

the power of tv

IN AN ATTENTION ECONOMY



tv reaches
27,221,000
Canadians every day

weekly reach

89%

adults (18+)

78%

adults (18-34)

80%

kids (2-11)

think^{tv}

115

million hours

**time spent
with tv yesterday**

87%

Canadians 2+

**tv's weekly
reach**

think^{tv}

the average **tv** campaign delivers

337 million **impressions**



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tv is powerful because it **delivers**:

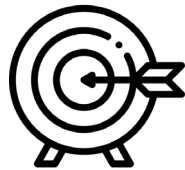
reach



demand



impact



efficiency



reach

32.7 million Canadians **every week**



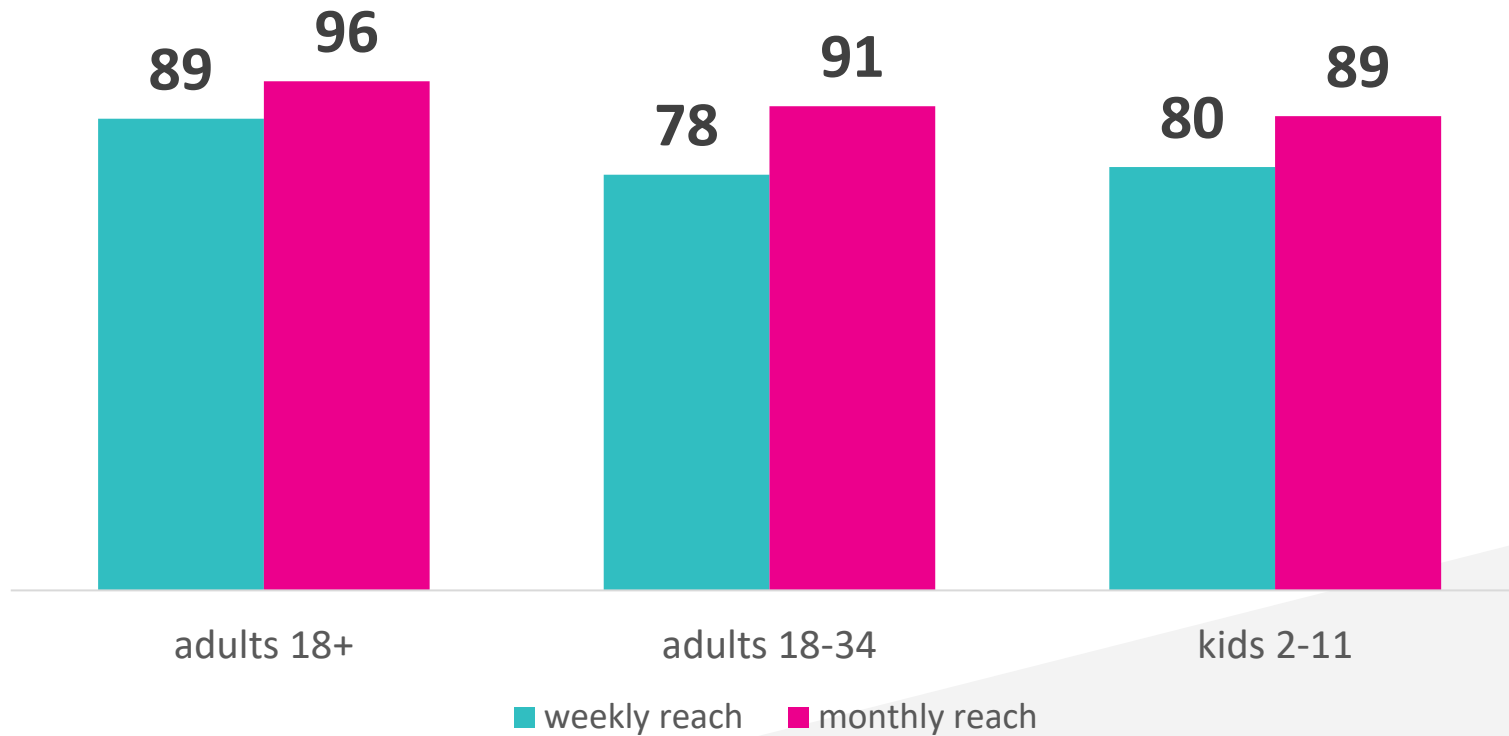
“Marketing activities only build mental availability in the audience they reach.

