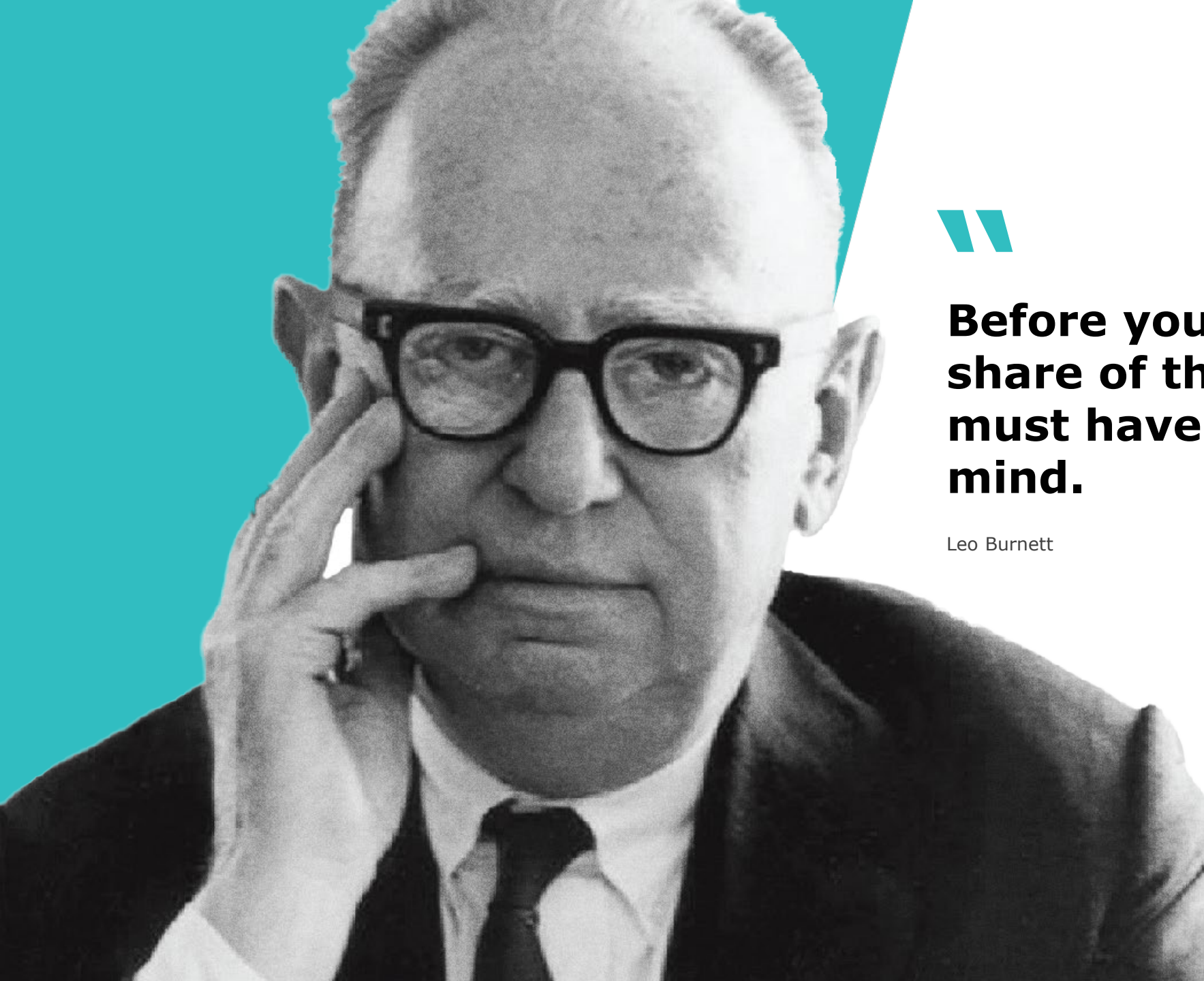




the **impact**
of TV advertising

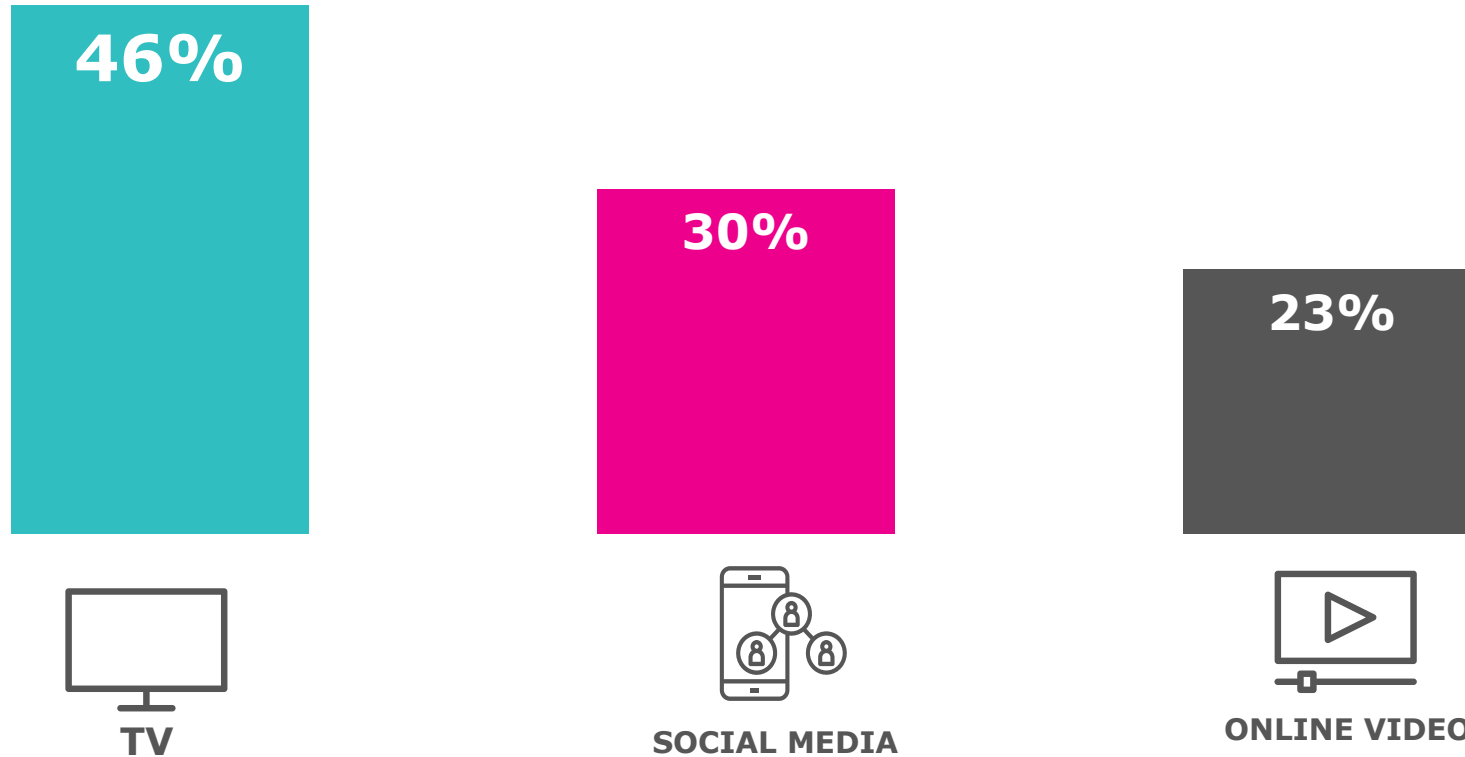
think^{tv}



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

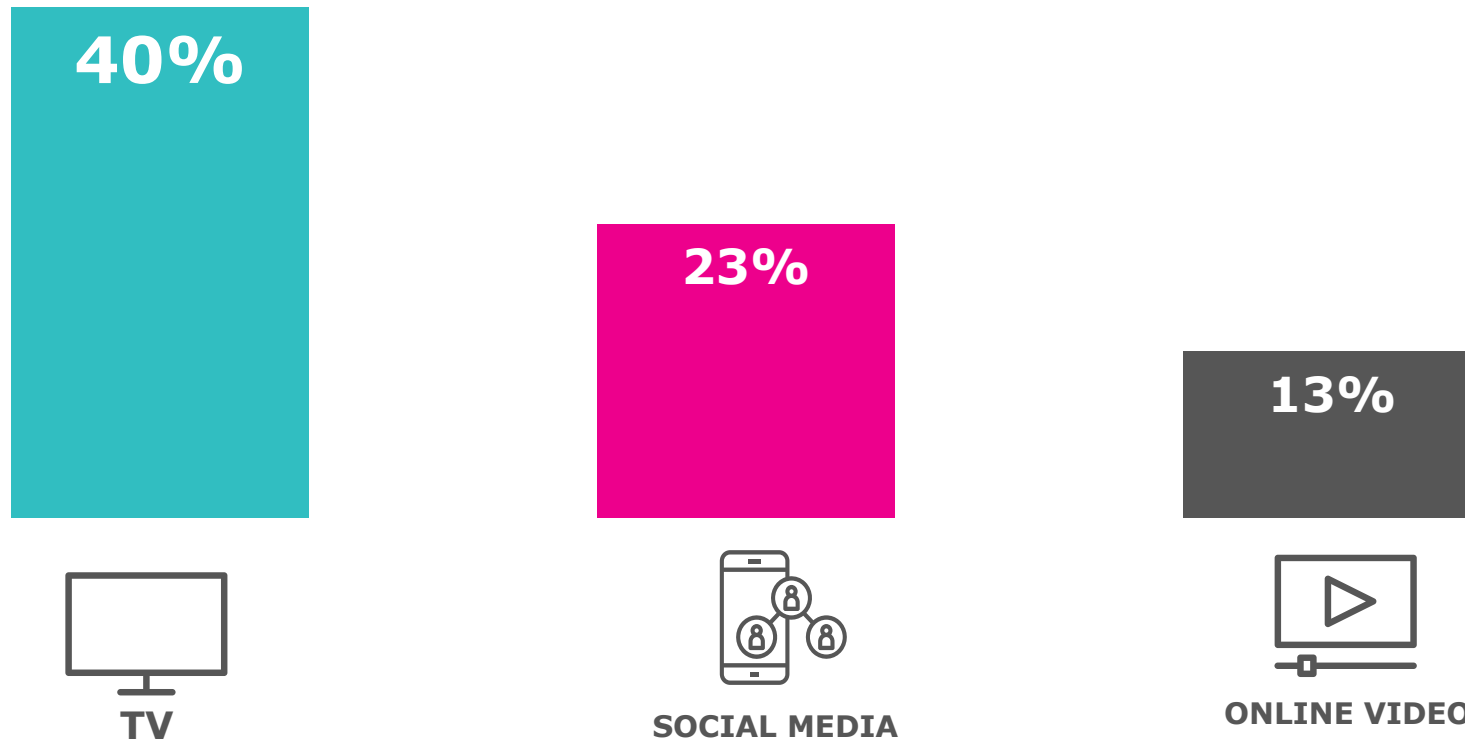
Leo Burnett

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

