

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

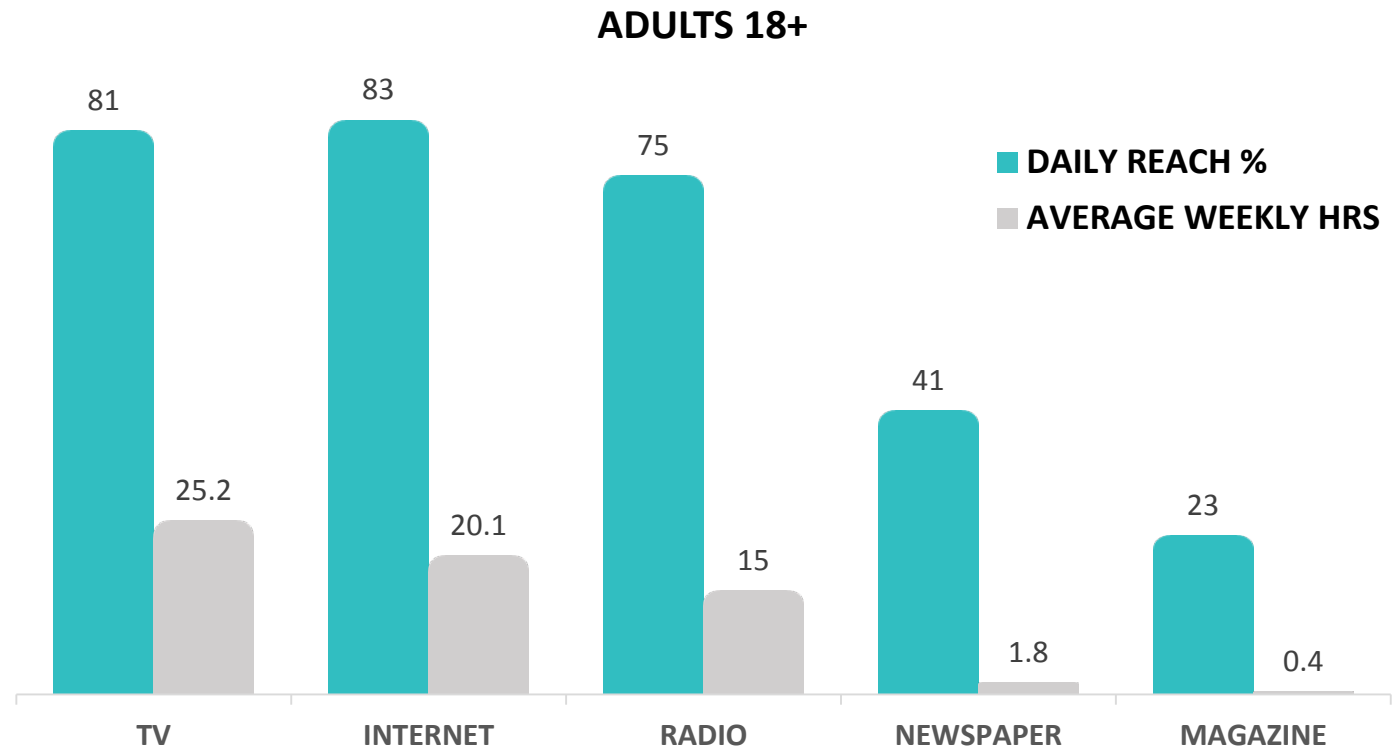
A decorative background featuring a series of concentric circles in shades of gray on the left side. A large, dark blue speech bubble with a light blue border is positioned in the center, containing the main text. The speech bubble has a tail pointing towards the bottom right.

**"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 Canadians **daily**  
and **94% weekly**



That reach is across **every age group**  
– including kids and the coveted **millennials**

WEEKLY REACH: **94%**  
of adults (18+)