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

Byron Sharp
Author of How Brands Grow

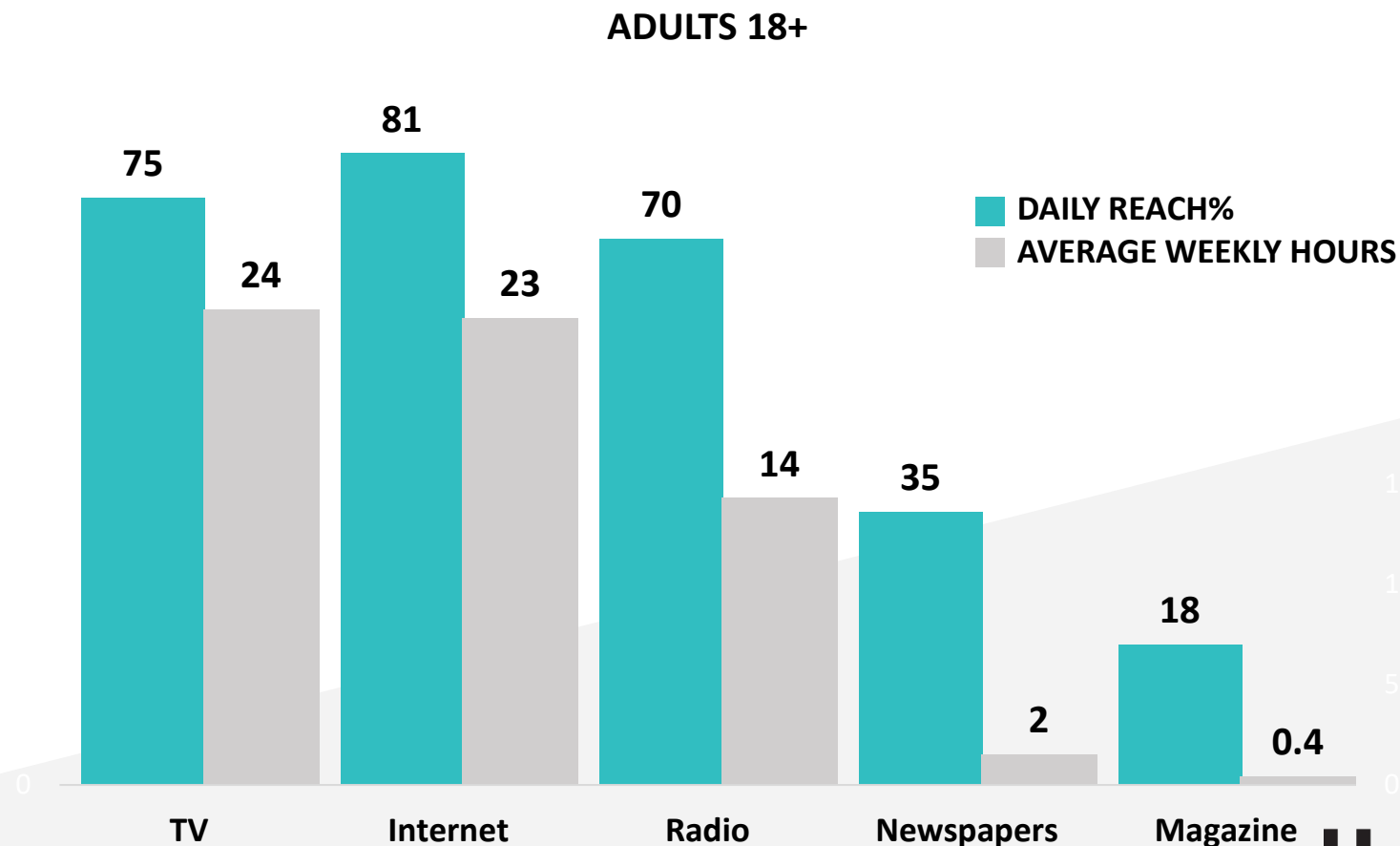
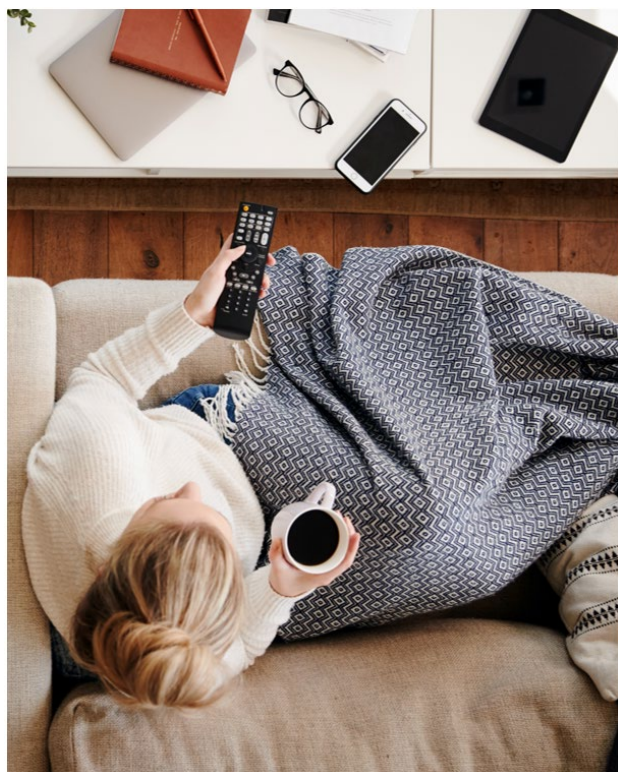


reaches **87%** of Canadians 2+ **every week**



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tv reaches **75%** of Canadian adults **daily**



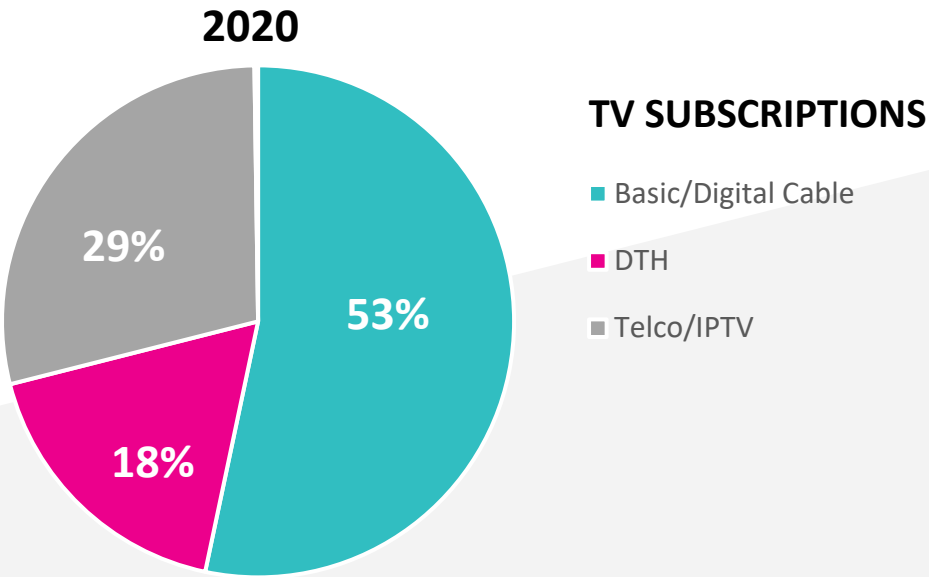
thinktv

10.5 million Canadian HH's have a paid TV subscription

Cord cutting has been far overstated: TV subscriptions have evolved, and we've seen subscriptions move from cable to IPTV, but total subs are only down less than 1%.

