

A graphic 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 ripple effect that extends towards the center of the slide.

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

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



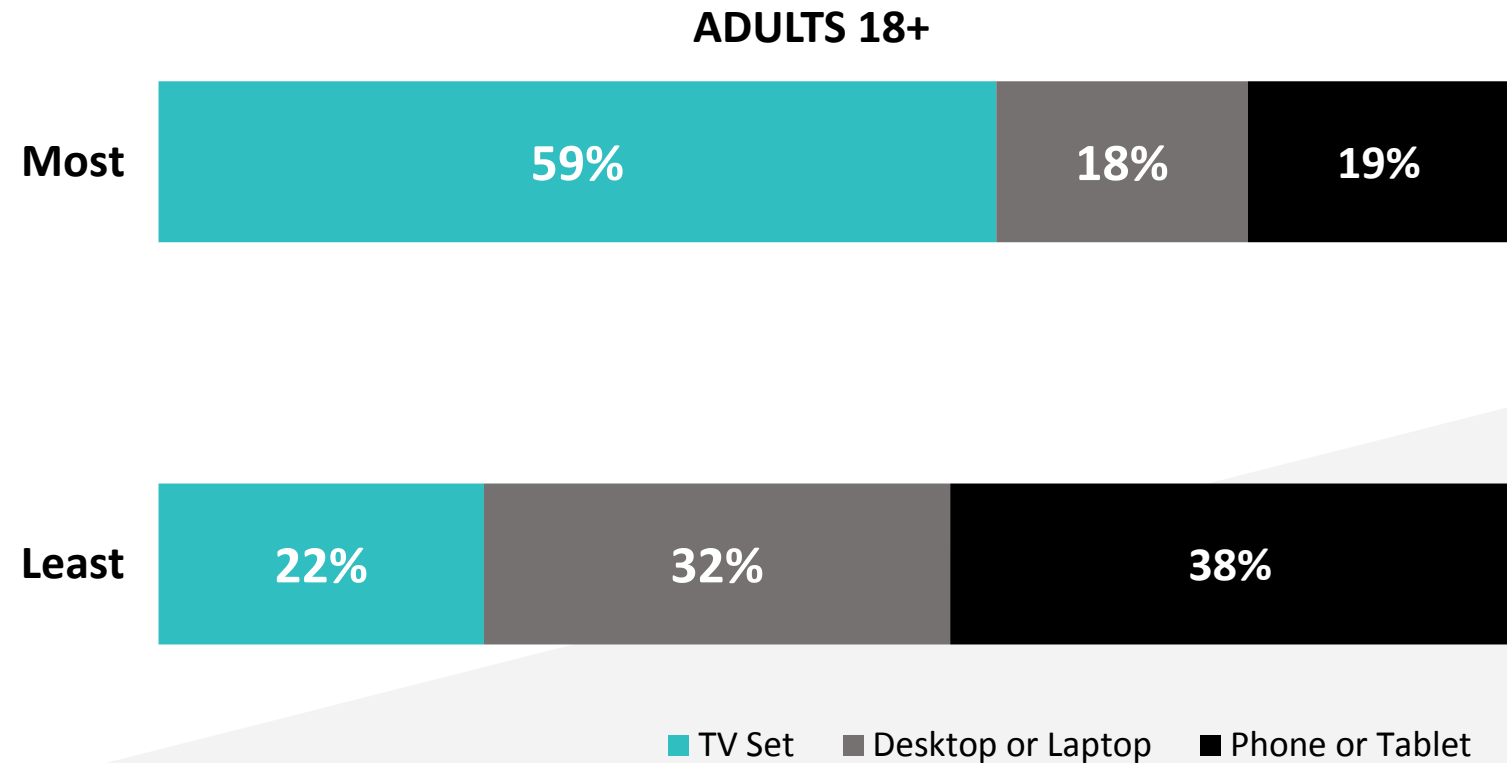
"Before you can have a share of the market, you must have a share of the mind."