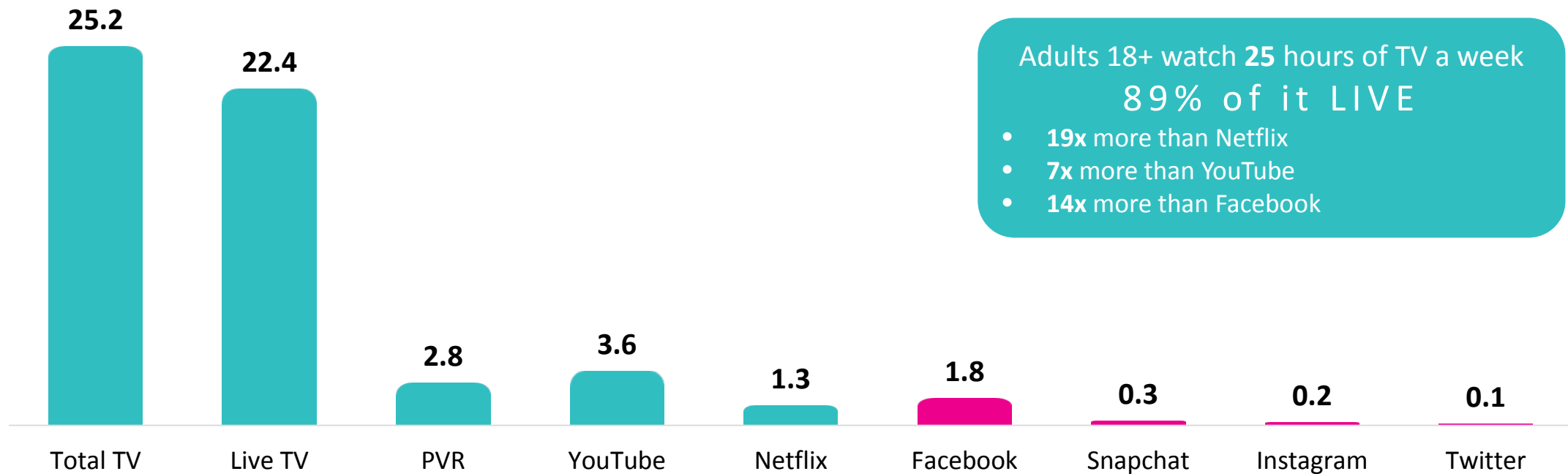
**88%**  
of millennials (18-34)

