

# **Attention** in Advertising: getting your brand noticed

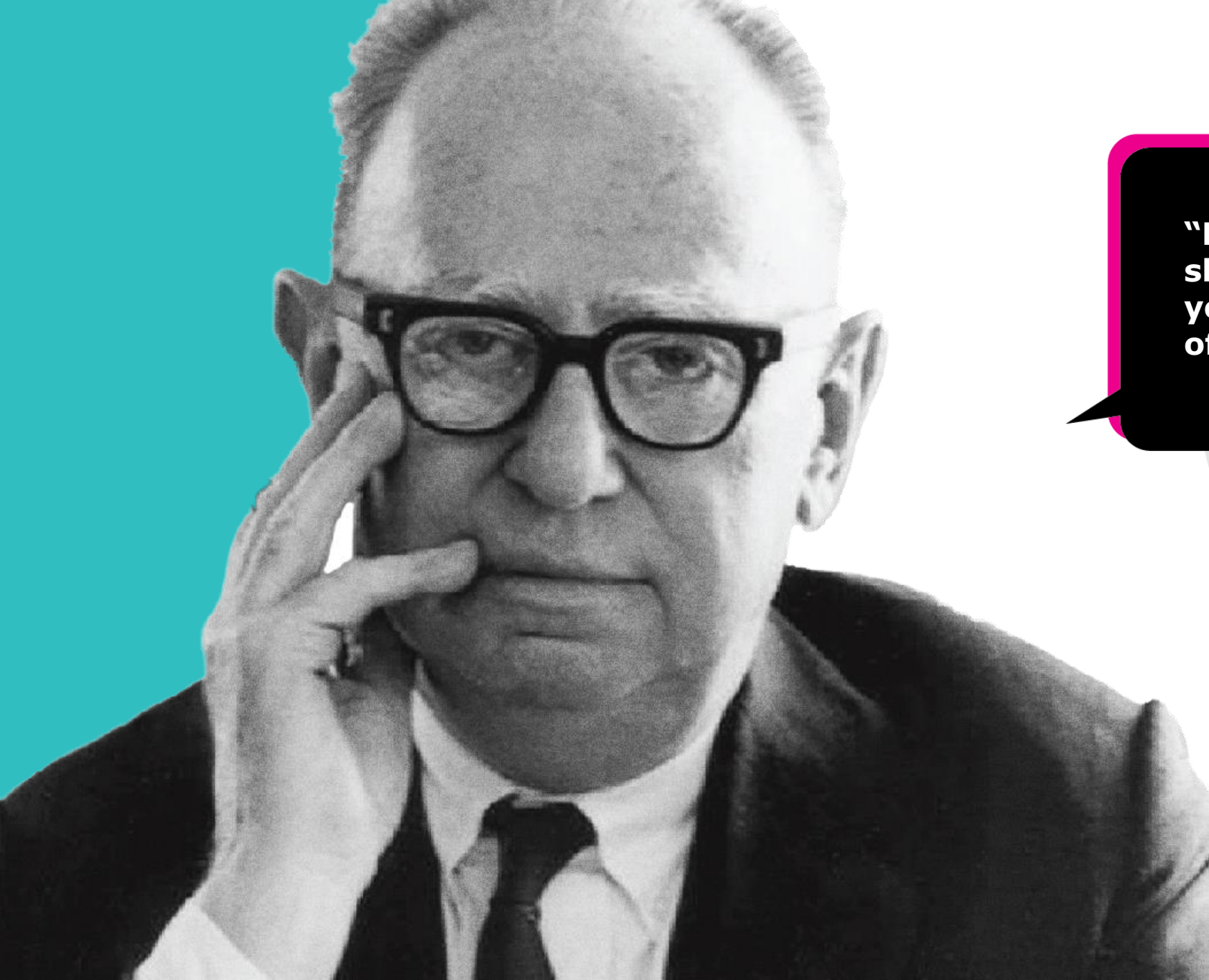
# attention in a sea of advertising

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For advertising to work, it needs to be noticed. But as any marketer will tell you, **human attention** is the scarcest of resources, and what's worse, it seems it is only getting scarcer.

