#### COLUMN TWO IS NOT

## reach your target through TV advertising



## tv reaches 26,007,000 Canadians every day

- DYREATER



weekly reach



adults (18-34)

weekly reach

**77**%

kids (2-11)

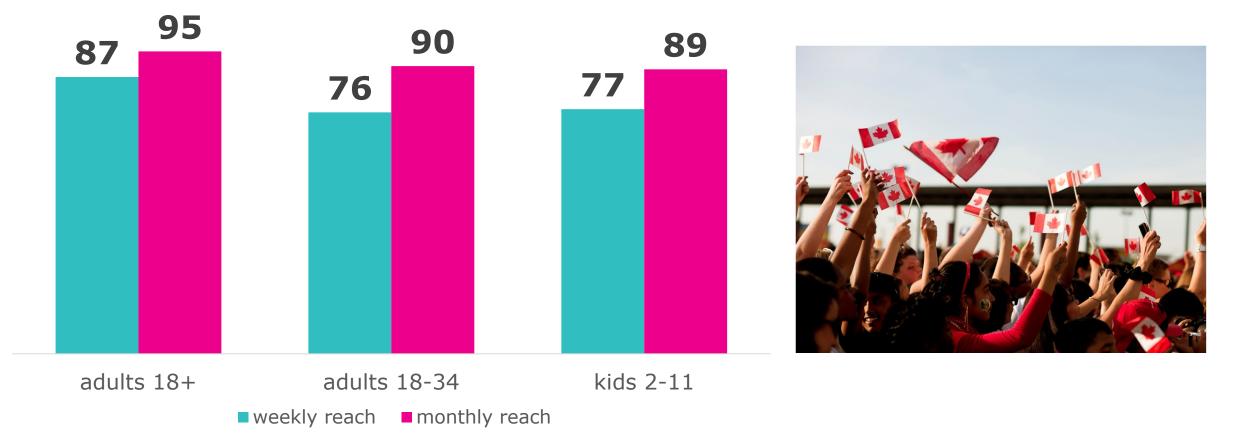
weekly reach



Total Canada | Fall 2021

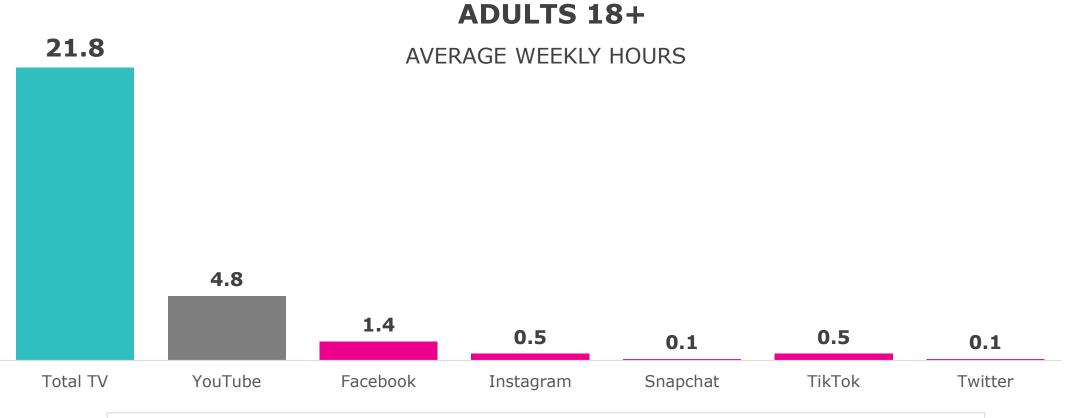
## tv reaches 85% of Canadians 2+

every week





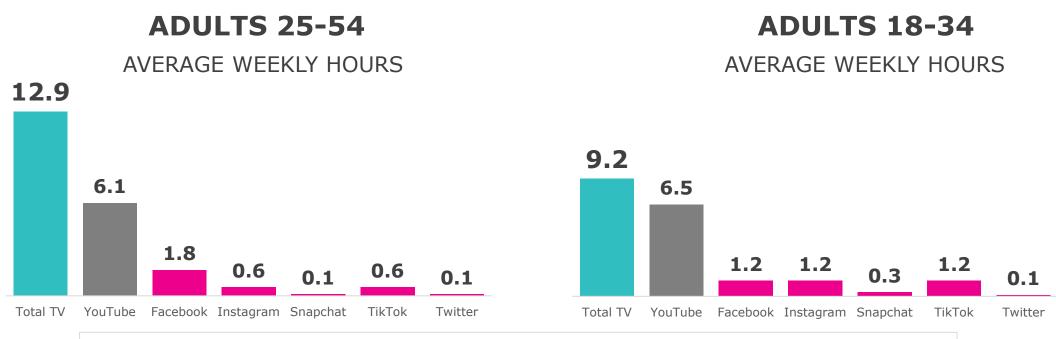
## Canadians watch a lot of tv



Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.



