A series of concentric circles in a light gray color, centered on the left side of the slide, creating a ripple effect that extends towards the center.

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

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

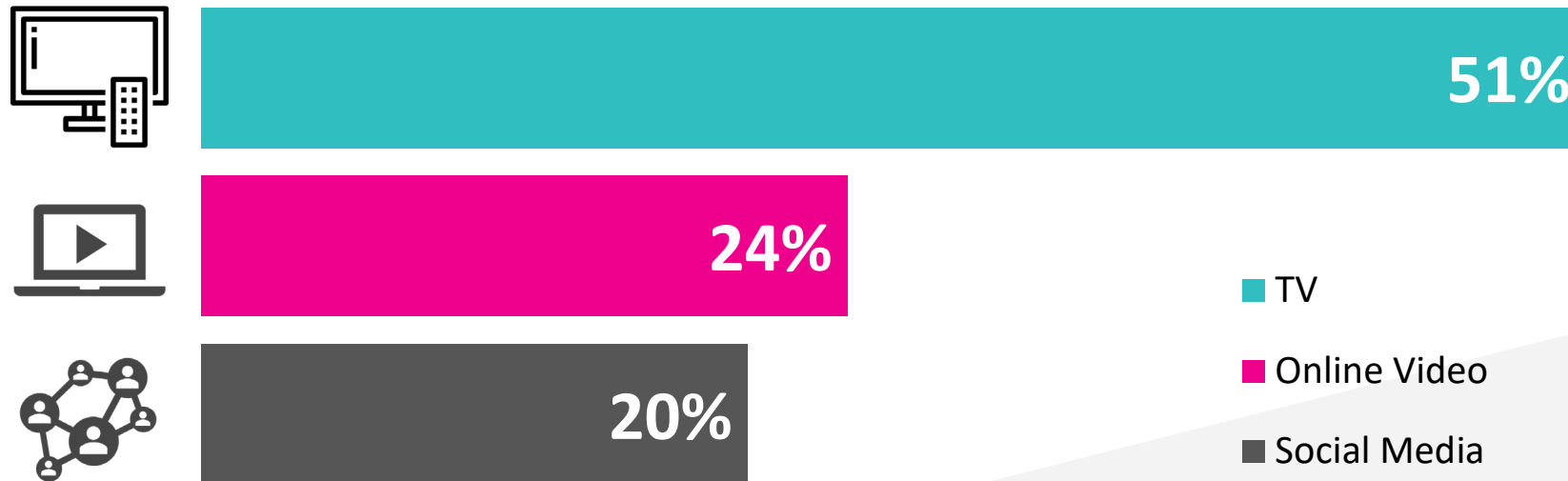


**"Before you can have a
share of the market,
you must have a share
of the mind."**

Leo Burnett

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

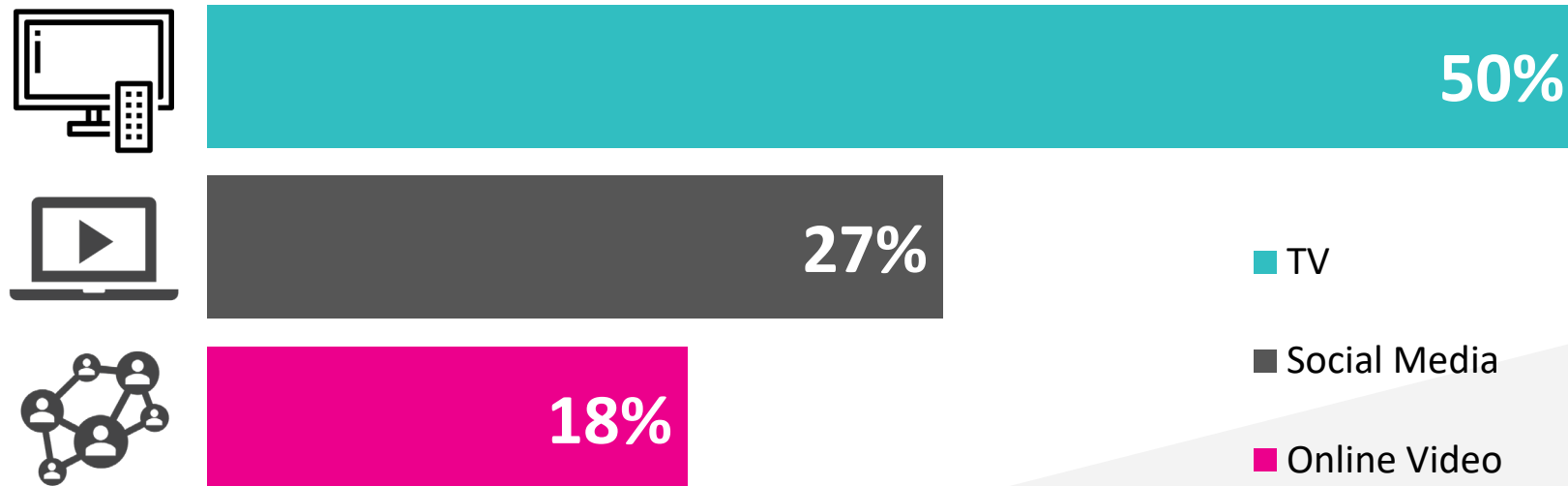
Q. Which one of the following media carries video advertising that best captures your attention?