A survey of Canadian adults revealed that:

- Television ads are the **most noticed** and garner the most attention
- Video ads are more likely to be watched **on a television** than on any other device
- TV ads are considered the most **trustworthy**, engaging and influential
- **Millennials** consider internet ads the least trustworthy

A black and white portrait of Leo Burnett, an older man with glasses, resting his chin on his hand in a thoughtful pose. The background is a solid teal color.

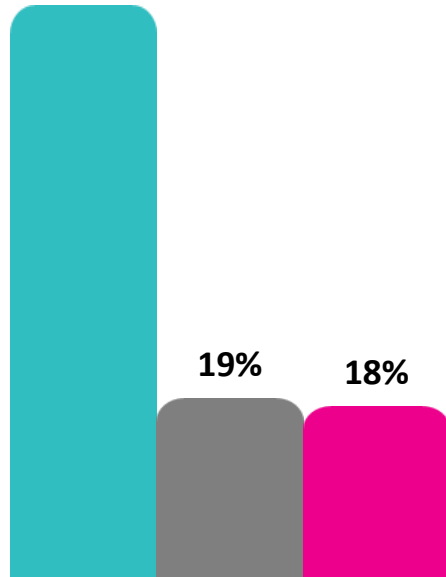
**"Before you can have a share of the market, you must have a share of the mind."**

