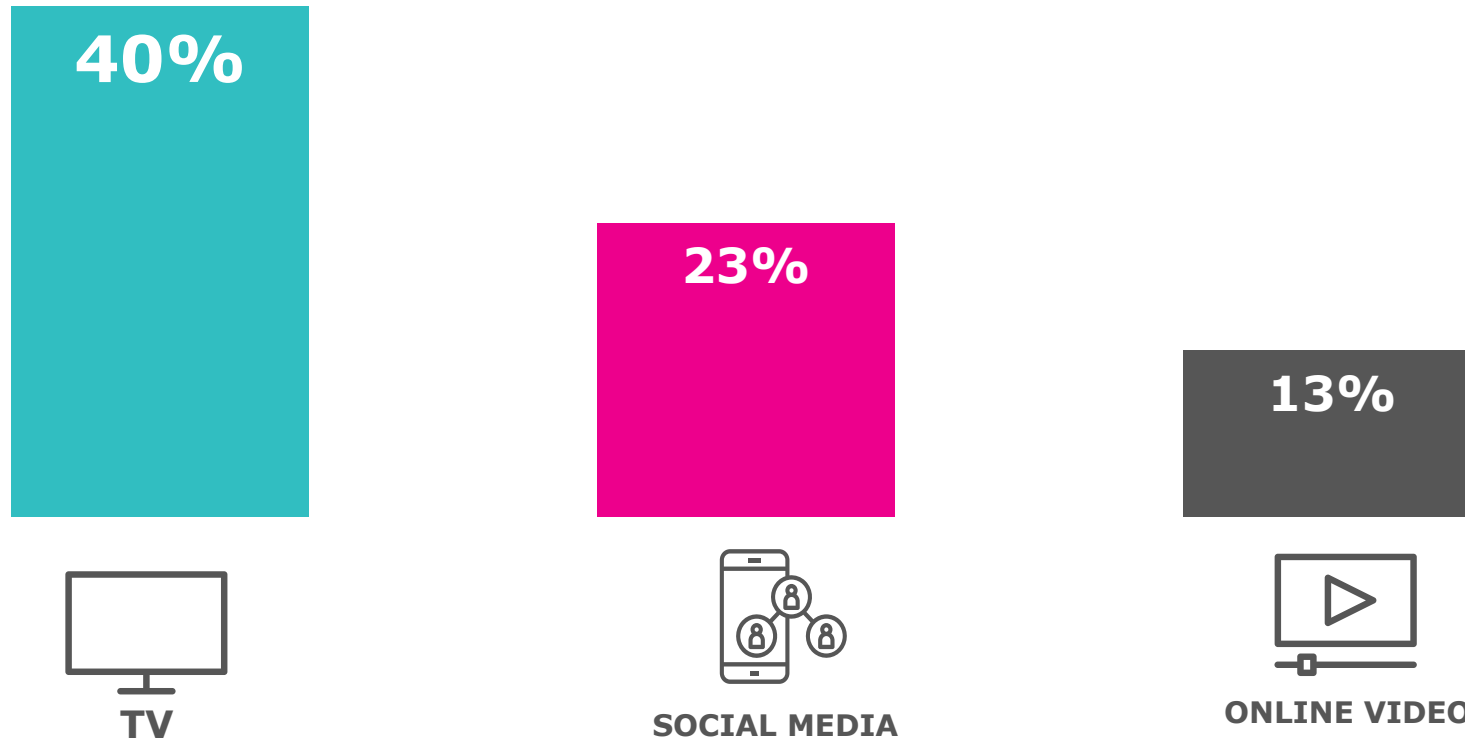
- Television ads garner the **most attention**
- TV ads are most likely to be **remembered**
- TV is the **most trusted** medium across all age groups – while social media is the least