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

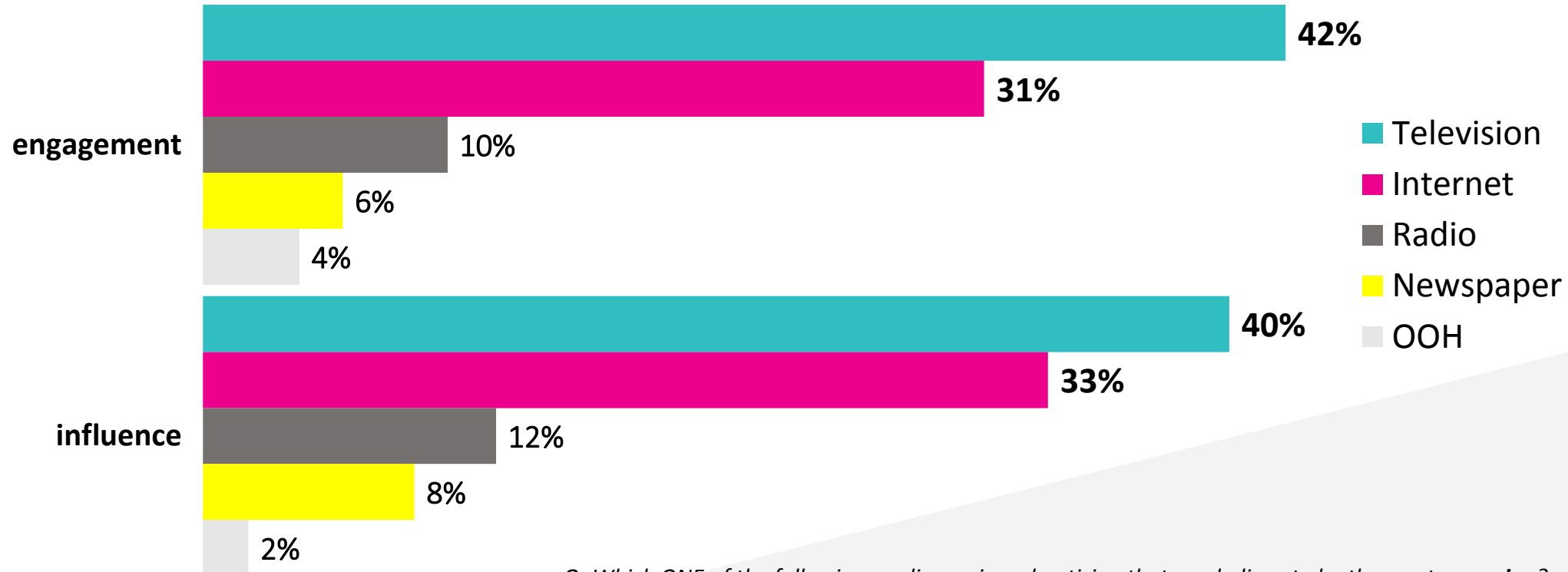
Q: Which types of video advertising are you most likely to watch? Least likely to watch?