*Leo Burnett*

# tv ads **most likely to be watched** and generate **the most attention**

## ADULTS 18+

59%

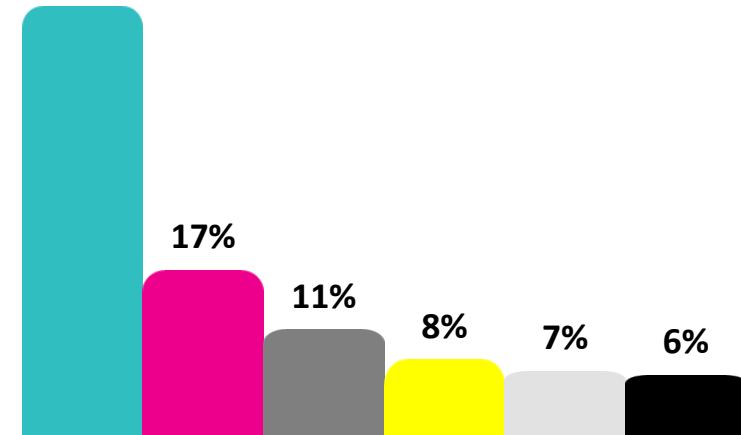


VIDEO ADS MOST LIKELY TO WATCH

■ TV Set    ■ Phone or Tablet    ■ Desk/Laptop

Q. Which one of the following types of VIDEO advertising are you MOST likely to watch?  
Commercials viewed on a...

44%



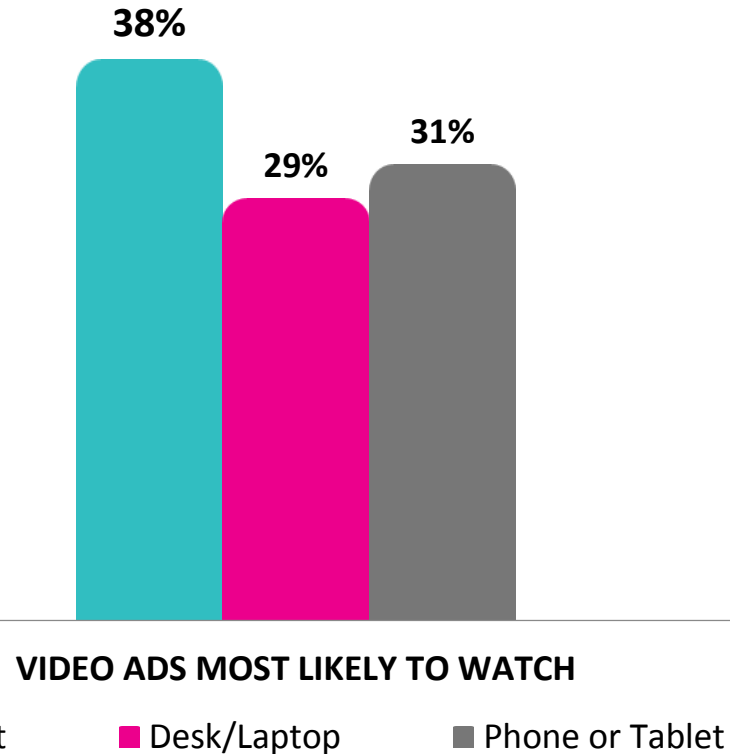
MOST ATTENTION

■ While watching TV on TV set    ■ Listening to Radio  
■ Using a social network    ■ Watching video on a mobile  
■ Using a Search Engine    ■ Watching video online on a computer

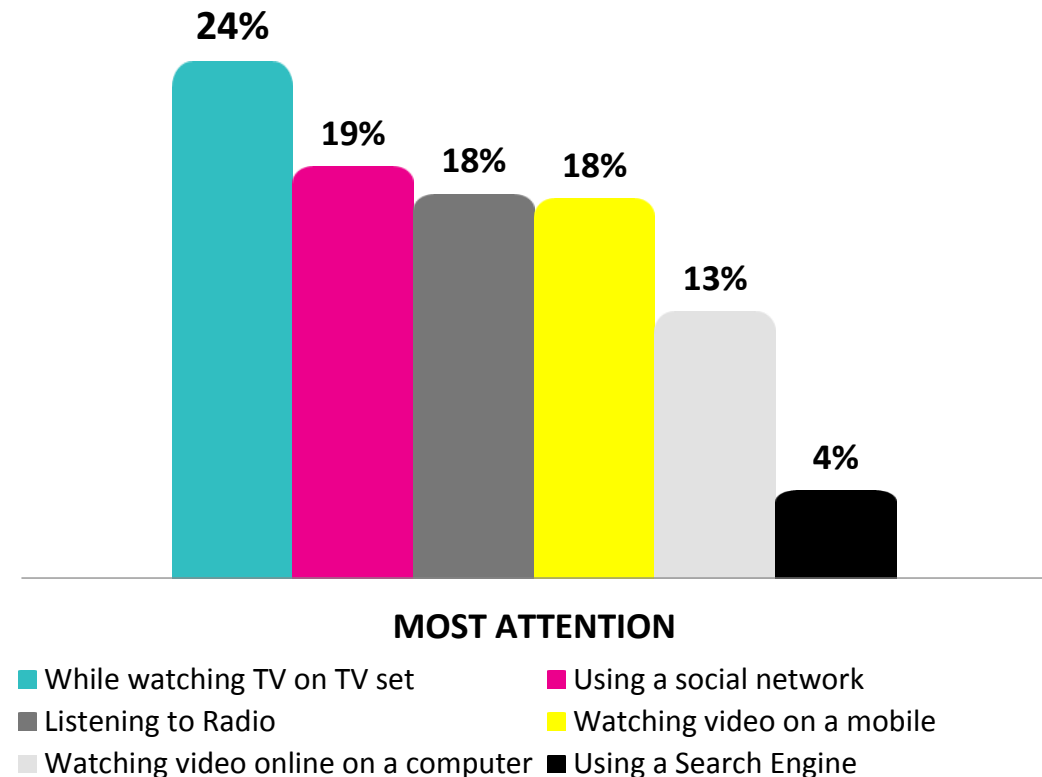
Q. When do you pay the MOST ATTENTION to advertising? While...