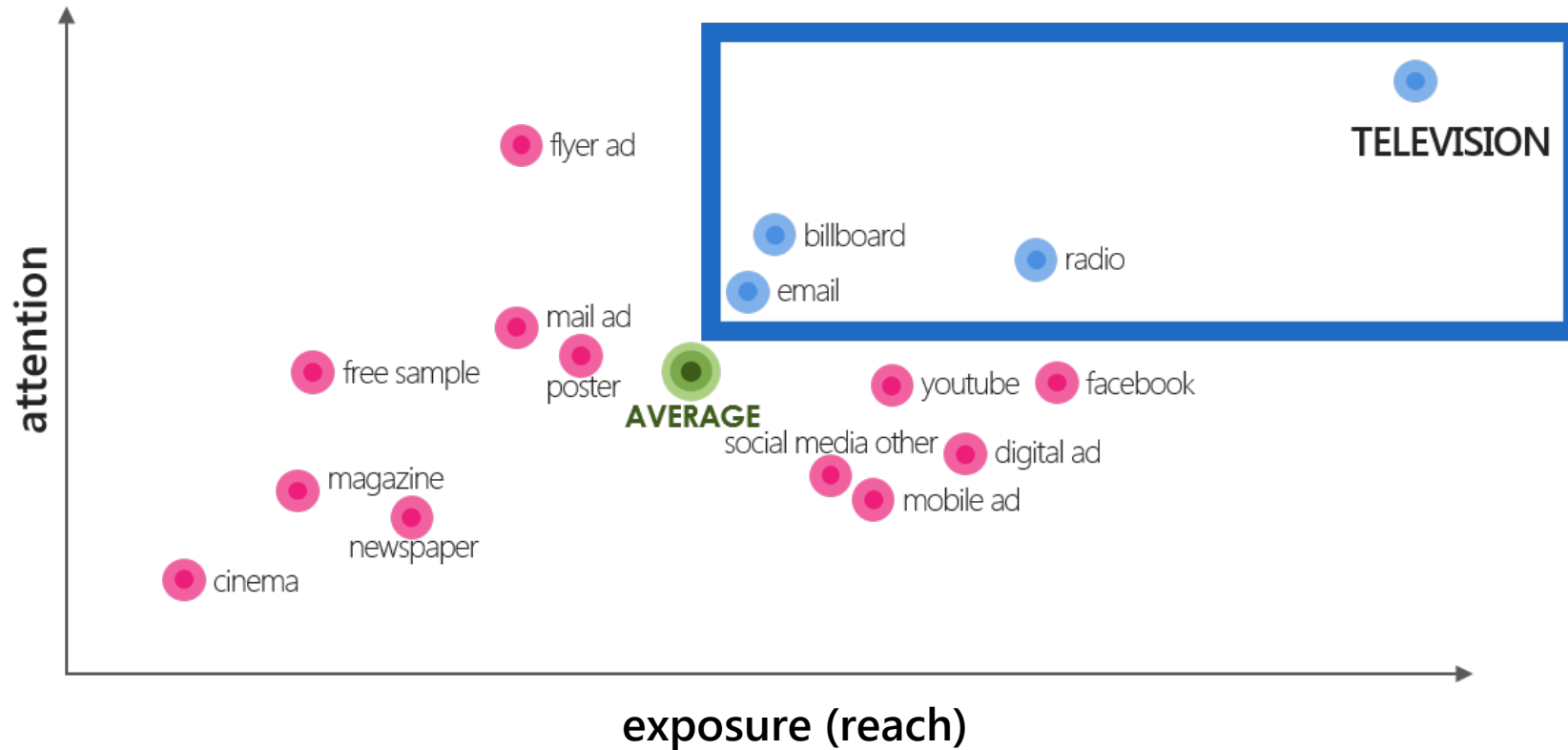


Q: Which ONE of the following media carries advertising that you are most **LIKELY TO REMEMBER**?
not listed are: "Other" @ 25%; includes newspaper, radio, search & OOH.

tv is king

when it comes to exposure & attention