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

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

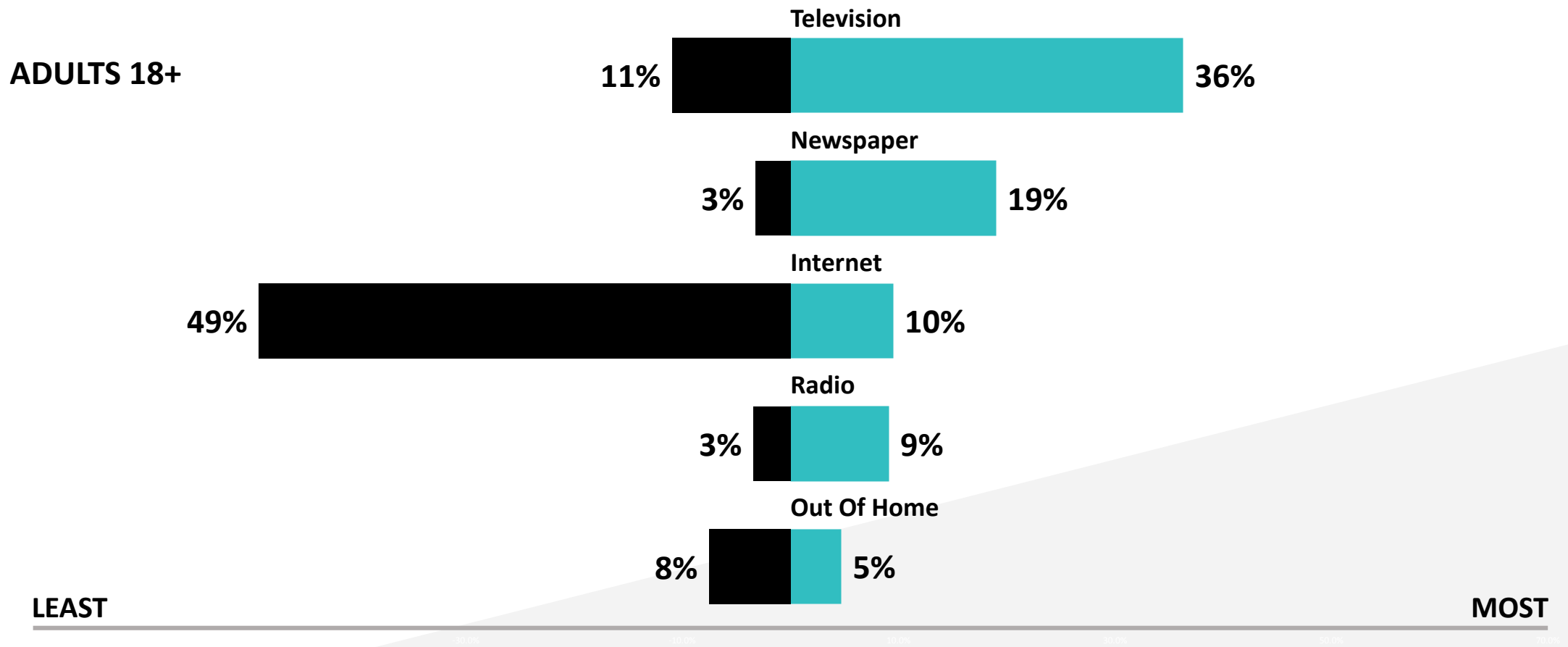
ADULTS 18+



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

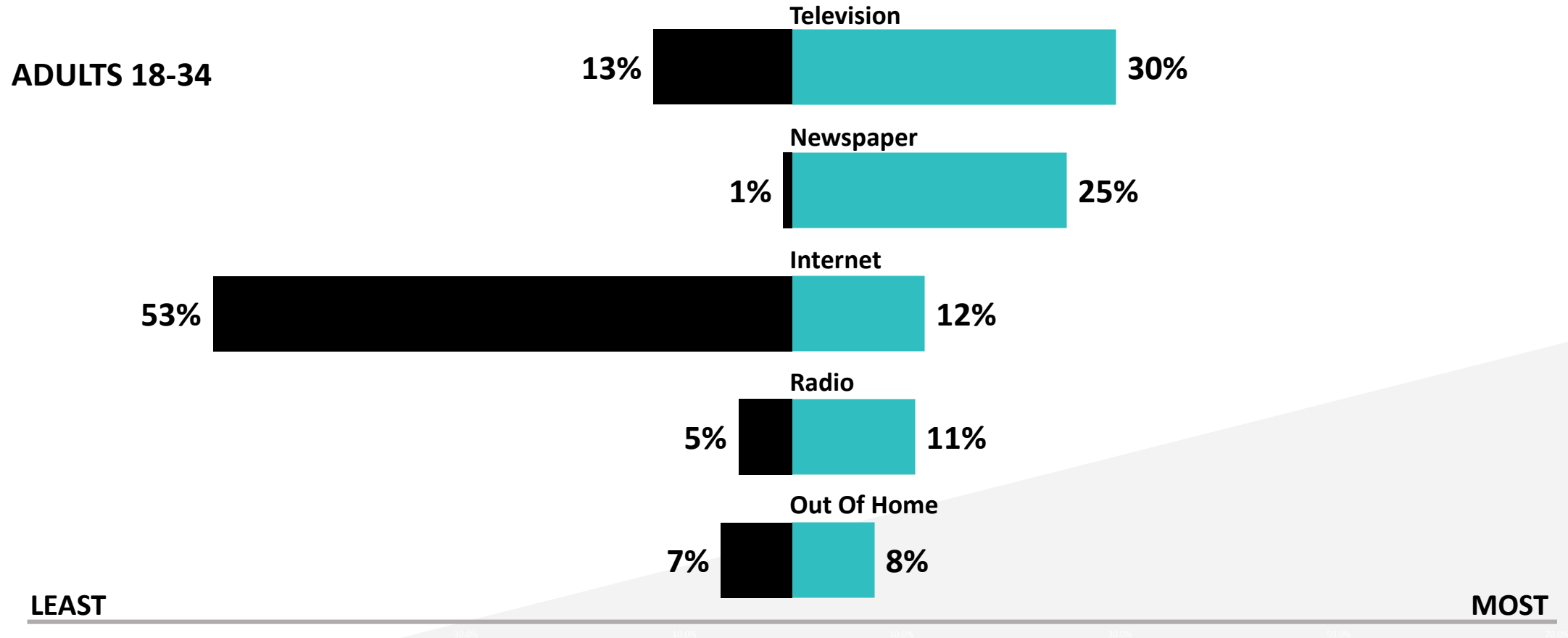
Q: Which one of the following media carries advertising that you believe to be the most trustworthy? The least trustworthy?