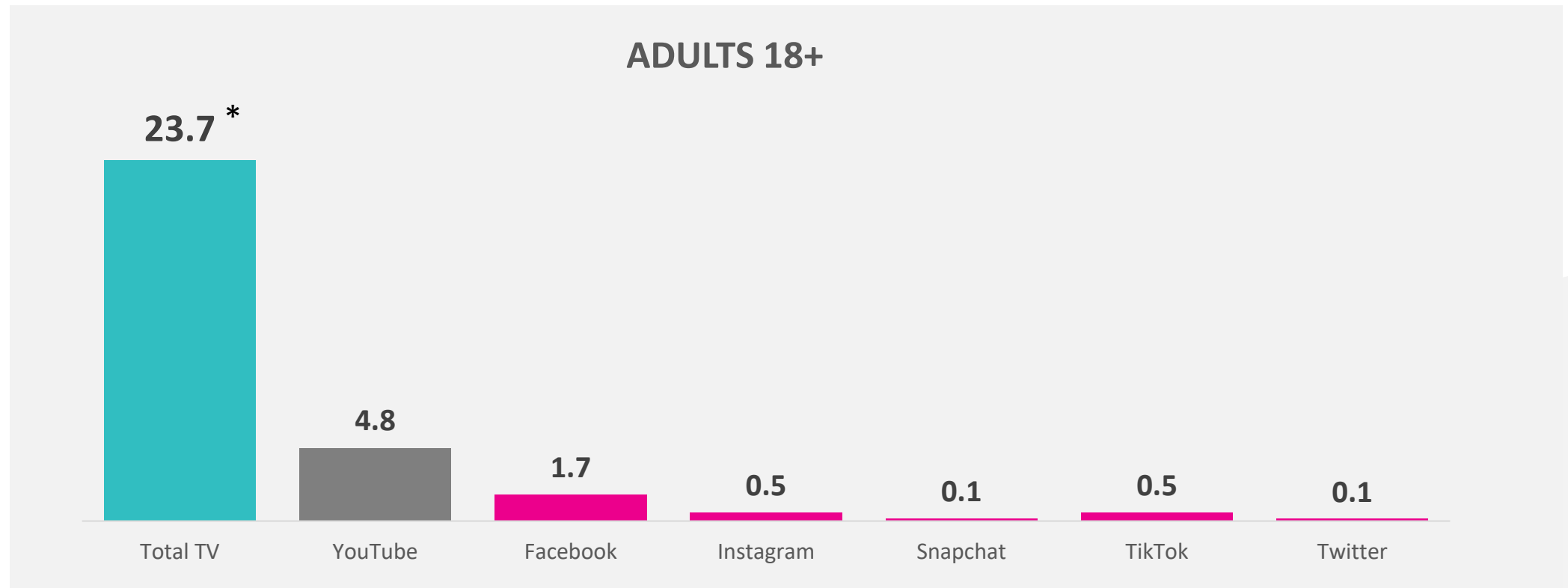
The notion that “no millennials subscribe to TV” is also false: 57% of 18-34 year olds subscribe to TV, and they're also accessing linear TV out-of-home and via streaming (which is how TV is able to reach 78% of A18-34 on a weekly basis).

	Sept '20	Sept'19	% Change
Total Subscribers	10,478,979	10,554,241	- 0.7
Basic/Digital Cable	5,586,917	5,635,848	- 0.9
DTH	1,858,394	1,992,179	- 6.7
TELCO/IPTV	3,009,727	2,902,169	+ 3.7
Other	23,941	24,045	- 0.1