Each medium delivers some combination of reach (exposure) and consumer attention. TV delivers the **highest exposure** through its mass reach AND it captures the **greatest consumer attention**.



tv works throughout the funnel

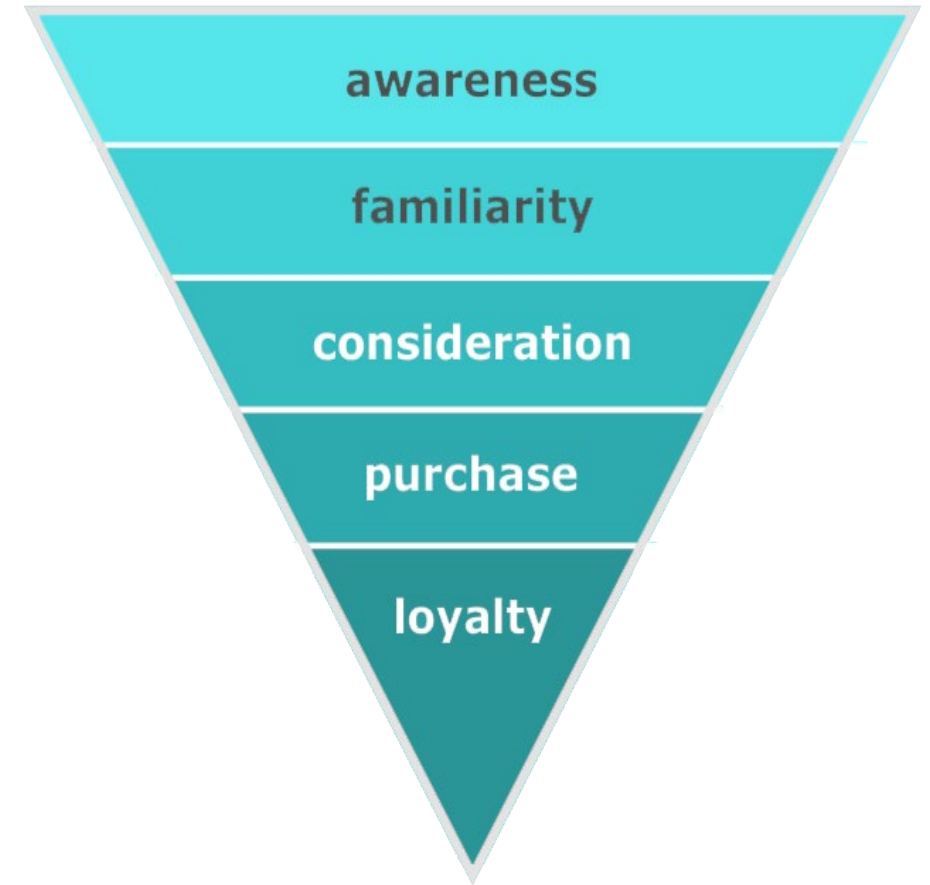
TV is your best store-front window

Top of the Funnel

- Awareness
- Brand building
- Interest / purchase intent

Bottom of the Funnel

- Activation via sales promotions messages
- TV ads drive website visits
- Thanks to digital, you can literally buy online *while* watching the TV commercial