# millennials pay most attention to **tv**

## ADULTS 18-34



Q. Which one of the following types of VIDEO advertising are you MOST likely to watch?  
Commercials viewed on a...



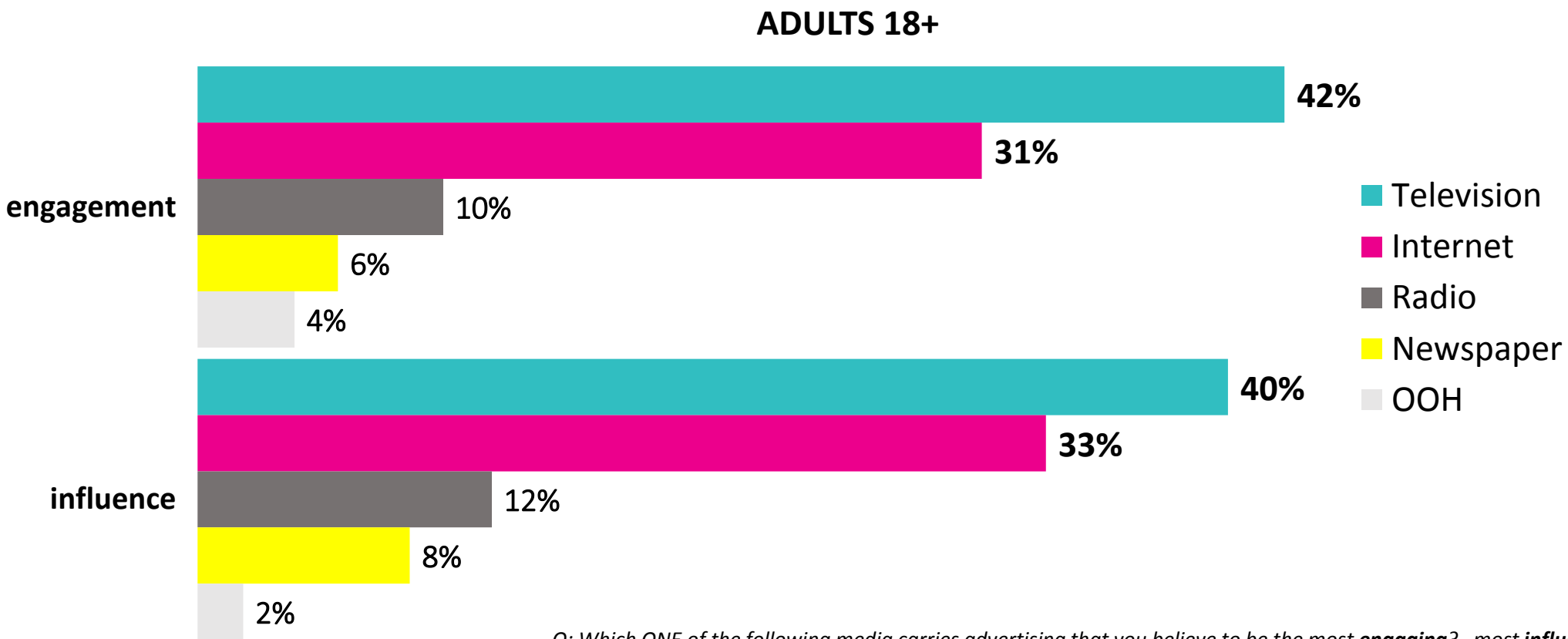
Q. When do you pay the MOST ATTENTION to advertising? While...



# ads are the most **engaging** and **influential**



Canadians find TV ads to be more engaging and influential than ads in any other medium

