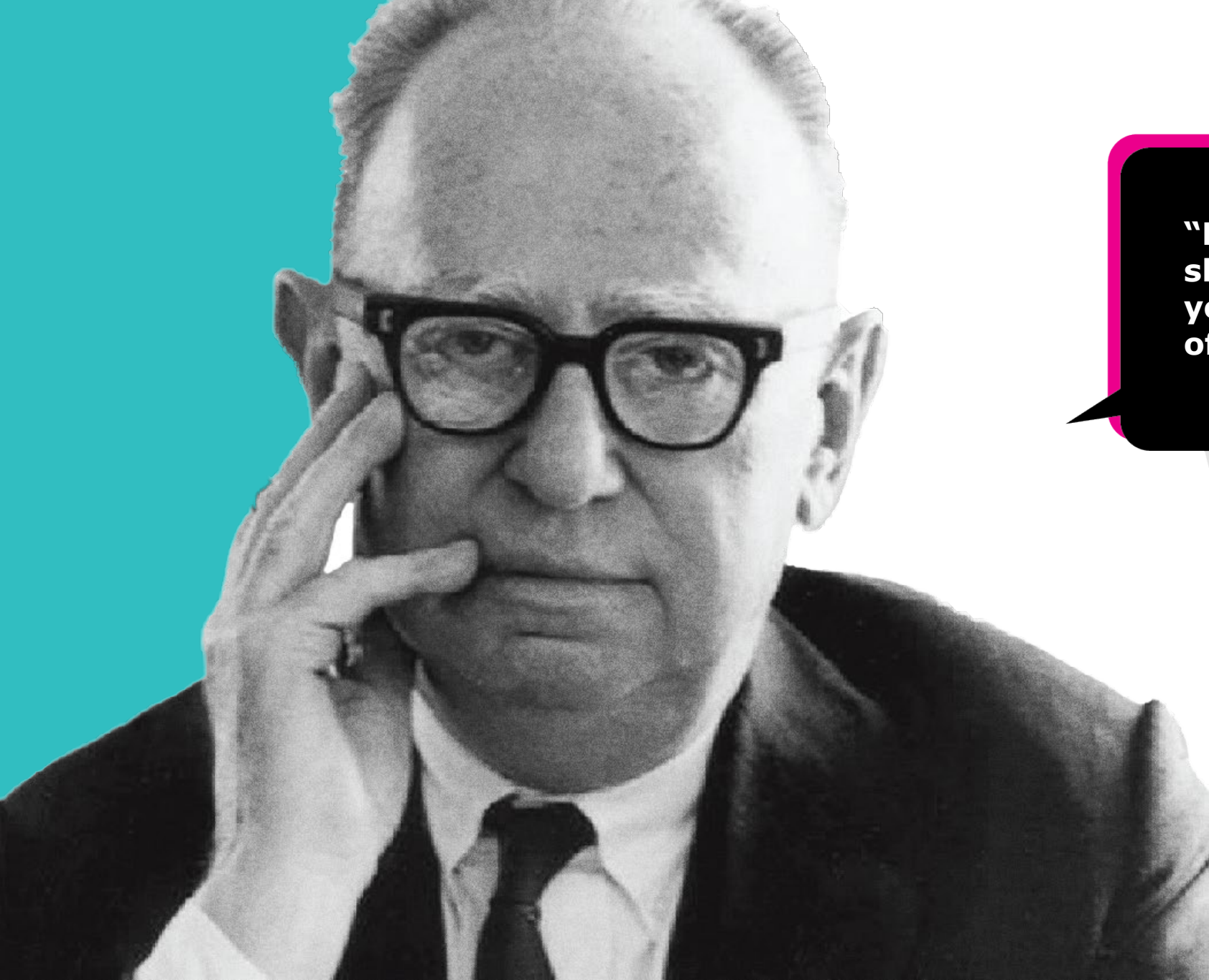


the **IMPACT** of **tv** advertising

(why your ad is most likely to be watched on tv)

A black and white portrait of Leo Burnett, an older man with glasses, resting his chin on his hand in a thoughtful pose. The image is set against a teal background on the left and a white background on the right.

