

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 or ripple effect.

REACH your target
through **tv** advertising

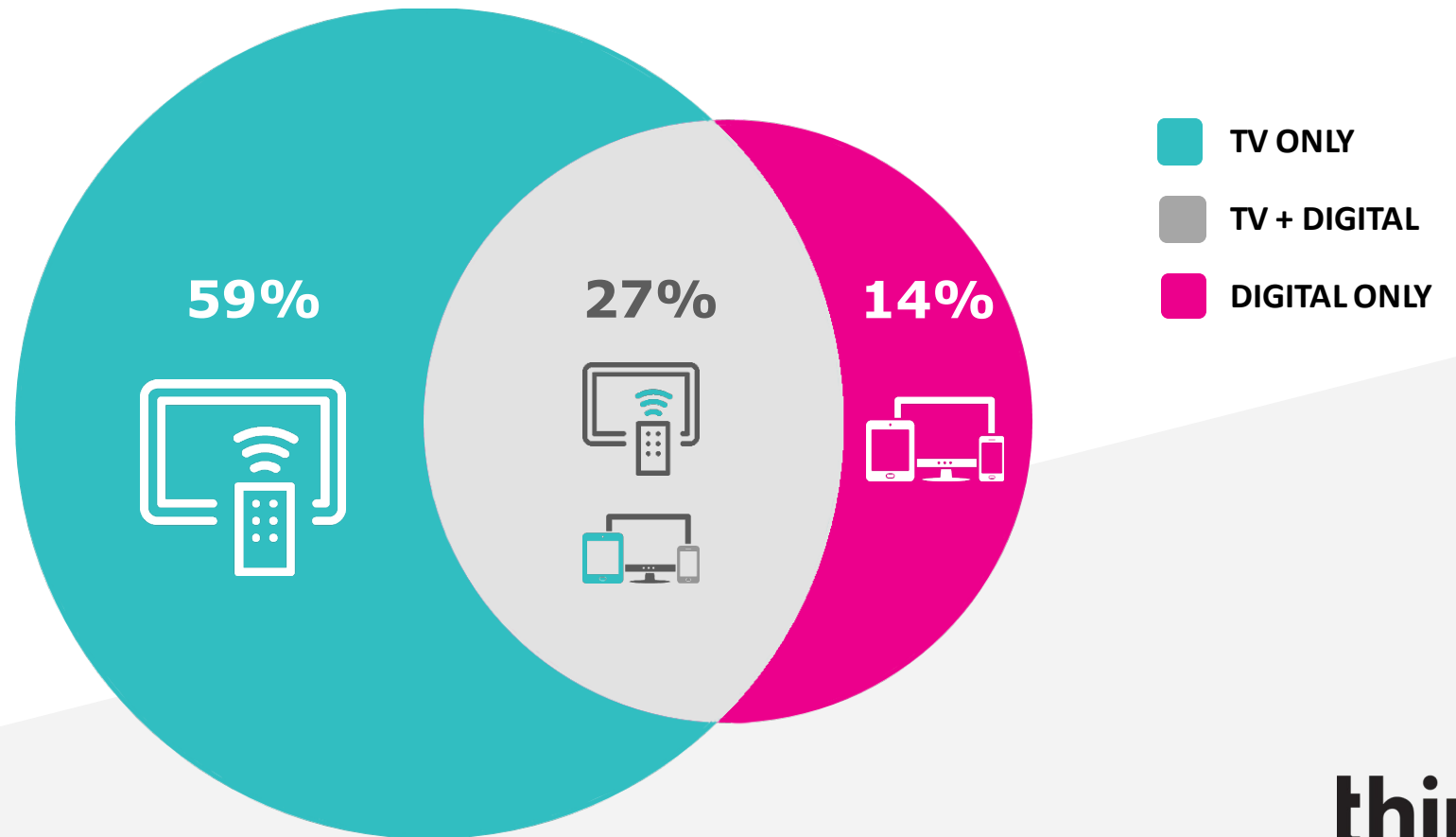
think^{tv}

tv is the primary driver of reach

AVERAGE TARGET UNIQUE AUDIENCE A18-49

TV is the primary driver of reach even in cross-platform campaigns. A Nielsen study found:

- For campaigns that targeted Adults 18-49, the average number of **impressions from TV was nearly 8x greater** than impressions from digital.
- **TV delivered 86% of the reached target:** 59% were reached through TV only, and 27% were reached via both TV and digital.



A decorative background featuring a series of concentric, light gray circles on the left side. A large, black speech bubble with a light blue border is positioned in the center, containing the main text. The bottom right corner of the slide features the 'think tv' logo and a small number '3'.