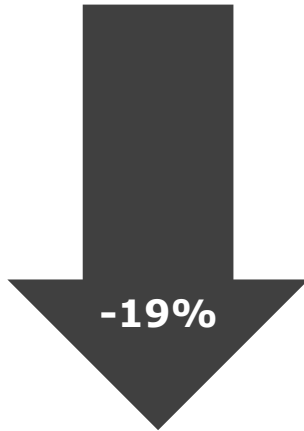


tv improves digital's performance

TV has a significant halo effect on digital media, increasing its sales ROI by 19%



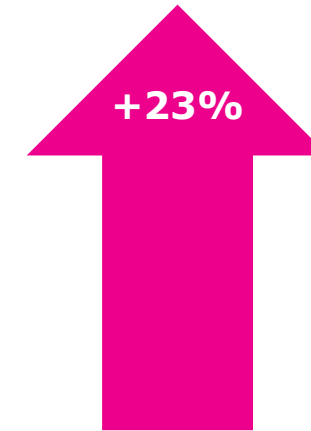
Standalone Digital ROI



Without TV's halo effect, digital advertising's average ROI would decline by 19%.

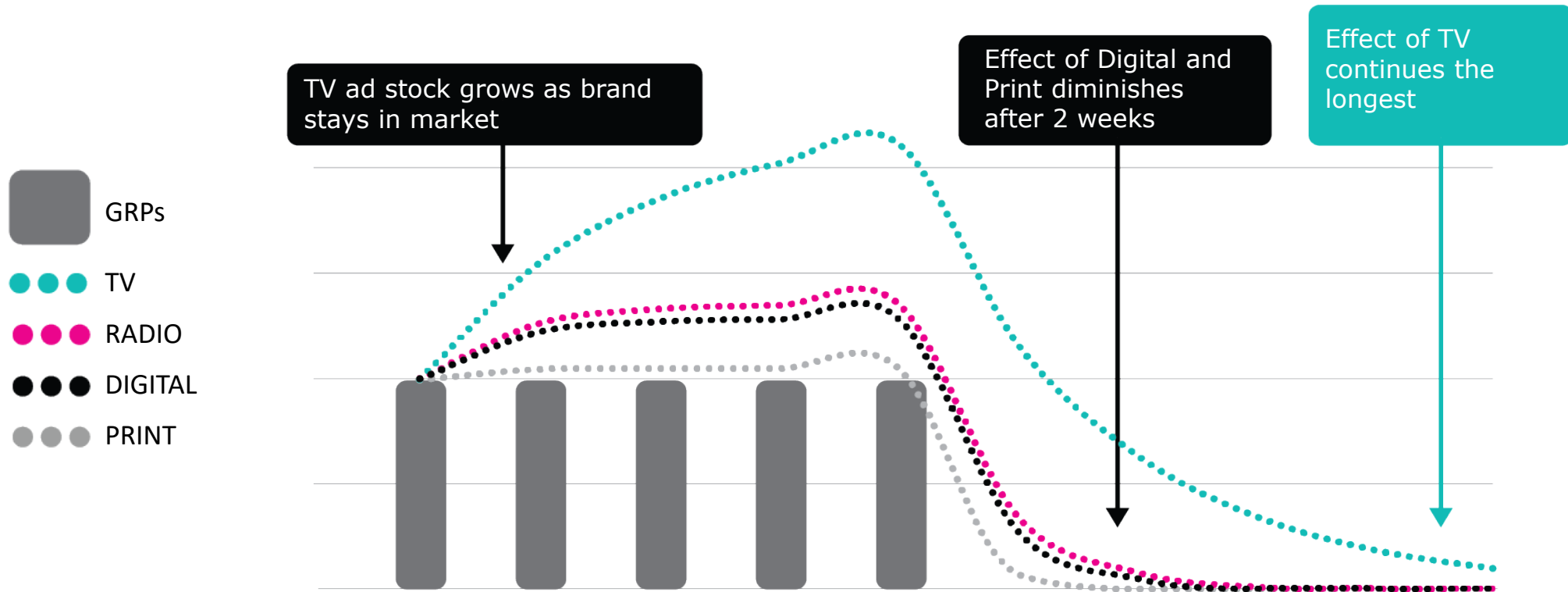


TV's Adjusted ROI



tv ads deliver the biggest impact

The adstock of a TV spot grows the fastest and lasts the longest



reach us @



info@thinktv.ca



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