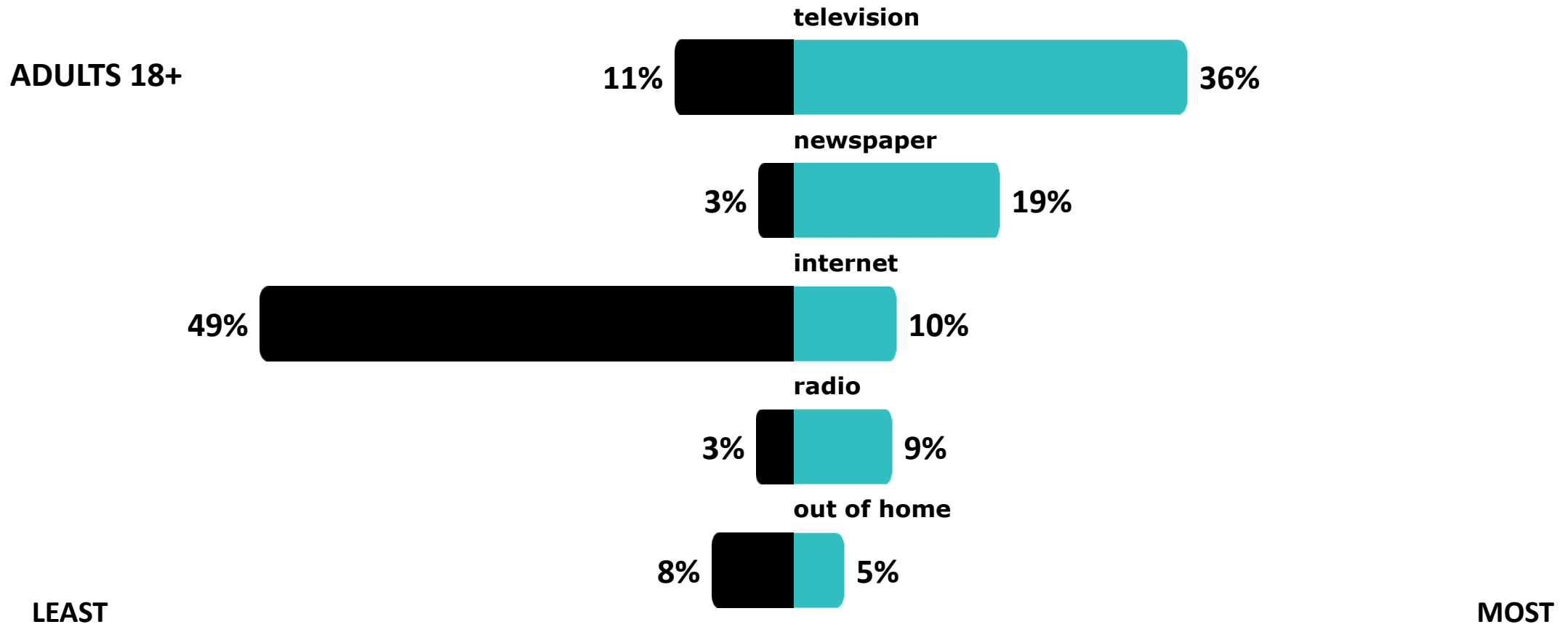


Q: Which ONE of the following media carries advertising that you believe to be the most **engaging**?...most **influential**?

# tv advertising is **most trusted**

internet advertising is least trusted

Q: Which one of the following media carries advertising that you believe to be the **most trustworthy**? The **least trustworthy**?