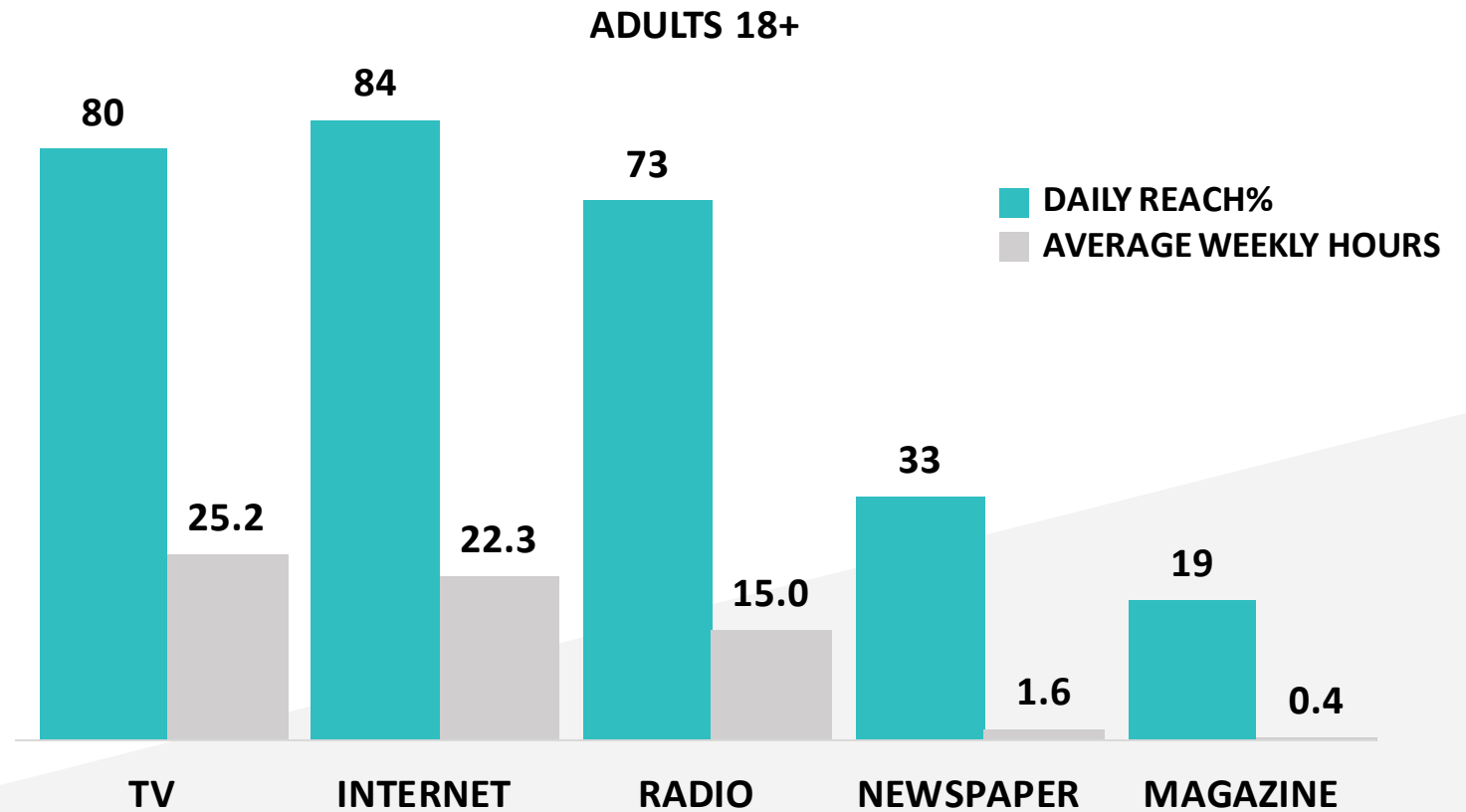
“Marketing activities only build mental availability in the audience they reach.

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

Byron Sharp

Professor of Marketing Science, University of South Australia

tv reaches **80%** of Canadian adults **daily** and **93% weekly**



tv reaches every age group

**WEEKLY
REACH:**

93%
of adults (18+)

86%
of young adults (18-34)