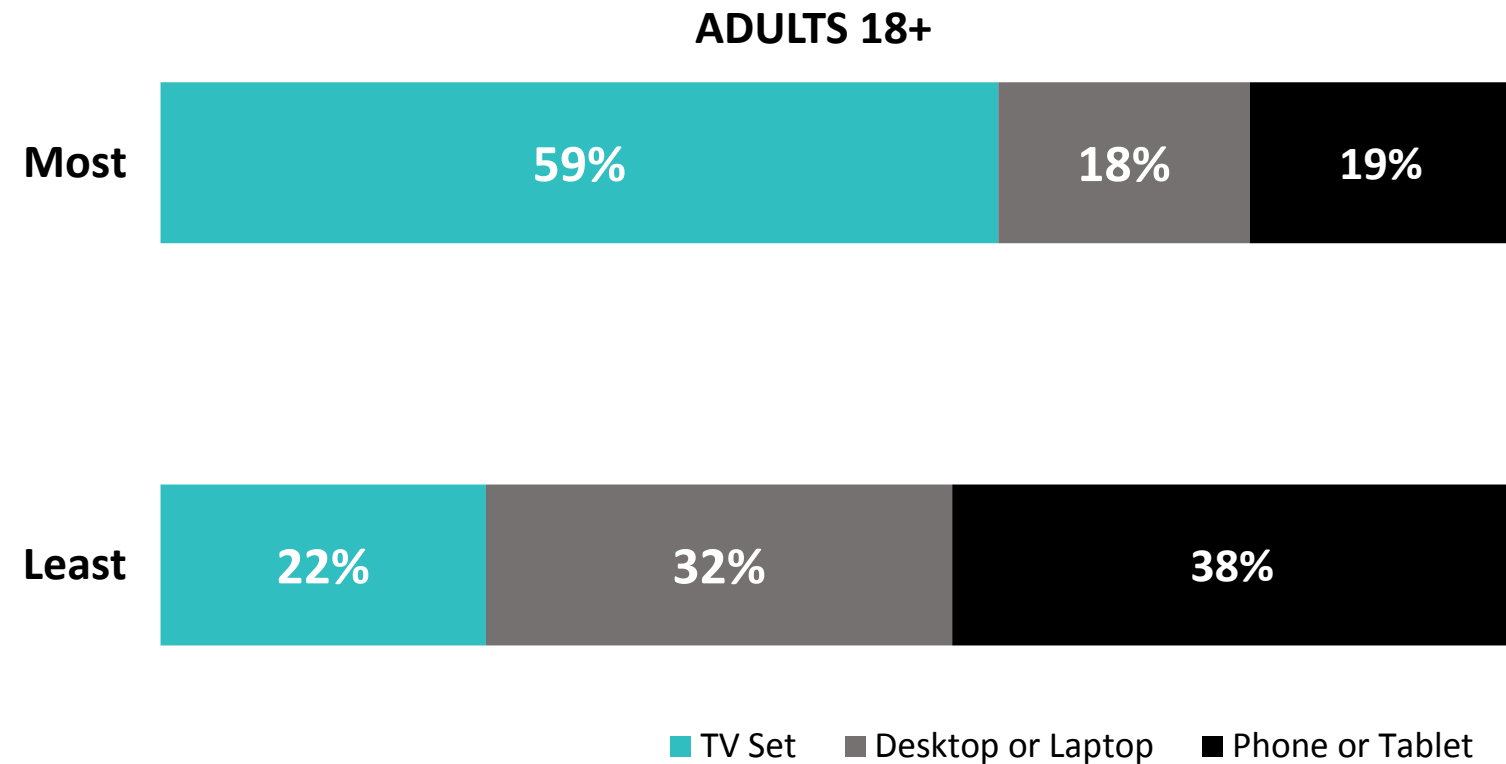
"Before you can have a share of the market, you must have a share of the mind."

Leo Burnett

consumers pay **most attention** to **tv**

your ad is most likely to be watched on TV, and least likely to be watched on mobile