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

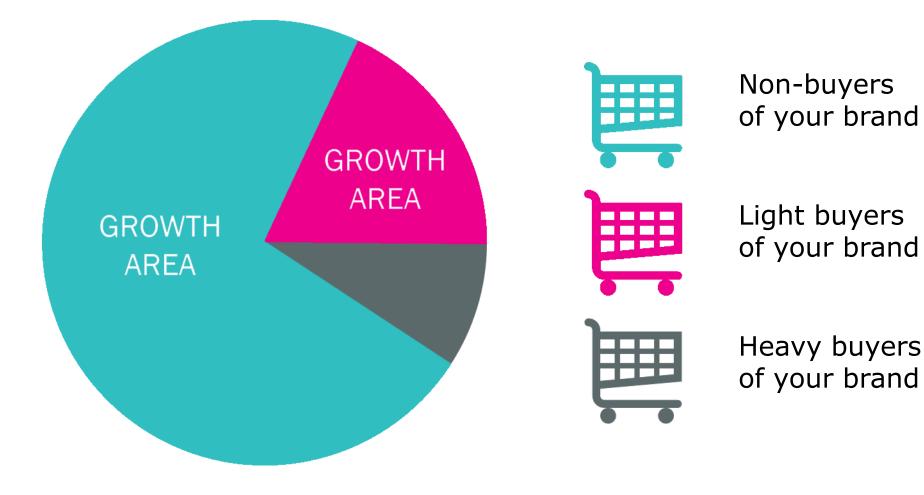
### This makes planning for reach the foundation of any sound media strategy.

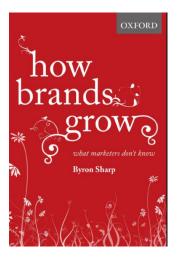
think

Byron Sharp Professor of Marketing Science, University of South Australia

## Byron Sharp has shown that the

biggest growth comes from targeting light and non-buyers





## Quorn leveraged these principles to

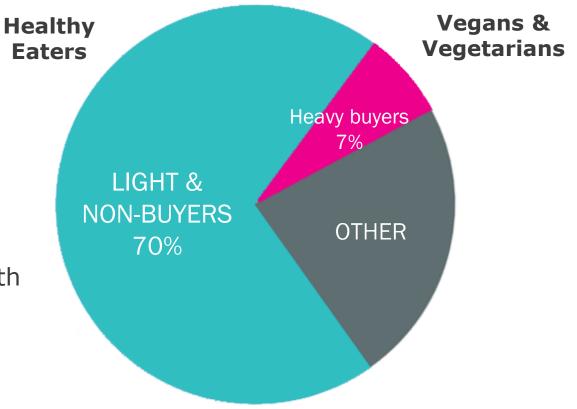
### substantially grow market penetration

When meat-substitute company Quorn followed these principles, targeting all healthy-conscious eaters instead of just vegetarians, their sales grew 62%



### **Business Result:**

- **62%** increase in category growth
- \$6.8 million increase in sales





### in case you missed it

### Check out these additional research reports

### the 10 key factors driving advertising effectiveness

What has Mark Ritson, the outspoken marketing consultant and industry pundit, learned from his review of 50 years of Effie winners? In this highly engaging and informative talk, Mark outlines the 10 key factors that drive advertising effectiveness.

learn more »

### ad nation Ipsos Canada

This new research, conducted by Ipsos and commissioned by think**tv**, identifies how the media habits of the advertising and media communities differ from the rest of Canada, and how those differences impact our assumptions of general media usage.

learn more »

### **Peak Performance: Advertising Effectiveness that Lasts**

Accenture assessed \$700M+ of media spend in Canada, covering 105 brands across four verticals. The research clearly outlines the ways different advertising channels impact sales, what that impact is in the short and long-term, and how TV and digital work together.

learn more »

### effectiveness in context

Peter Field's latest report explores the damage being done as companies increasingly cut longterm brand investment in favour of short-term sales activation, and highlights how the "60/40 rule" changes depending on the context.

learn more »

### target the (whole) market

Byron Sharp famously challenged a number of traditionally held beliefs in his ground-breaking book 'How Brands Grow'. We commissioned MediaCom Business Science to examine Sharp's best practices and how they apply in Canada.

learn more »

#### online businesses on tv

Digital companies continue to invest heavily in TV advertising. TV spend by internet-related companies is up 30% from last year.

#### learn more »



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