Canadians say that **tv** ads best capture their **attention**



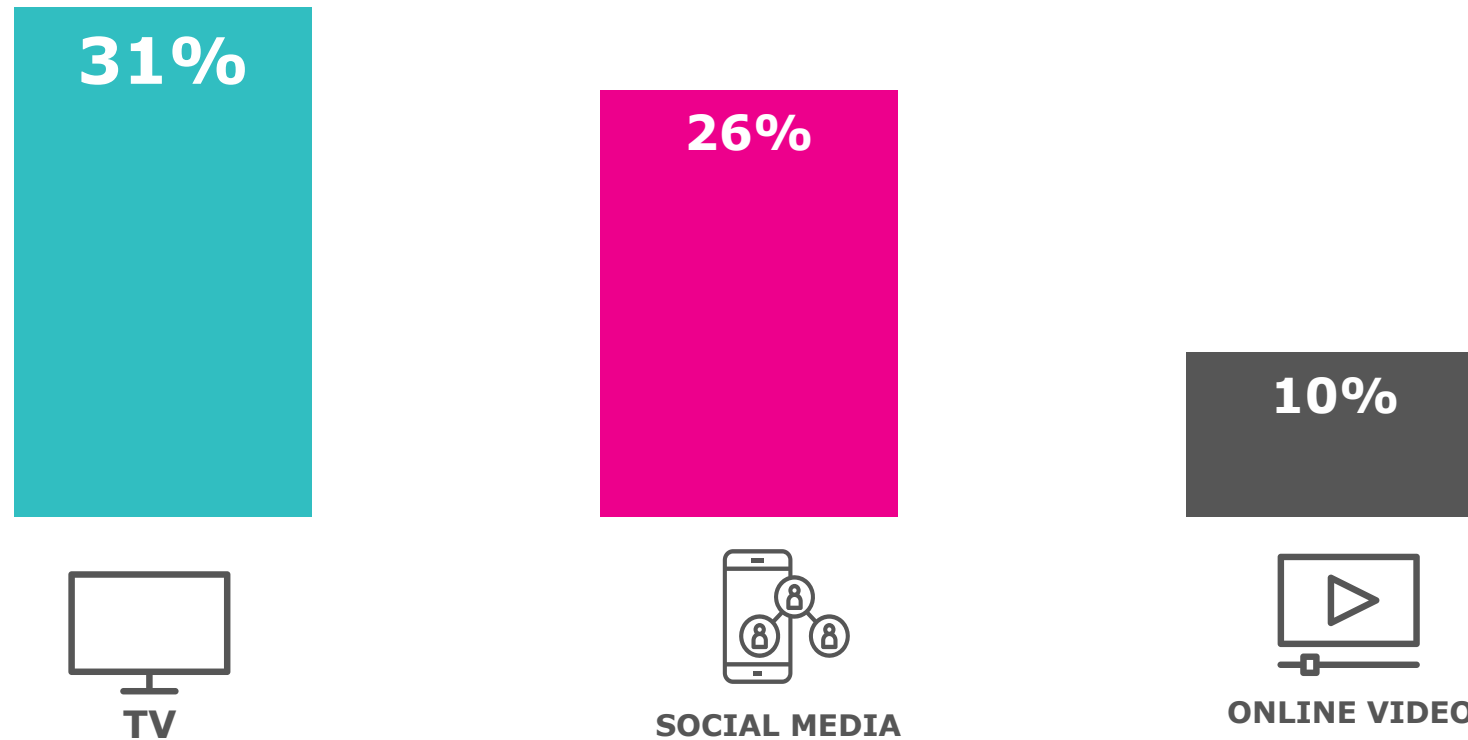
Q: Which ONE of the following media carries video advertising that best **captures your ATTENTION?**

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.