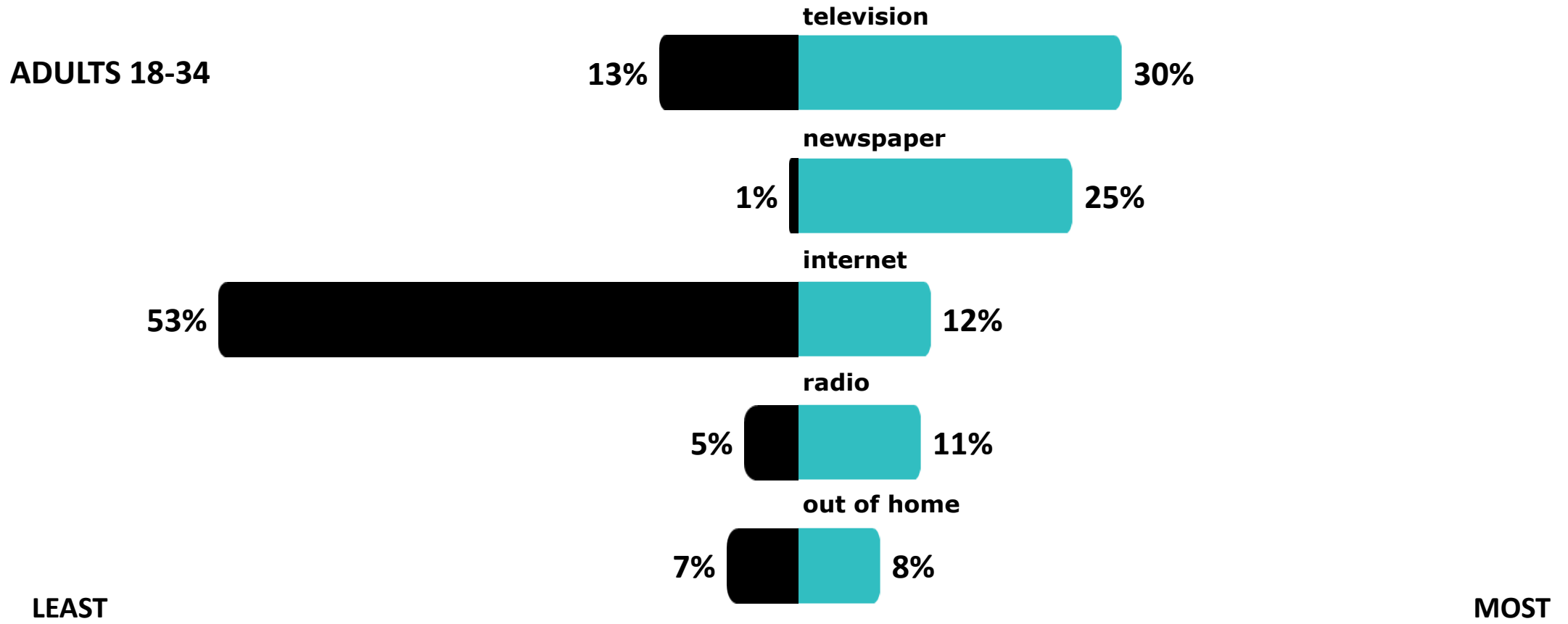


# digital natives also trust **think tv** advertising the most

while internet advertising is the least trusted



Q: Which one of the following media carries advertising that you believe to be the **most trustworthy**? The **least trustworthy**?



