

A graphic of several concentric circles in a light gray color, centered on the left side of the page. The circles are of varying diameters and are spaced evenly, creating a target-like effect.

**REACH** your target  
through **tv** advertising

think<sup>tv</sup>



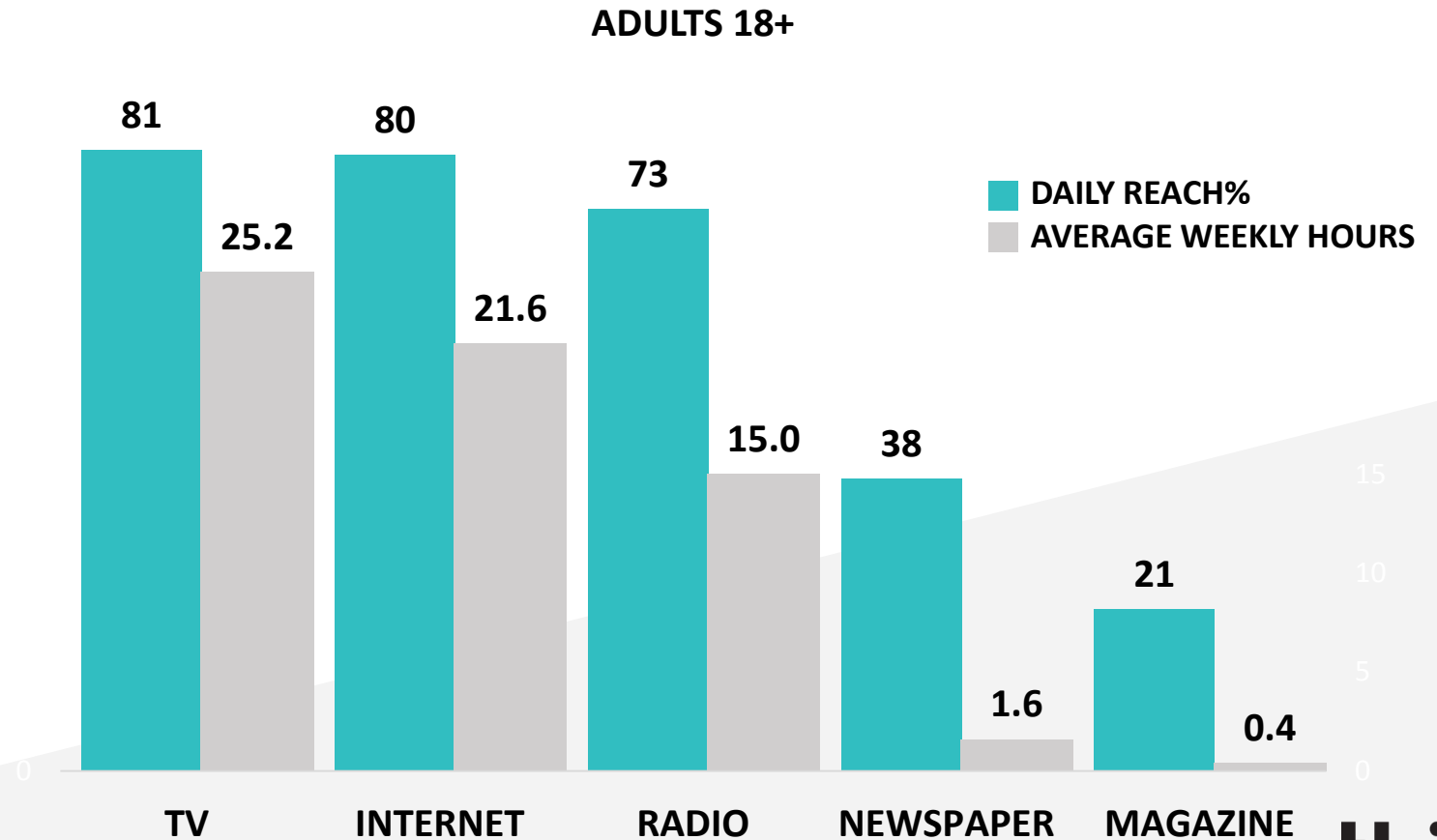
**“Marketing activities only build mental availability in the audience they reach.**