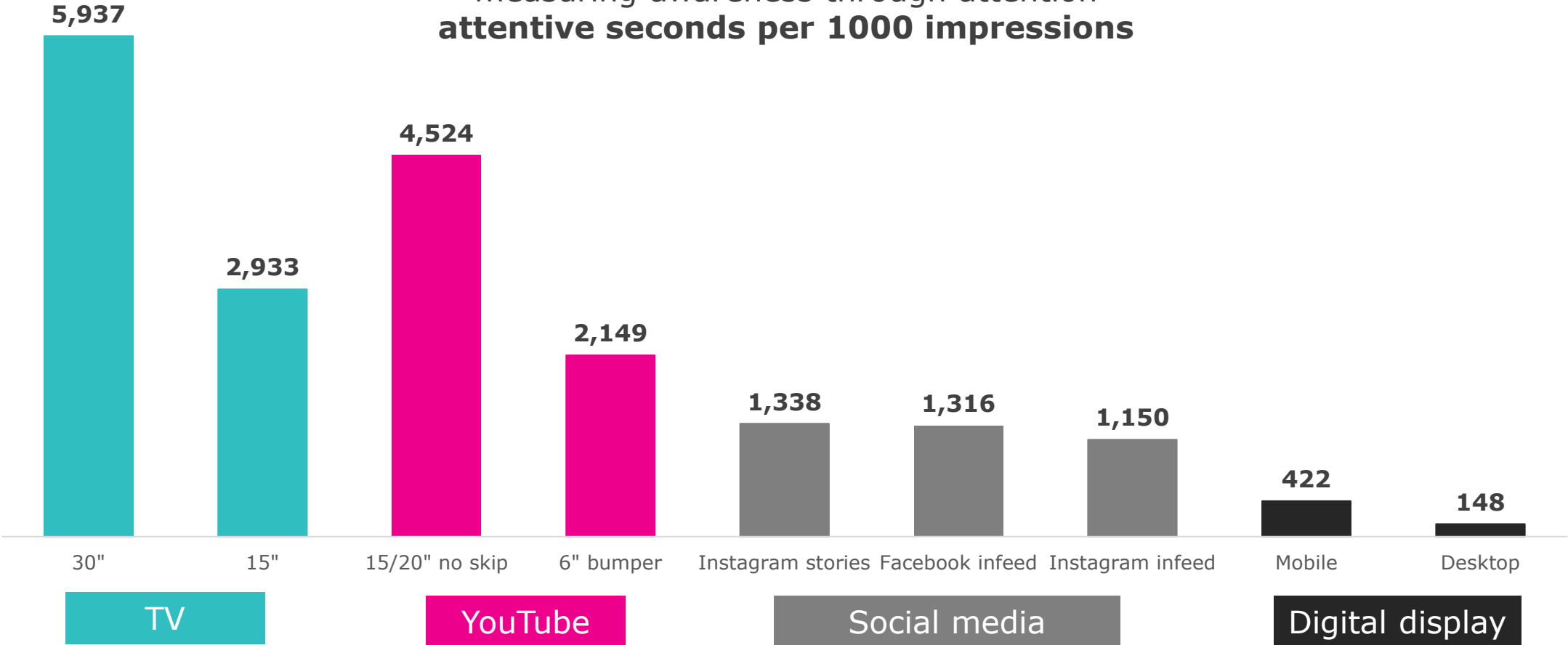
tv ads are most likely to drive a purchase



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 ads deliver the most 'attentive seconds'

measuring awareness through attention
attentive seconds per 1000 impressions






Source: Ebiquity, with Lumen, TVision and Dan White – The Challenge of Attention, June 2021.