# Francophone Canada

# tv ads **most likely to be watched** and generate **the most attention**

## FRANCOPHONE ADULTS 18+

51%



26%

18%

### VIDEO ADS MOST LIKELY TO WATCH

■ TV Set

■ Phone or Tablet

■ Desk/Laptop

Q. Which one of the following types of VIDEO advertising are you MOST likely to watch?  
Commercials viewed on a...

56%



13%

11%

7%

6%

5%

### MOST ATTENTION

■ While watching TV on TV set

■ Listening to Radio

■ Watching video on a mobile

■ Using a social network

■ Using a Search Engine

■ Watching video online on a computer

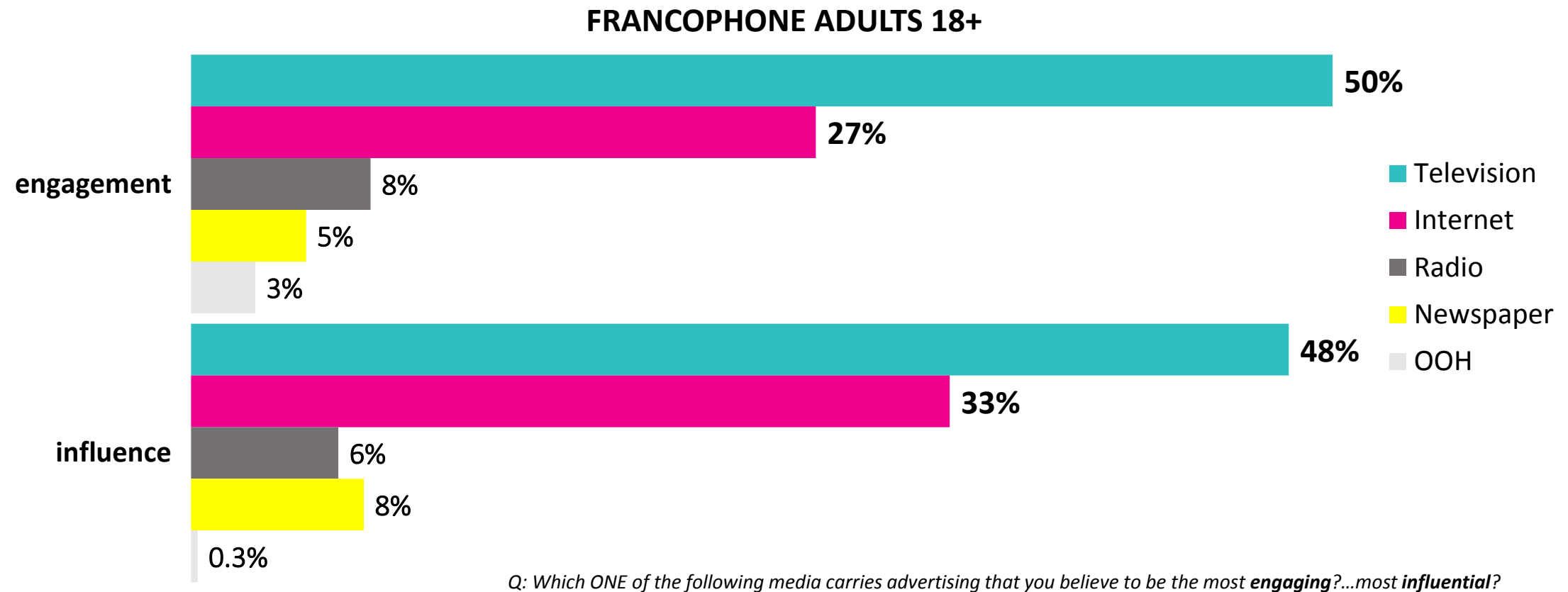
Q. When do you pay the MOST ATTENTION to advertising? While...



# ads are the most **engaging** and **influential**



Canadians find TV ads to be more engaging and influential than ads in any other medium