**This makes planning for reach the foundation of any sound media strategy.”**

Byron Sharp

Professor of Marketing Science, University of South Australia

# **tv** reaches **81%** of Canadian Adults **daily** and **93%** **weekly**



That reach is across **every age group**  
– including kids and **young adults**

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**WEEKLY  
REACH:**

**93%**  
of adults (18+)

**86%**  
of young adults (18-34)

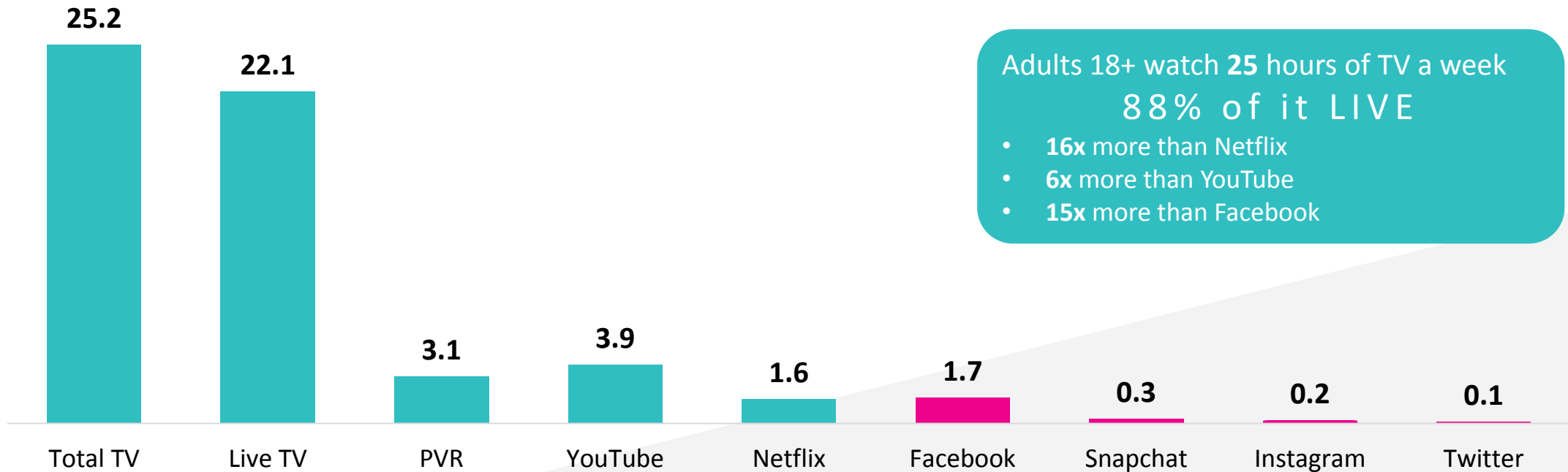
**89%**  
of kids (2-11)