Canadians watch a lot of **tv**

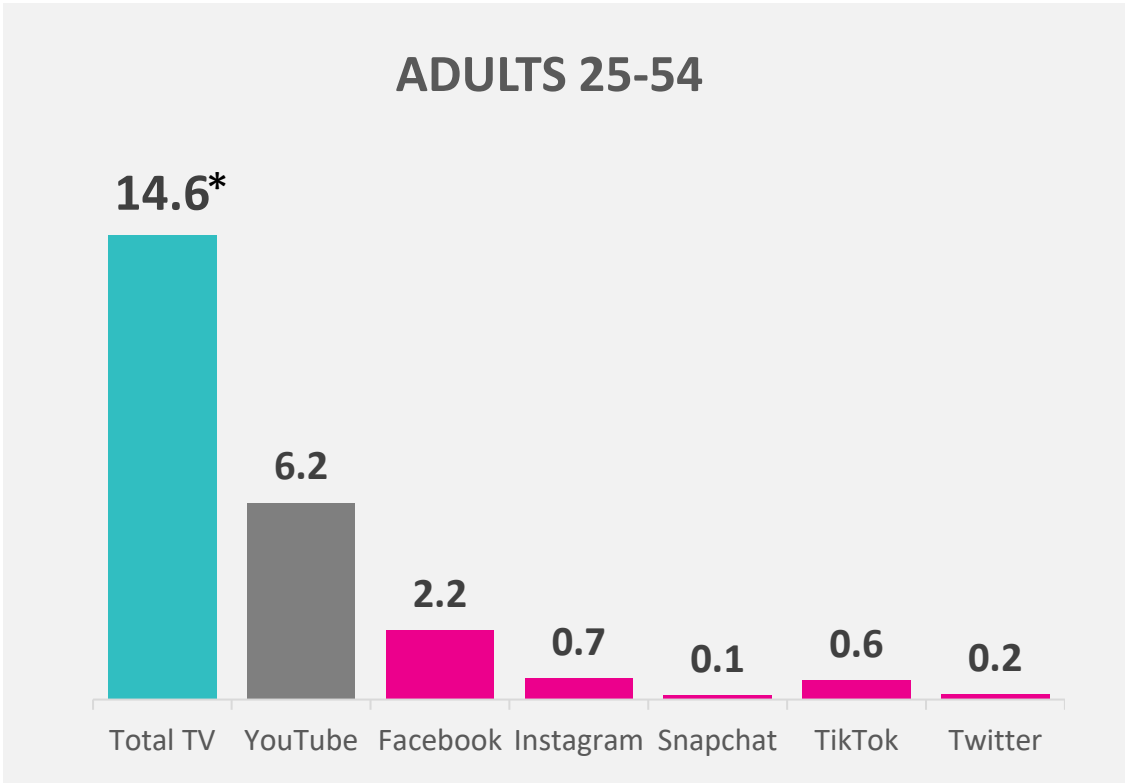
AVERAGE WEEKLY HOURS



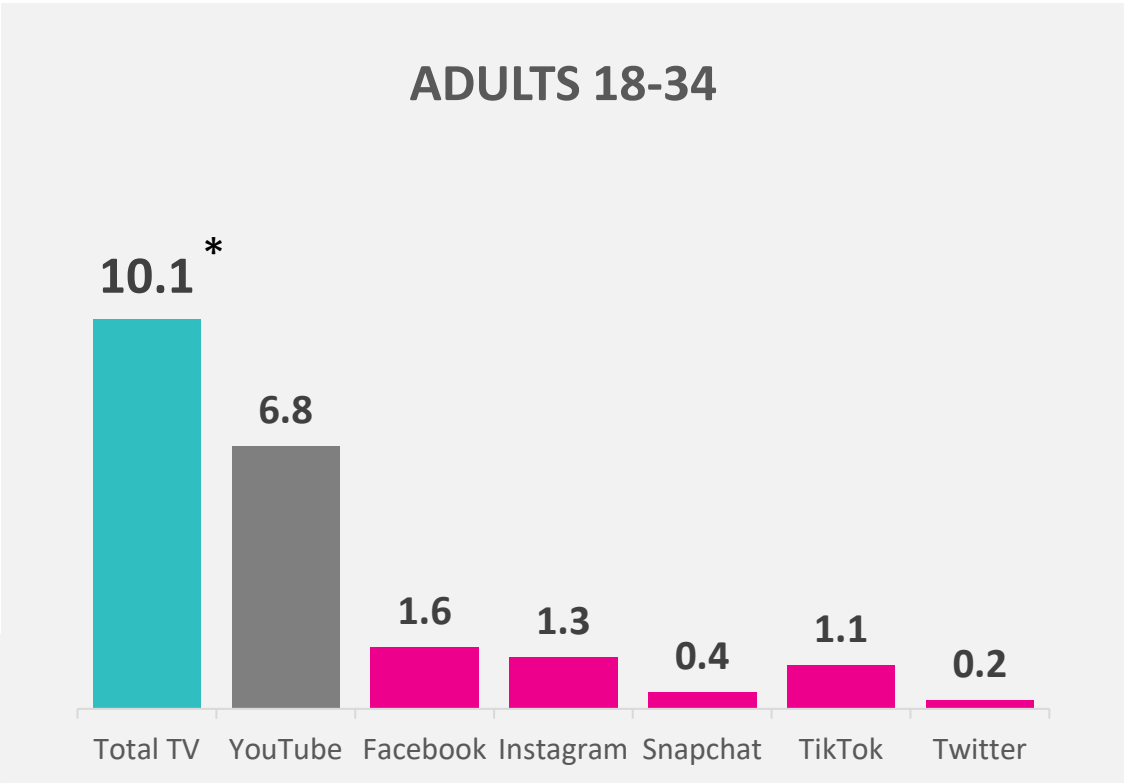
* 87% of A18+ TV viewing is LIVE

Canadians watch a lot of

AVERAGE WEEKLY HOURS



*** 85% of A25-54 TV viewing is LIVE**



*** 87% of A18-34 TV viewing is LIVE**





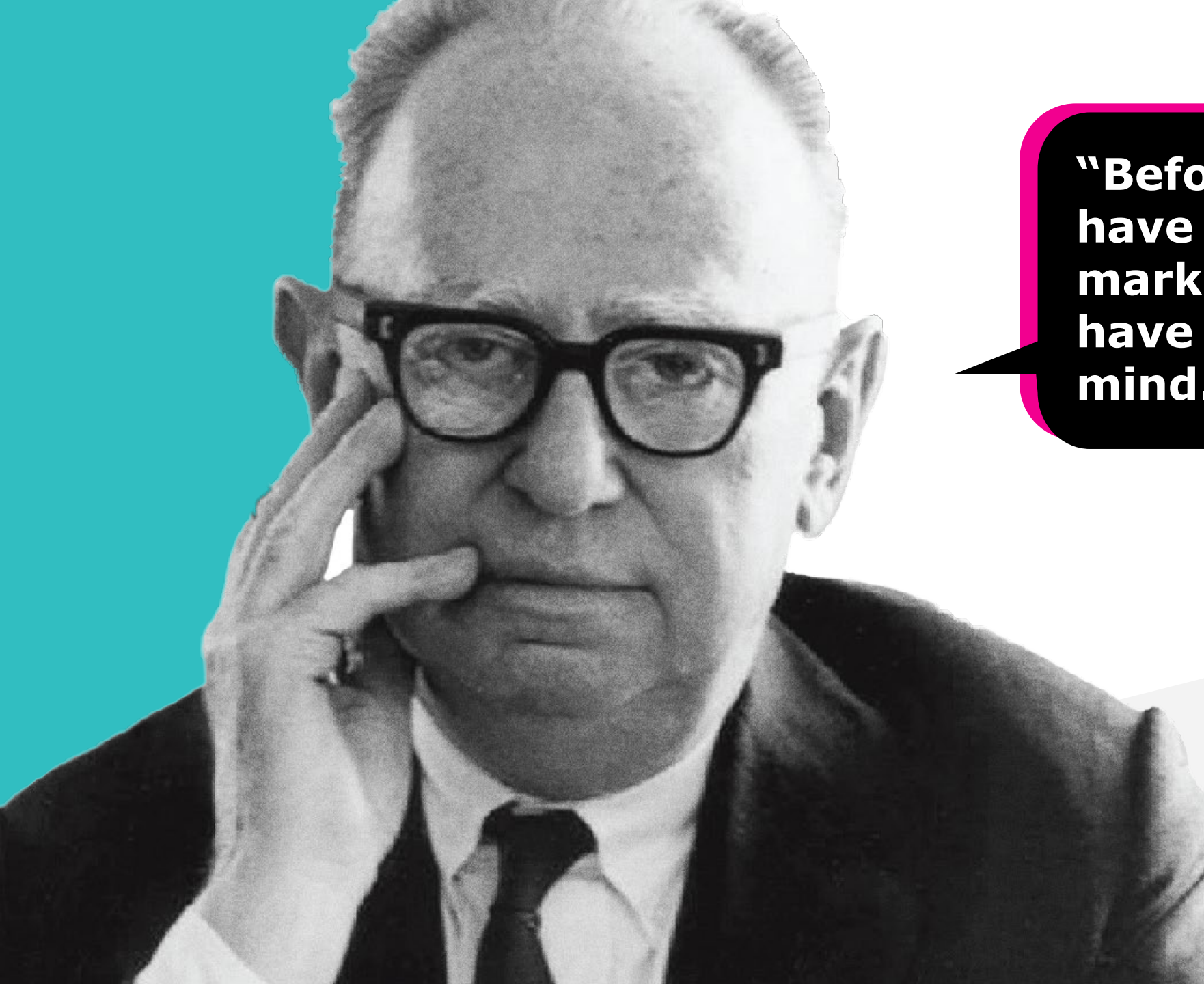
"You must have TV in your consideration set ... TV continues to represent a significant majority slice of video for most demographics."