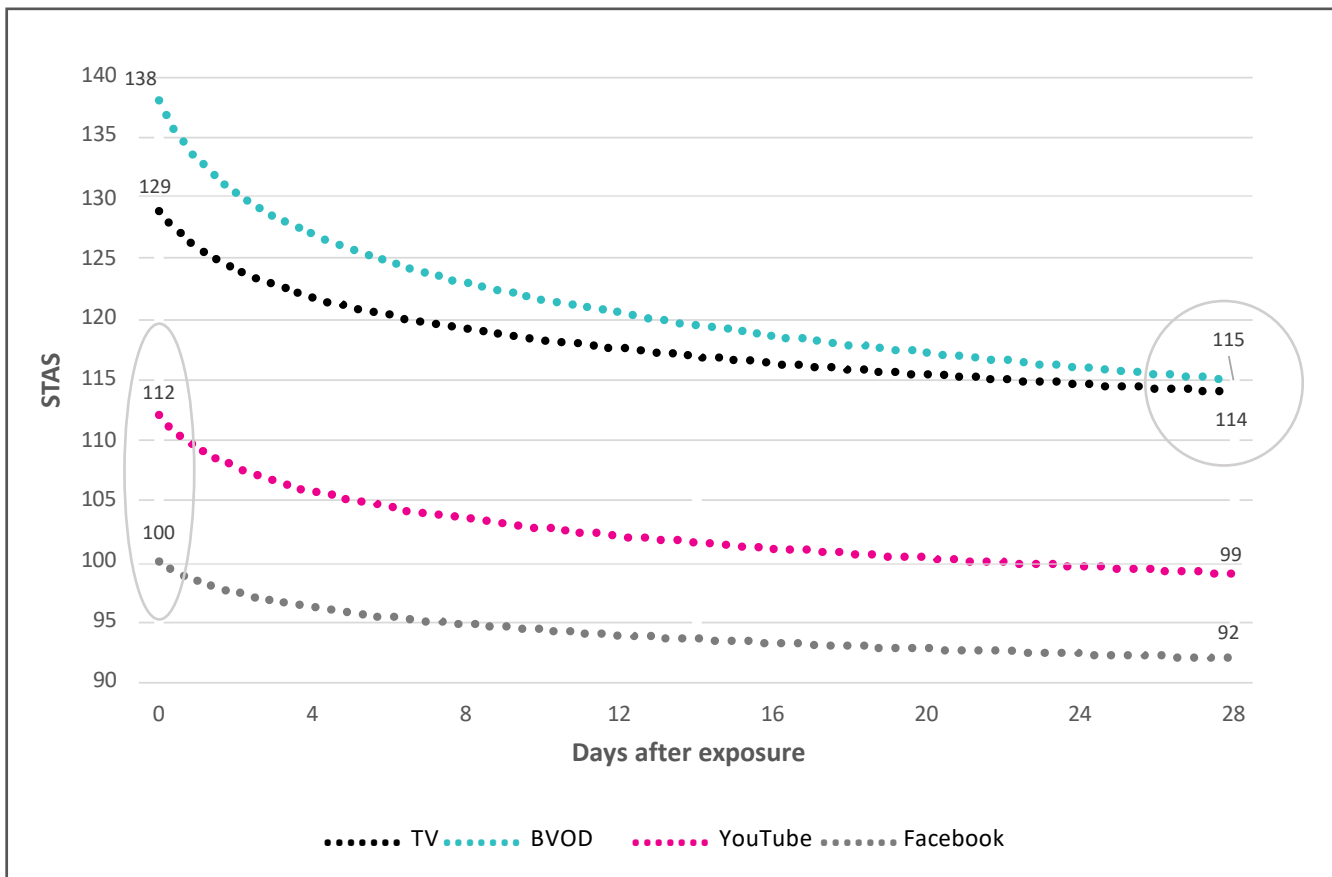


tv ads command more attention

Karen Nelson-Field's research found that **TV commands 2x as much active watching** as YouTube, and 14x that of Facebook

			
ACTIVE AVOIDANCE	2%	2%	32%
PASSIVE WATCHING	40%	94%	37%
ACTIVE WATCHING	58%	4%	31%

tv ads impact sales far longer than any other platform

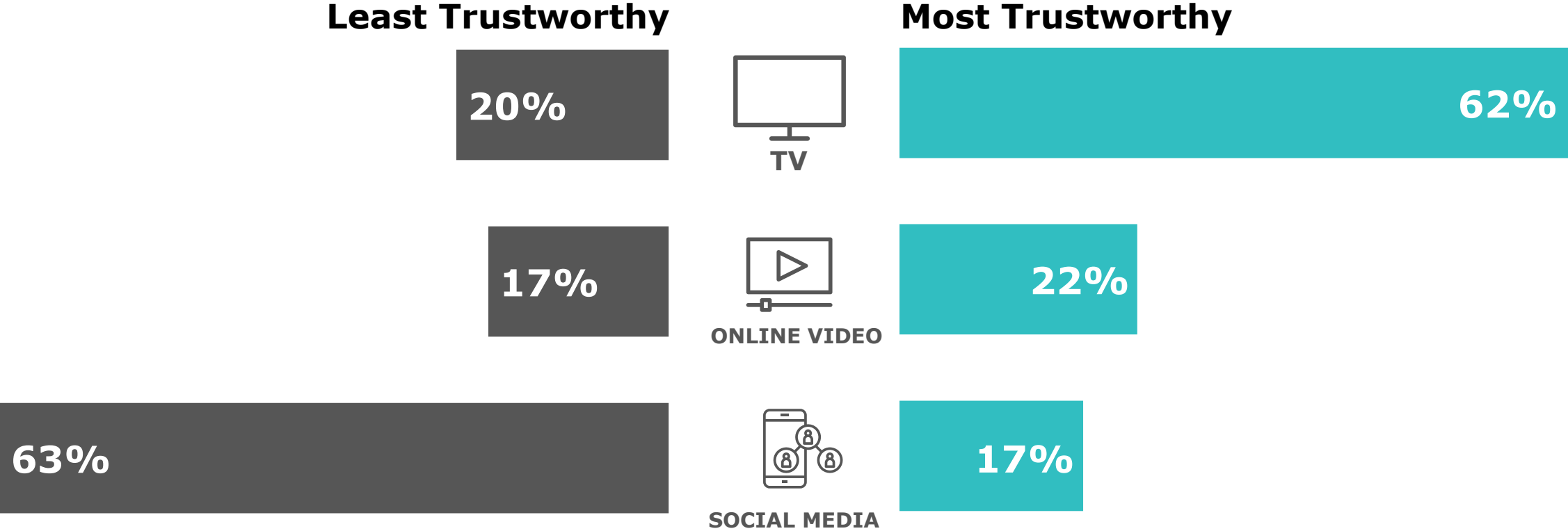


TV ads delivers a **greater impact at 28 days** than either Facebook or YouTube do immediately after exposure.

*BVOD Modelled

tv is also 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?

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