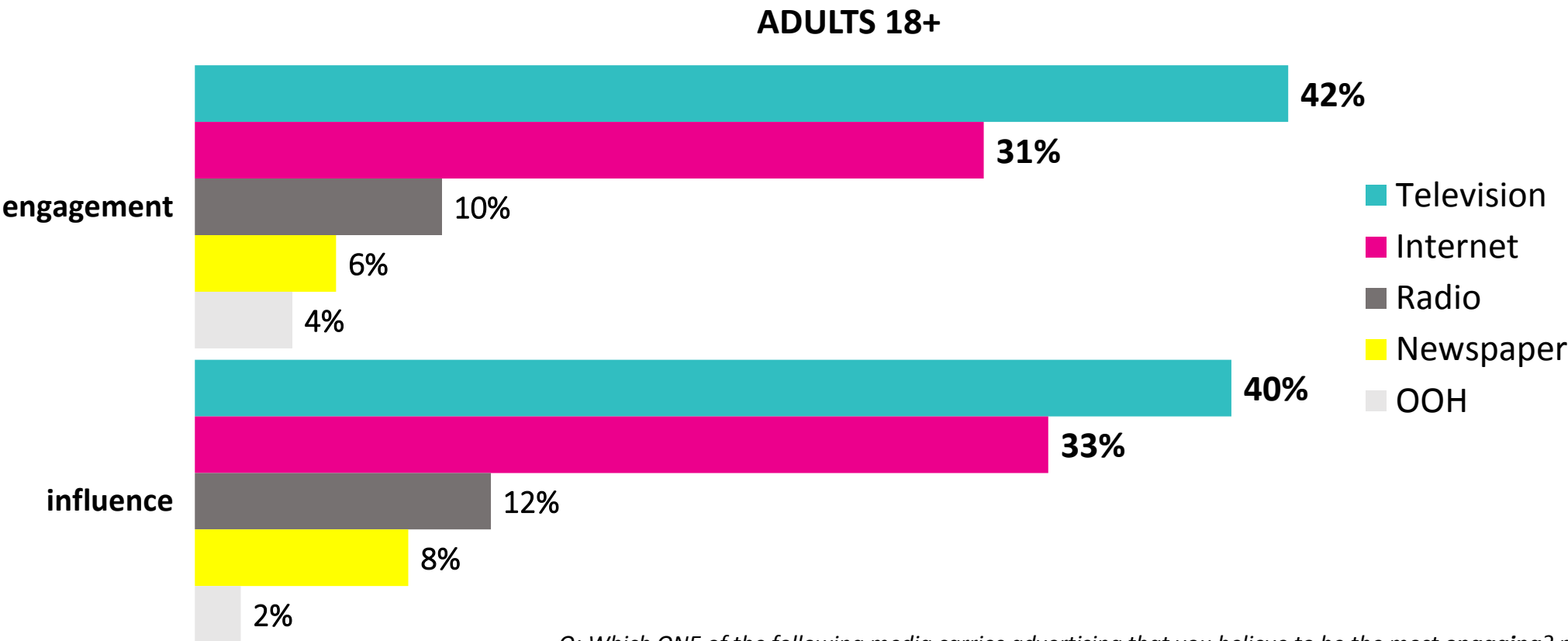
Q: Which types of video advertising are you most likely to watch? Least likely to watch?