Mark Ritson

Marketing & Branding Expert, Columnist, Consultant and Professor

impact

tv ads are most influential



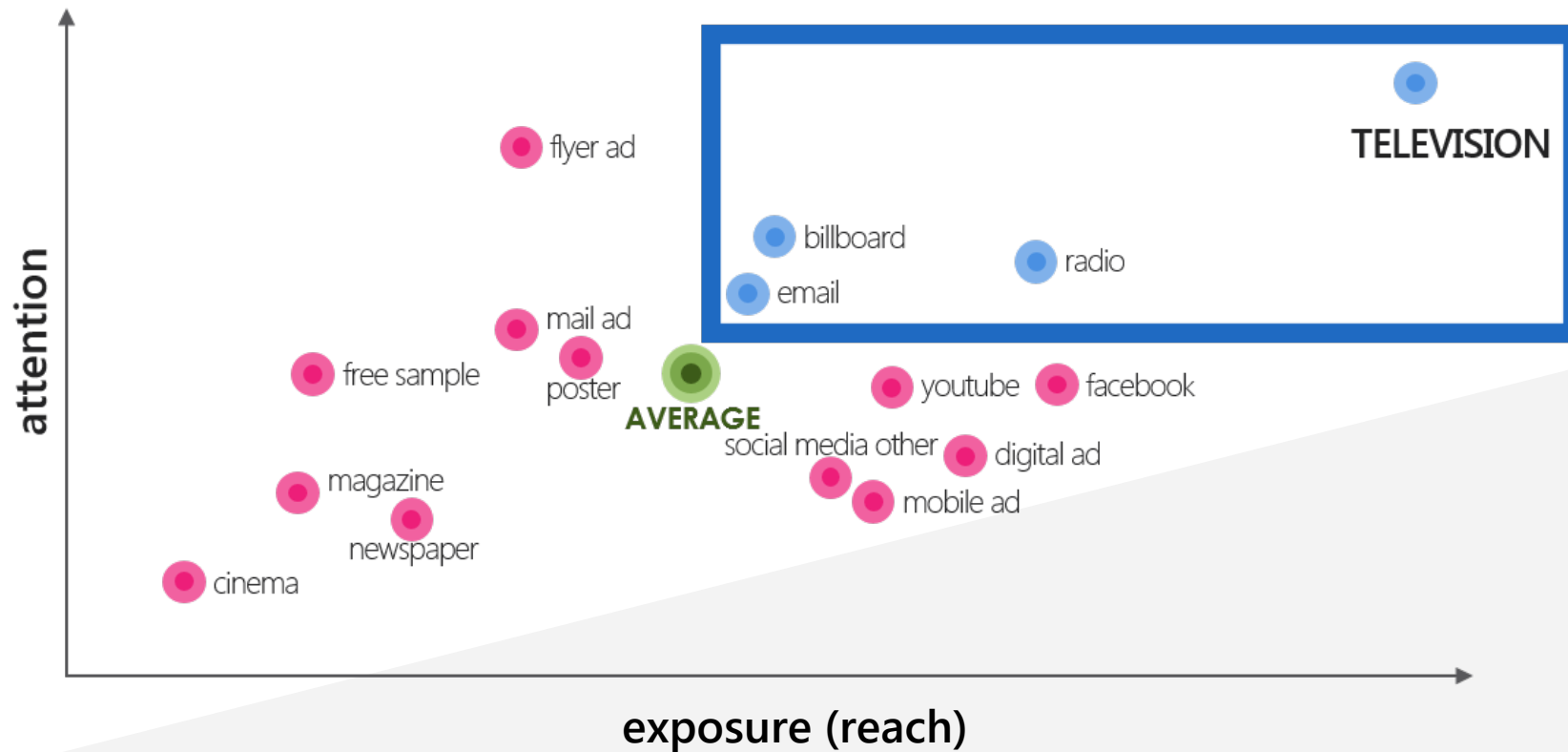
**"Before you can
have a share of the
market, you must
have a share of the
mind."**