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



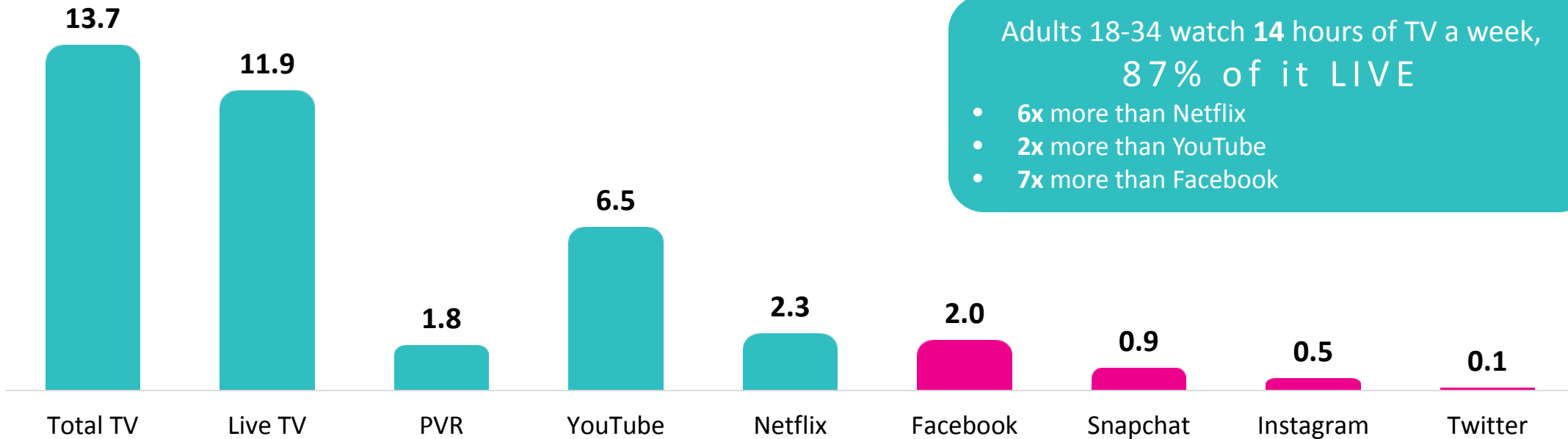
# tv dominates time spent

**ADULTS 18+**  
AVERAGE WEEKLY HOURS



# think **millennials** aren't watching **tv**? think again.

## ADULTS 18-34 AVERAGE WEEKLY HOURS





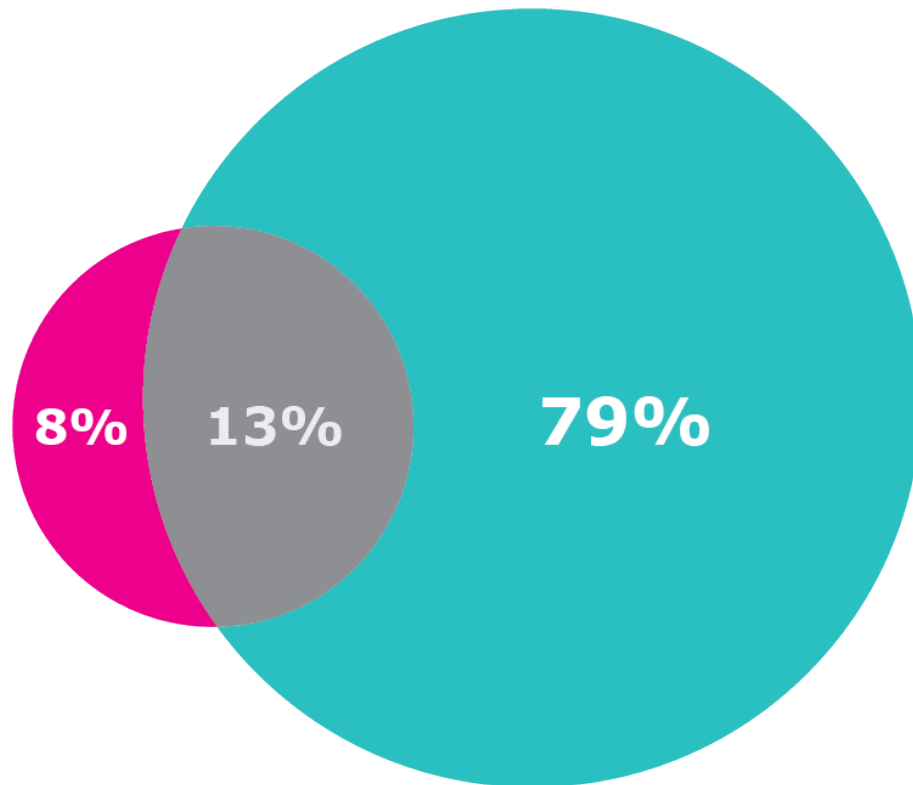
**millennials** watch more than  
**490 million hours**  
of tv each month

**1 single spot** in  
Big Bang Theory will reach  
**582,100** A18-34



# 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%**



["Report: CBS Study: TV Trumps Digital in Spending and Reach"](#)

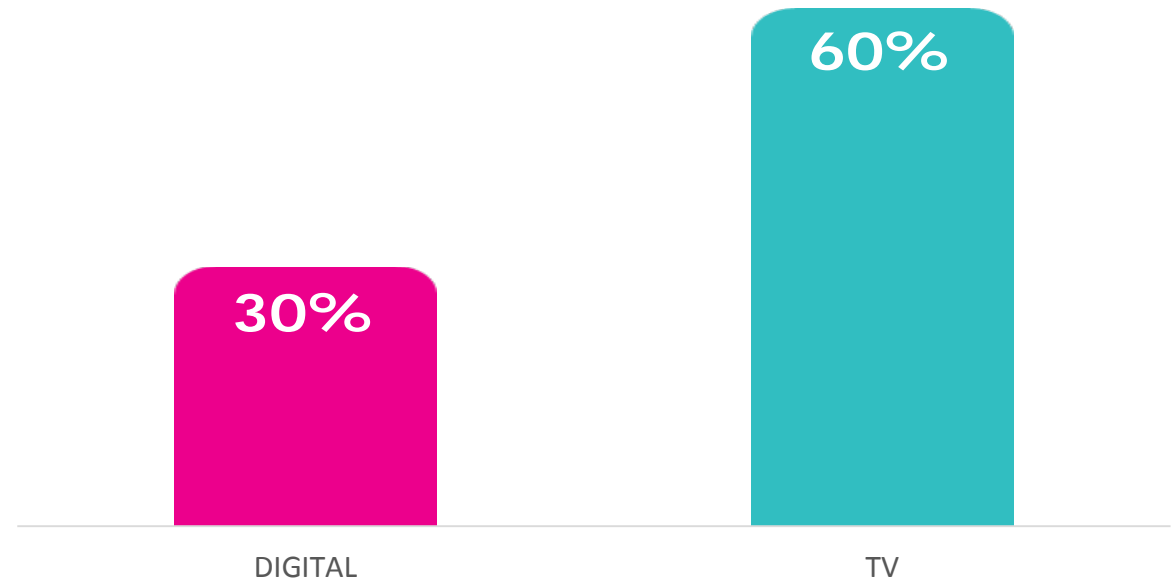
Source: Nielsen Total Ad Ratings; 2013-14; Only, Both Analysis; Excludes campaigns that had less than 1M online impressions



# 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



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