ads are the most **engaging** and **influential**

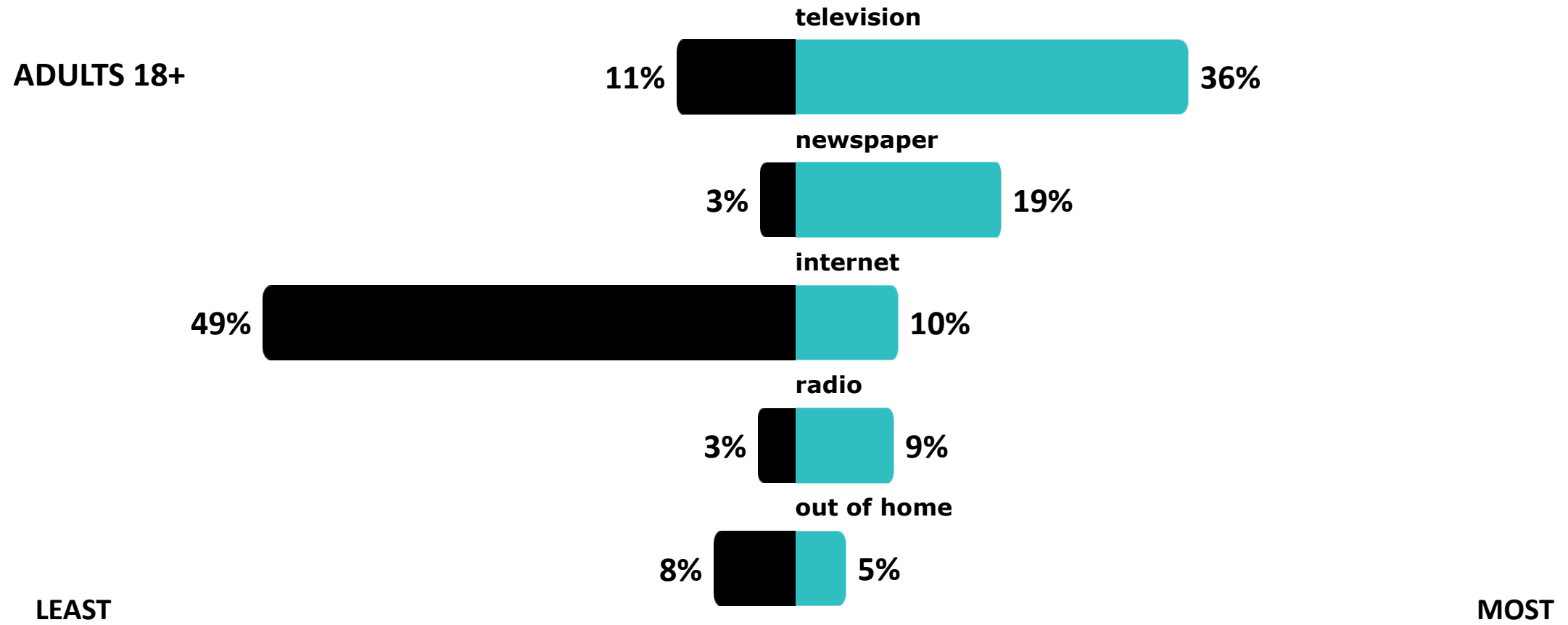
Canadians find TV ads to be more engaging and influential than ads in any other medium



Q: Which ONE of the following media carries advertising that you believe to be the most **engaging**? most **influential**?

tv ads are the most **trusted**

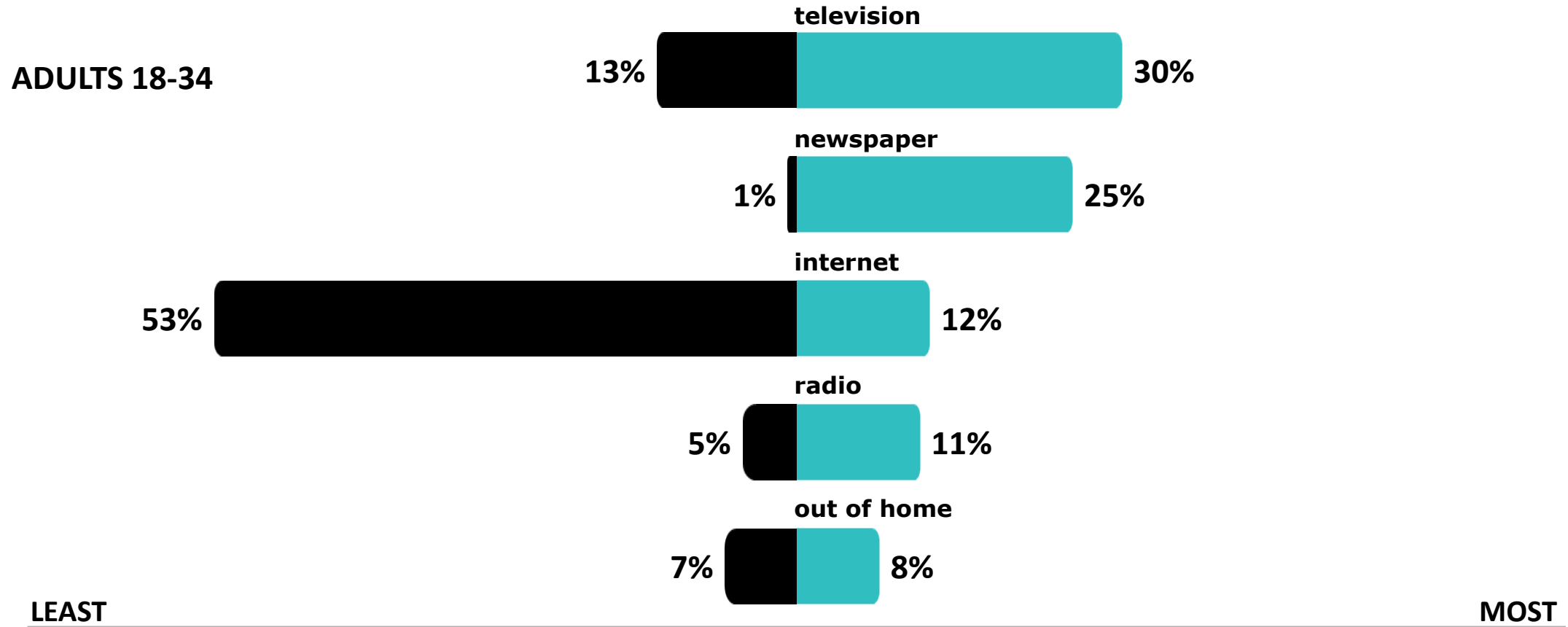
Q: Which one of the following media carries advertising that you believe to be the **most trustworthy**? The **least trustworthy**?