Leo Burnett

when it comes to exposure and attention, **tv** is king

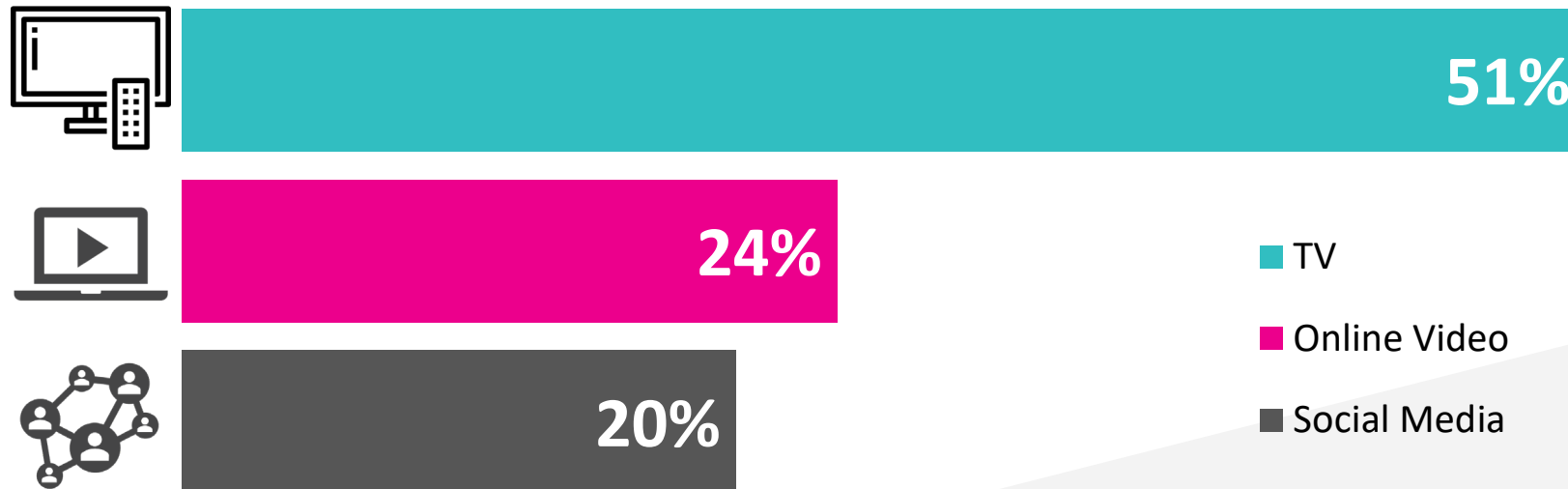
Each medium delivers some combination of reach (exposure) and consumer attention.

TV delivers the **highest exposure** through its mass reach AND it captures the **greatest consumer attention**.



Canadians pay **most attention** to ads on **tv**

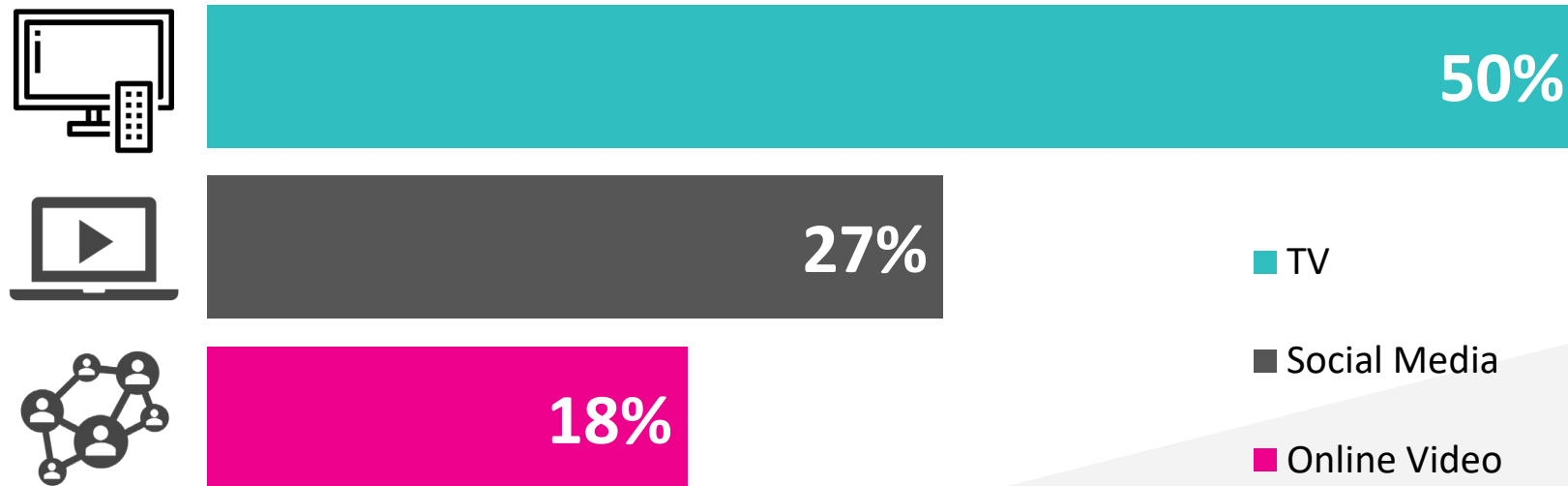
Q. Which one of the following media carries video advertising that best captures your attention?



*Don't know = 4%

tv ads are the most influential

Q. Which one of the following media carries video advertising that you believe to be the most influential?



*Don't know = 5%

tv is also the **most trusted** medium

Q. Which one of the following media carries video advertising that you believe to be most trustworthy? Least trustworthy?