millennials agree: **tv** ads most trustworthy

and internet advertising is the least trustworthy

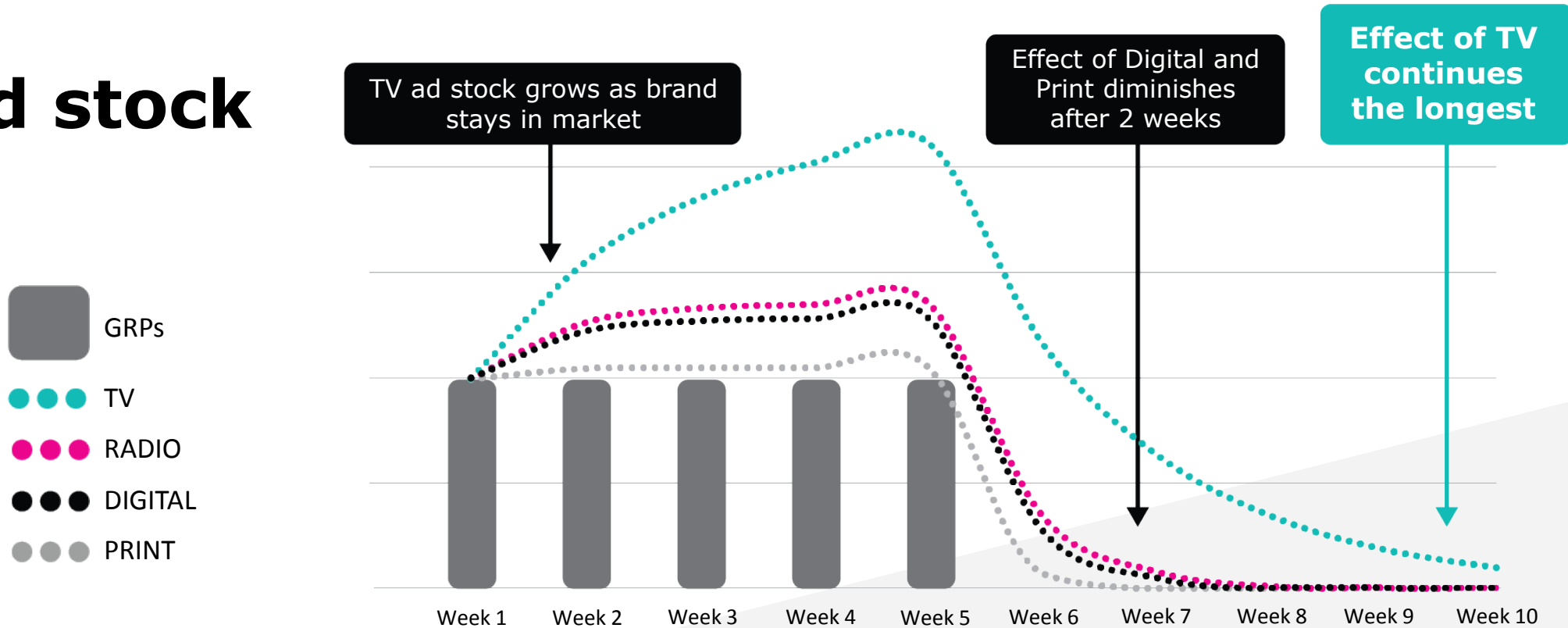
Q: Which one of the following media carries advertising that you believe to be the **most trustworthy**? The **least trustworthy**?



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

and lasts the longest

ad stock



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