millennials agree: **tv** ads most trustworthy

and internet advertising is the least trustworthy

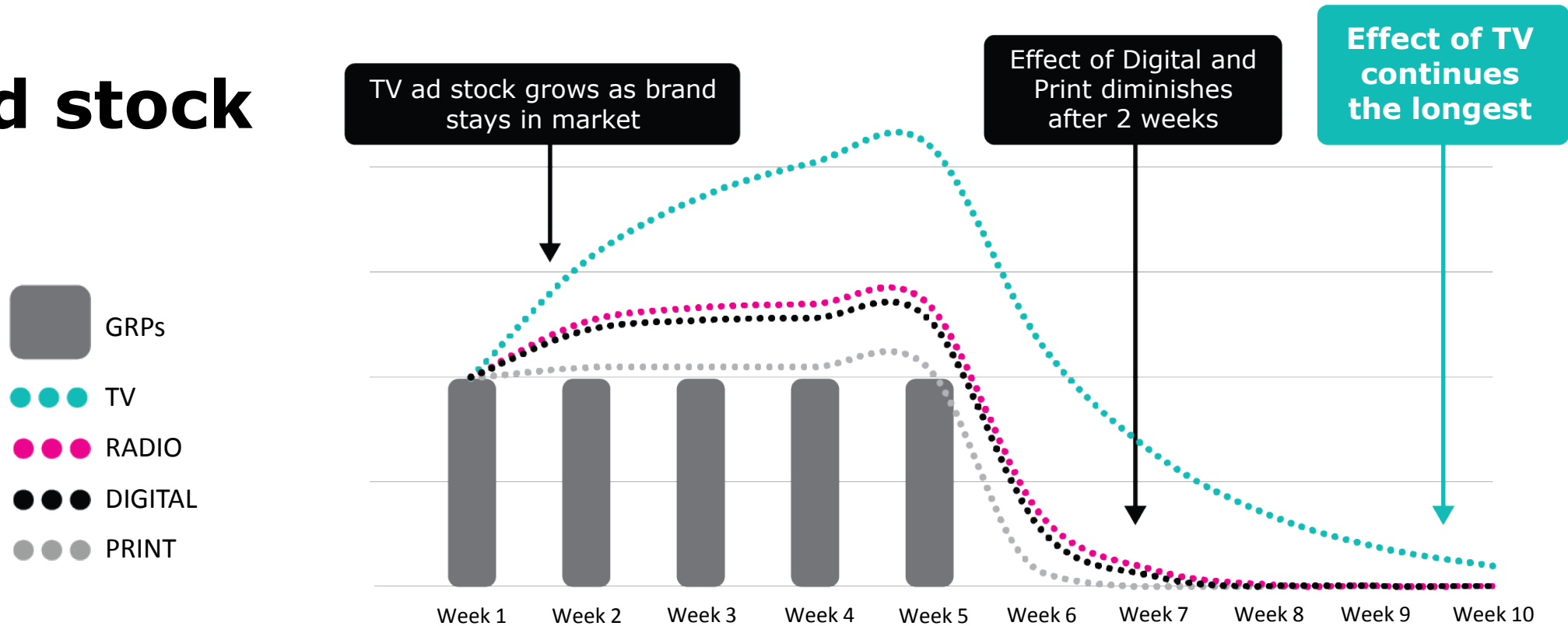
Q: Which one of the following media carries advertising that you believe to be the **most trustworthy**? The **least trustworthy**?



the effectiveness of a **tv** spot grows the fastest

and lasts the longest

ad stock



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