Least Trustworthy

11%



Most Trustworthy

70%

21%



Online Video

12%

60%



Social Media

8%

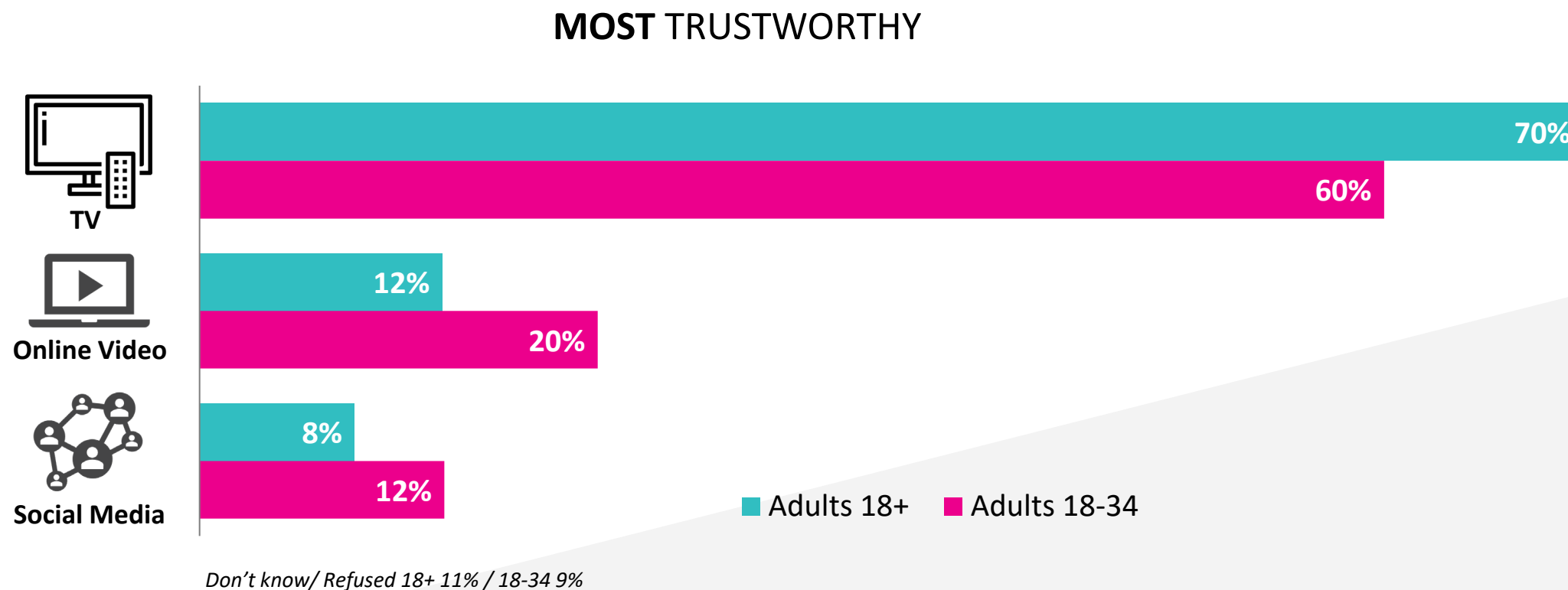
Don't know 7% / Refused 1%

Don't know 9% / Refused 2%

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tv is most trusted across all demos

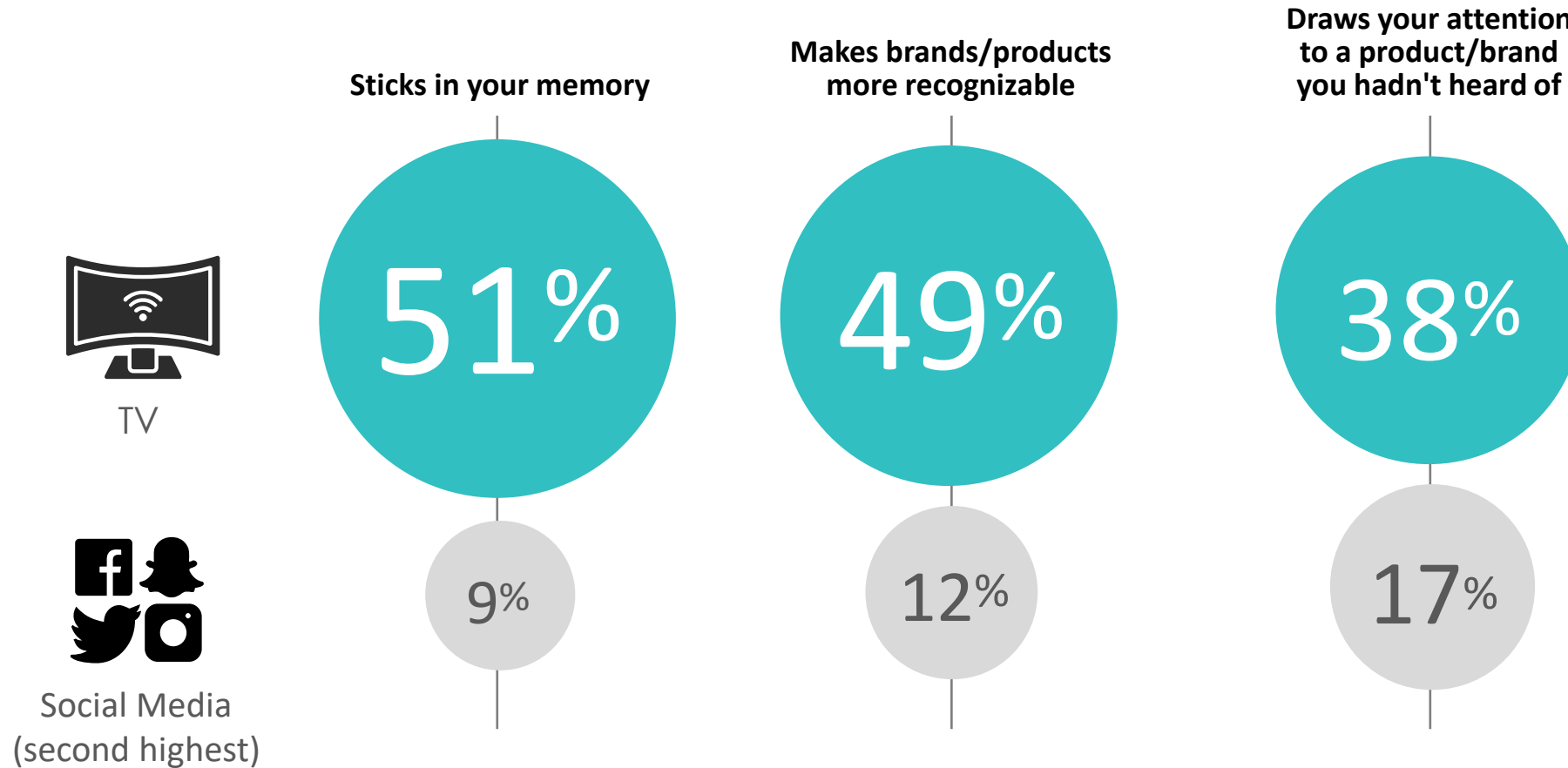
Q. Which one of the following media carries video advertising that you believe to be most trustworthy?