*Don't know = 4%

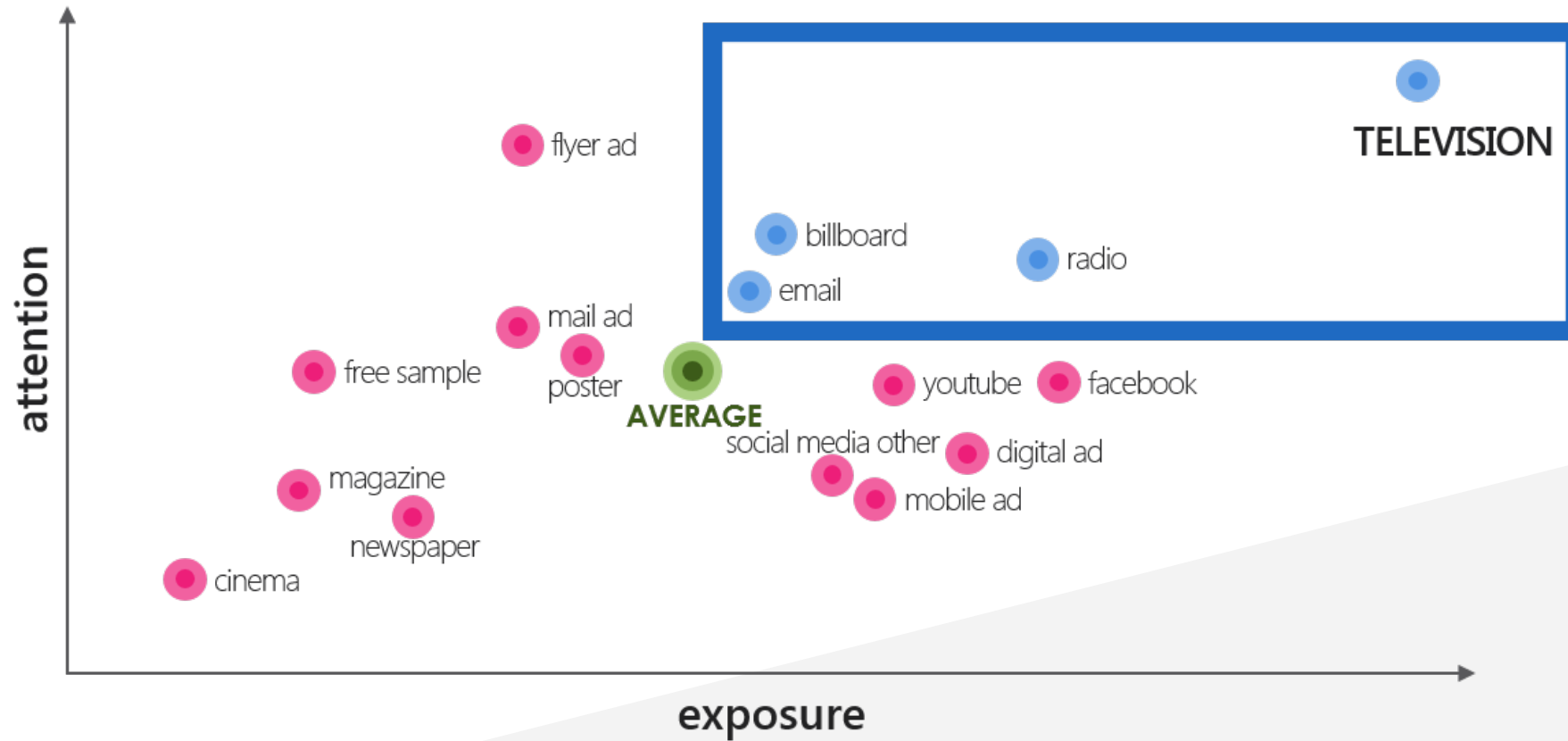
tv ads are also the most influential

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



*Don't know = 5%

when it comes to exposure *and* attention, **tv** is king



tv works throughout the funnel

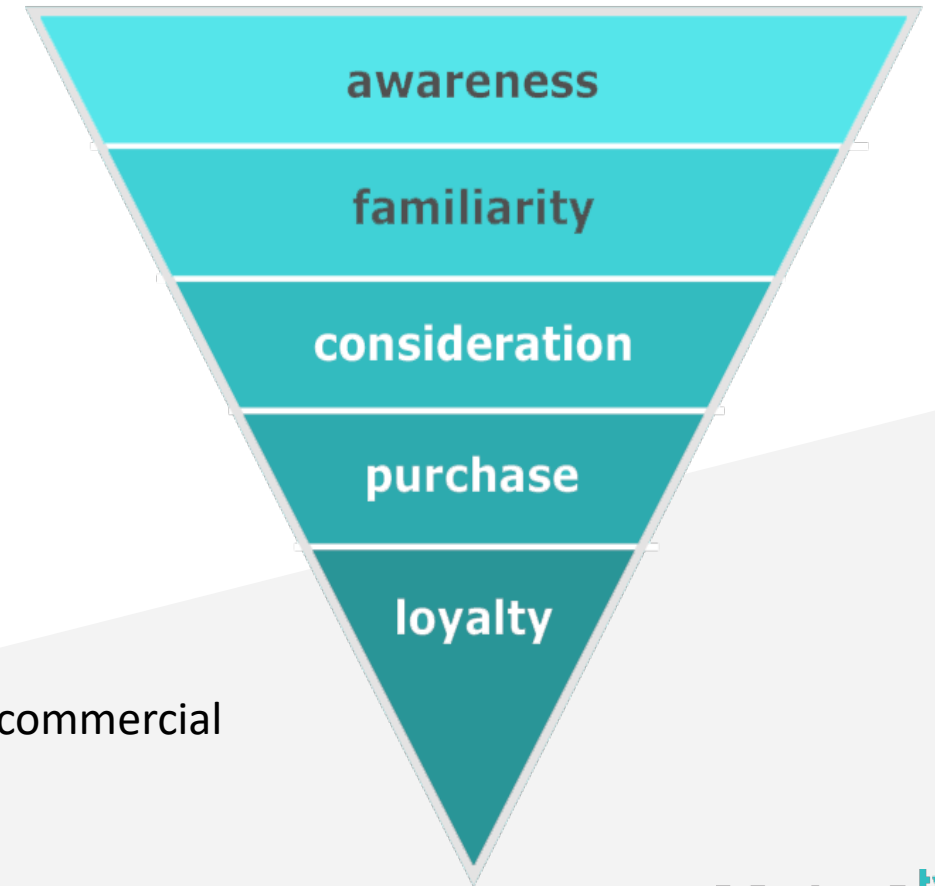