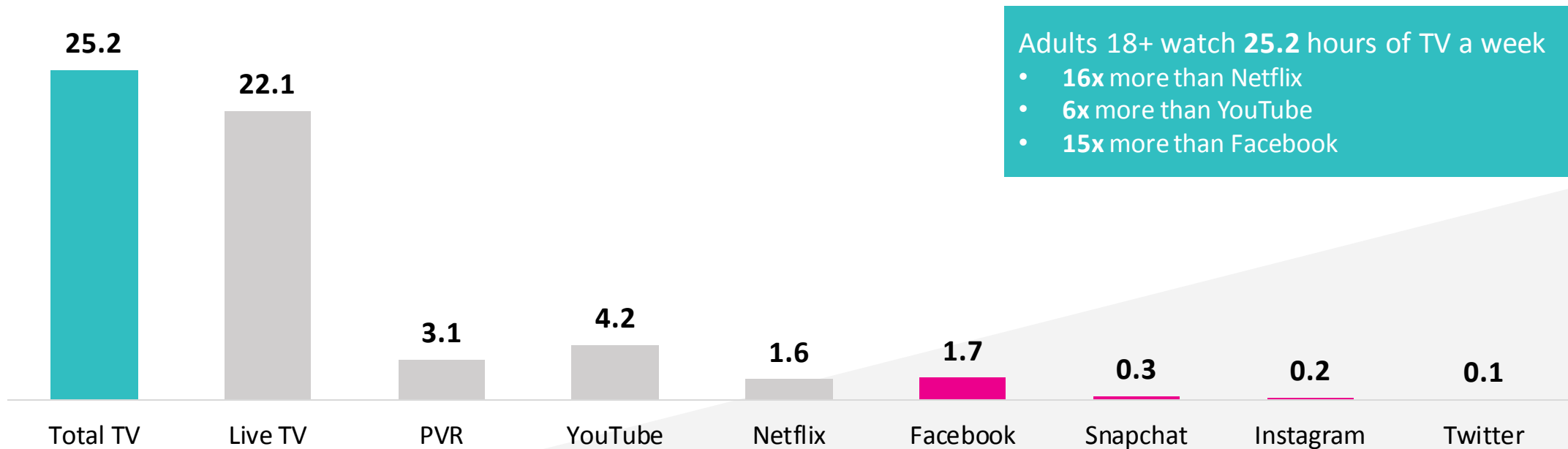
88%
of kids (2-11)



think^{tv}

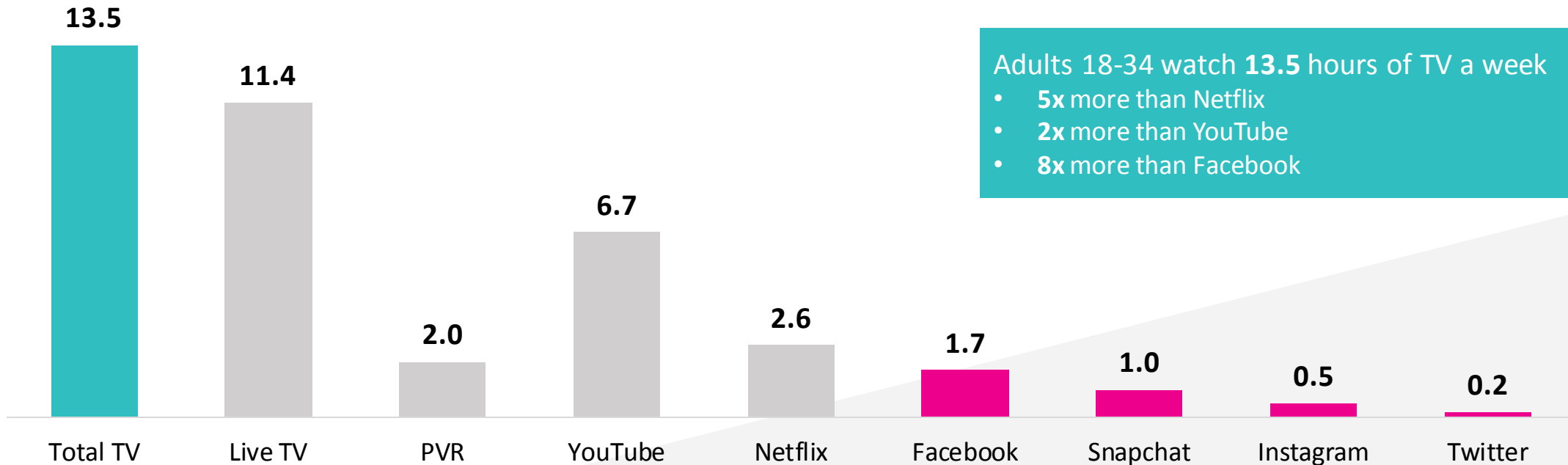
tv dominates time spent – A18+

ADULTS 18+
AVERAGE WEEKLY HOURS



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

ADULTS 18-34 AVERAGE WEEKLY HOURS



want to learn more about the **unparalleled**
power of **tv** ? **we'll come visit you!**



Contact us today for a
PRESENTATION



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