**think**<sup>tv</sup>

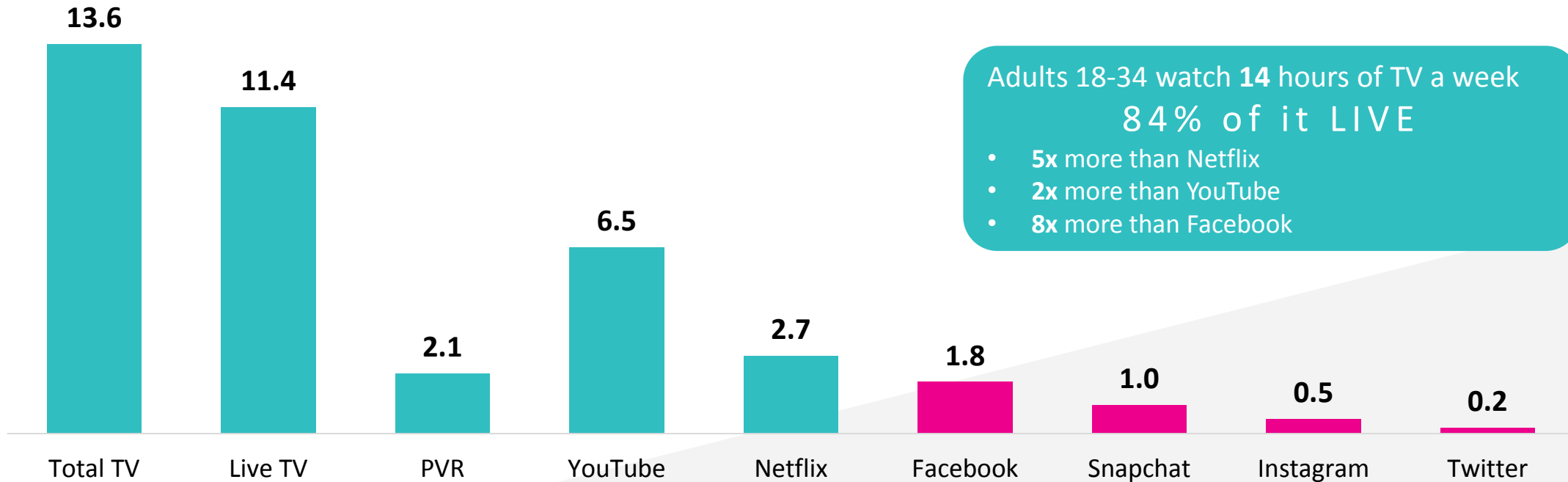
# tv dominates time spent

ADULTS 18+  
AVERAGE WEEKLY HOURS



# think **young adults** aren't watching **tv**? think again.

## ADULTS 18-34 AVERAGE WEEKLY HOURS





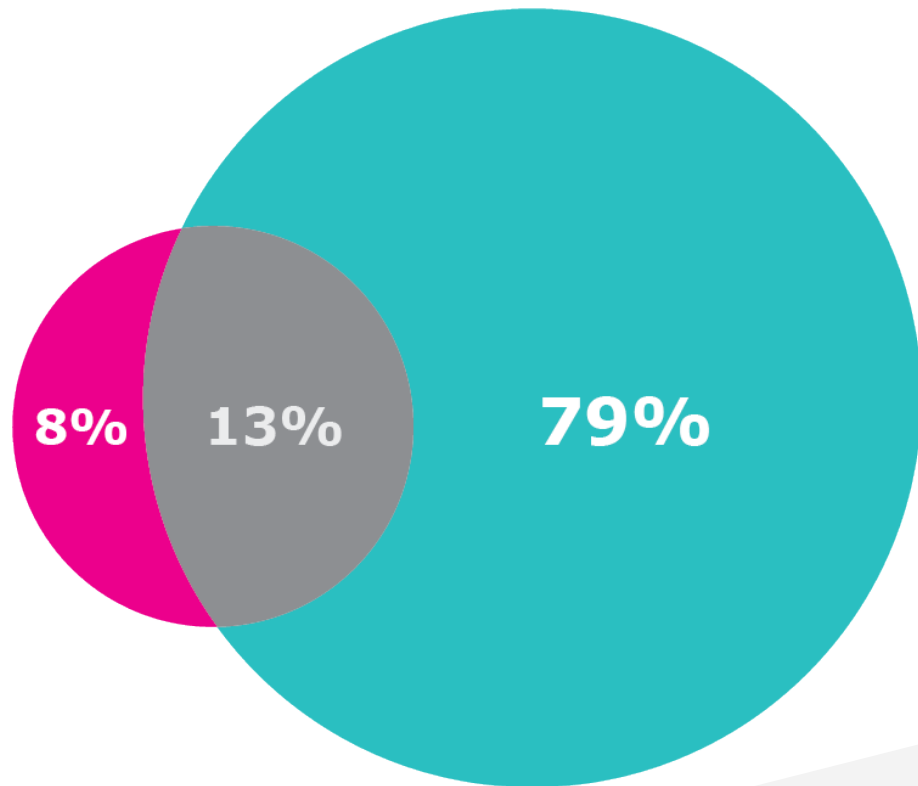
**young adults** watch more than  
**490 million hours**  
of tv **each month**

**1 single spot** in  
Big Bang Theory will reach  
**625,700** A18-34


**think**<sup>tv</sup>

# tv delivers the lion's share of reach

the average media campaign gets the majority of reach through TV



cross-platform reach across 315 campaigns  
**average target campaign reach: 67%**

-  TV ONLY
-  TV + DIGITAL
-  DIGITAL ONLY

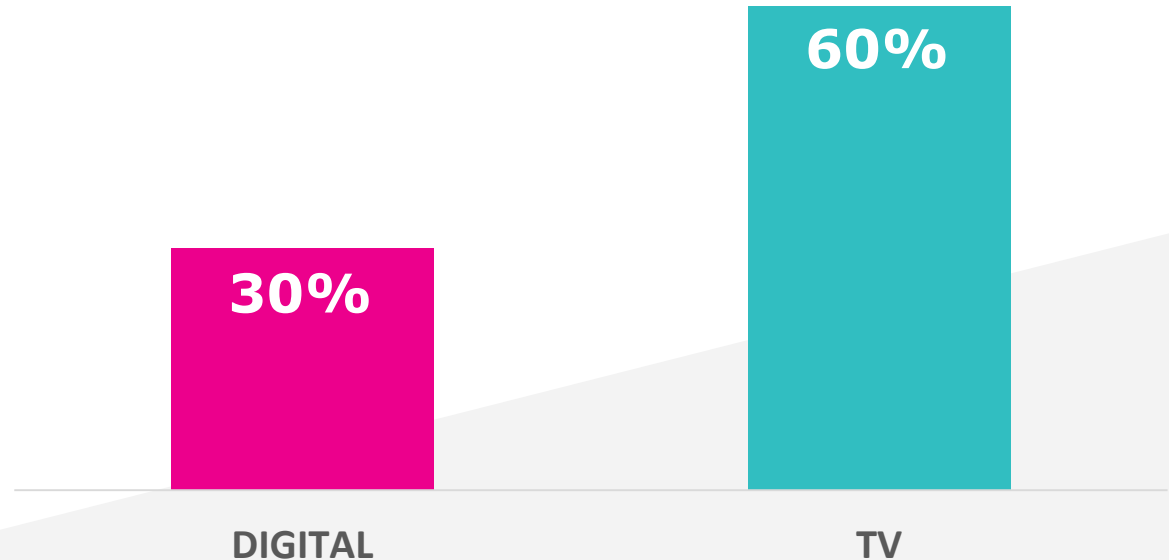




# which is why **television** is **indispensable**

advertising in traditional media, and specifically **television**, is far more effective than digital at driving consumer recall and purchase intent for mainstream FMCG brands.

Ads On TV Deliver **DOUBLE**  
The 'Recollected' Reach Of Digital



**BAIN & COMPANY** 

**think**<sup>tv</sup>

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