TV is your best store-front window

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

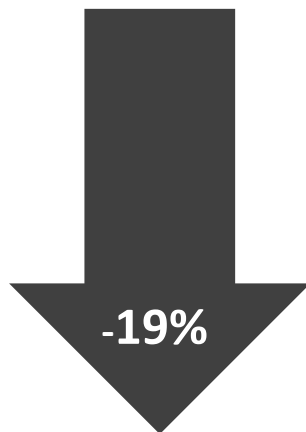


tv improves online performance

TV's halo effect amplifies the sales ROI of digital by 19%



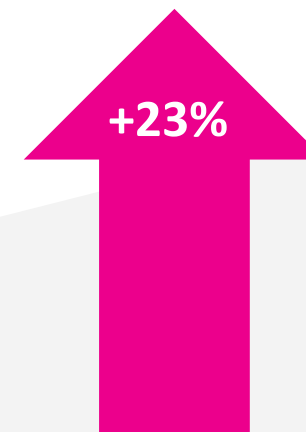
Standalone Digital ROI



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



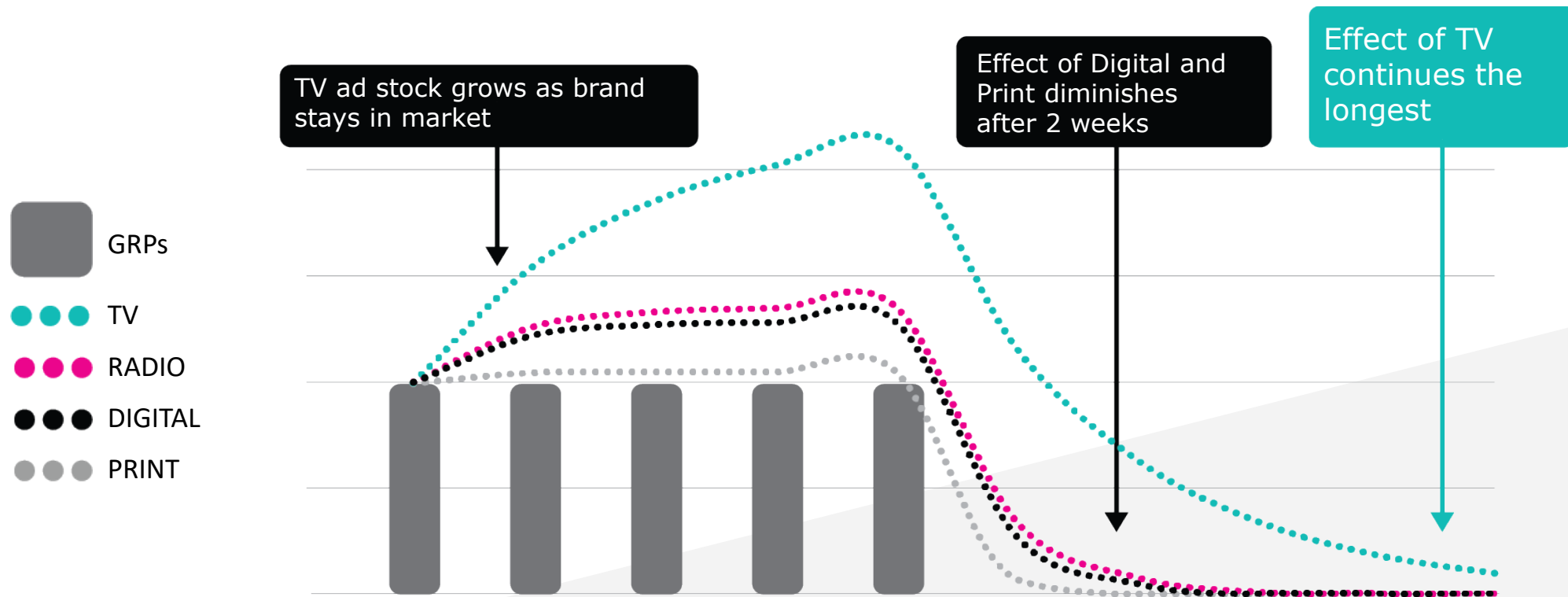
TV's Adjusted ROI



think^{tv}

tv ads deliver the biggest impact

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



reach us @



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@thinktvca



thinktv.ca