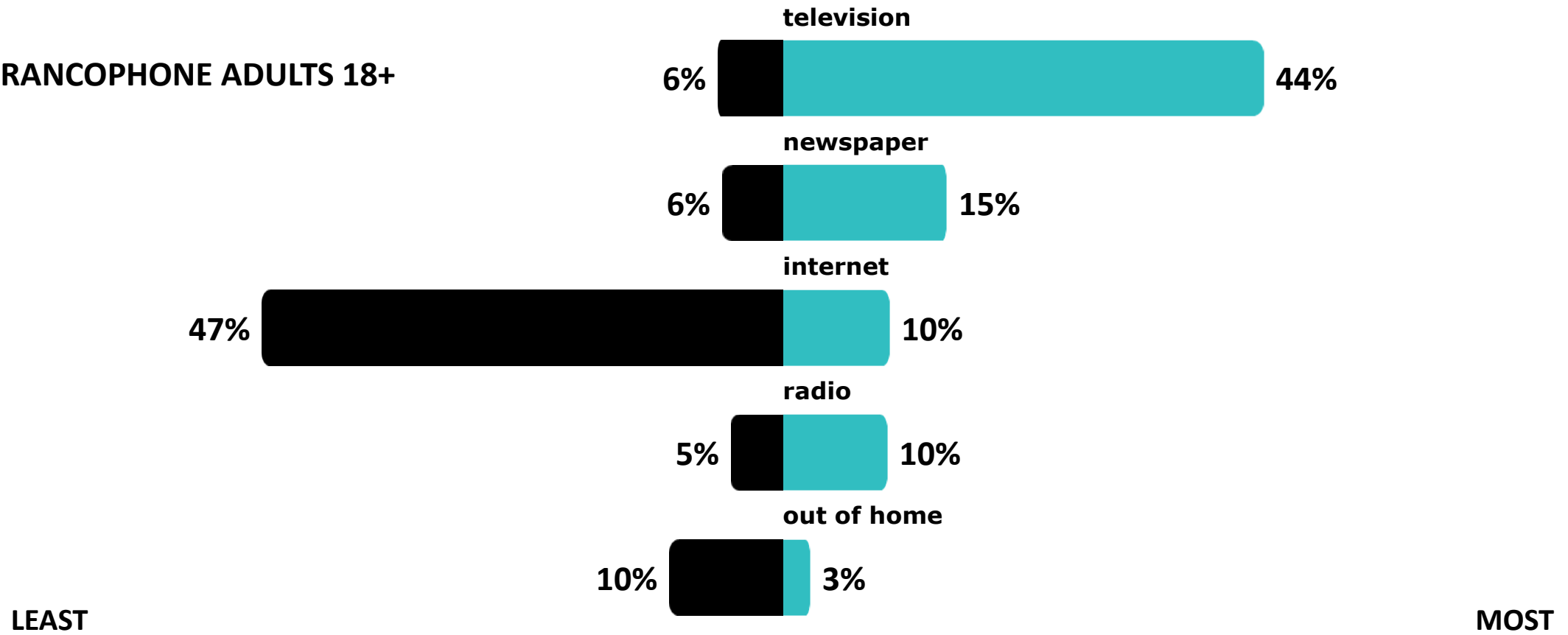


# tv carries **most trusted** advertising

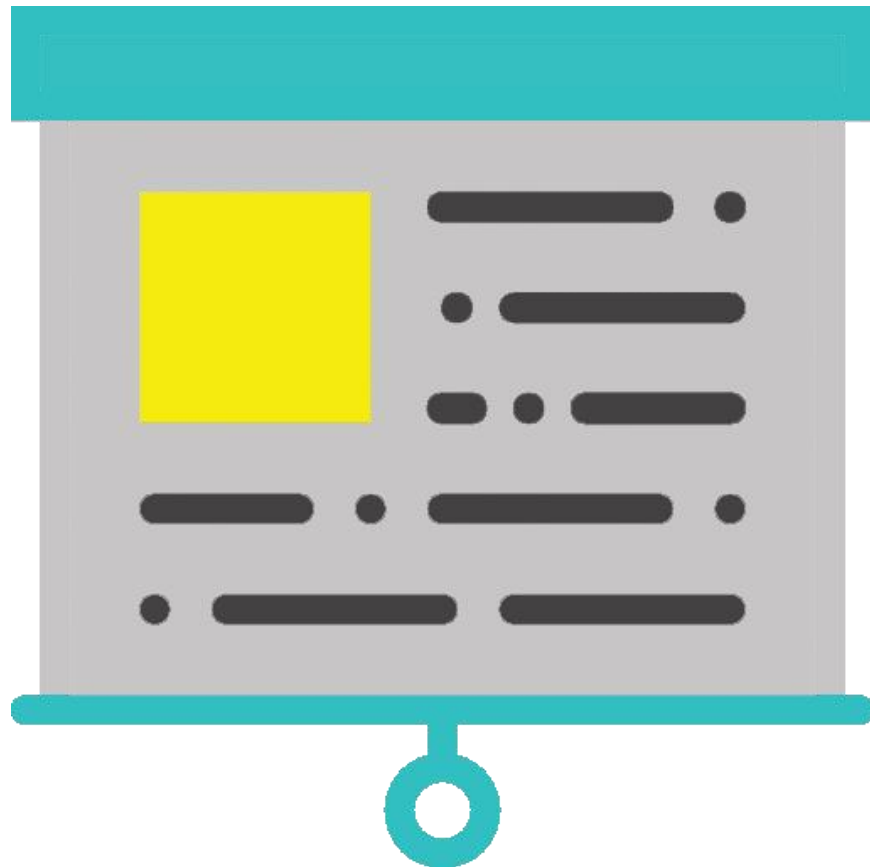
internet advertising least trusted

Q: Which one of the following media carries advertising that you believe to be the **most trustworthy**? The **least trustworthy**?

FRANCOPHONE ADULTS 18+



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**power** of **tv** ? **we'll come visit you!**



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