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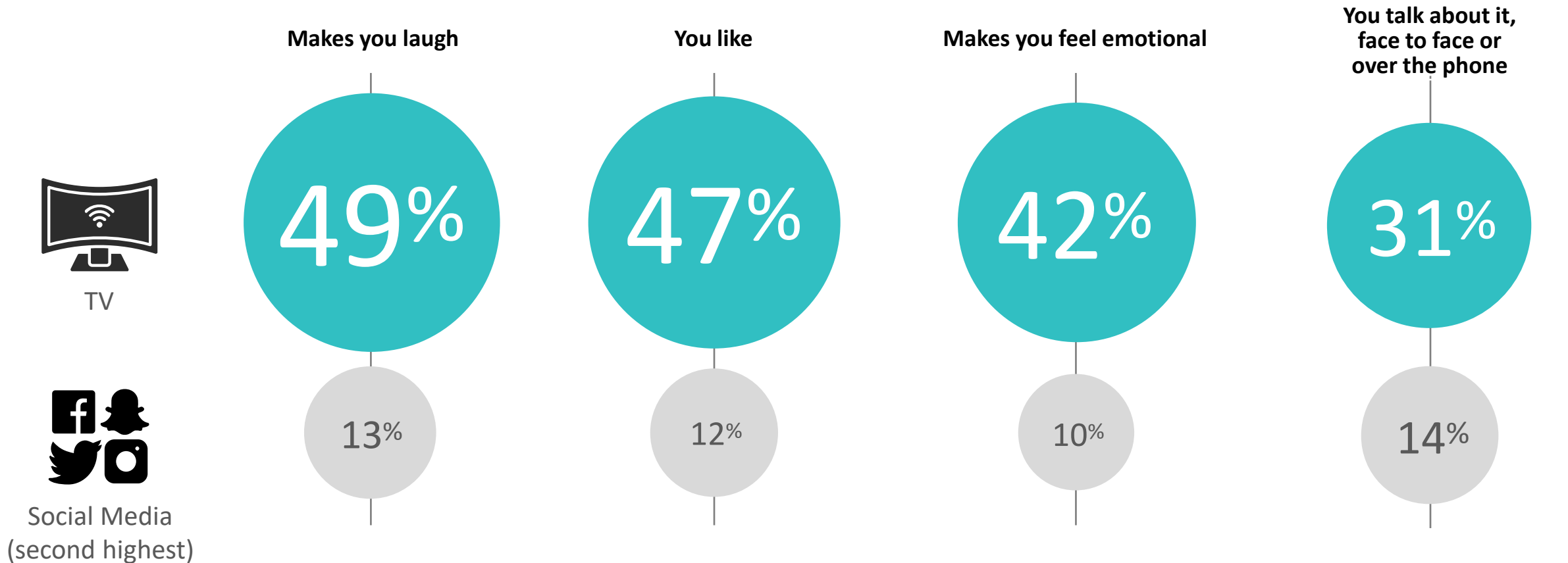
tv advertising has significant impact

Q: In which of the following media are you most likely to find advertising that...?



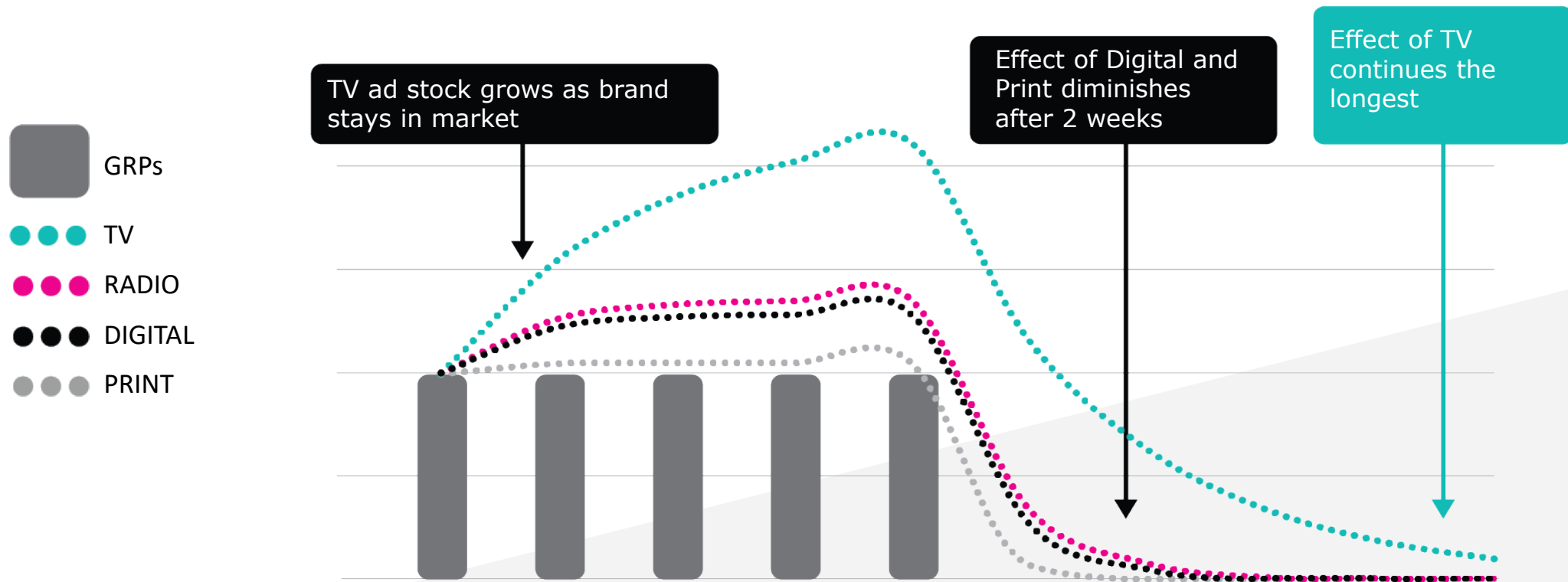
tv advertising is the most likely to generate emotion and conversation

Q: In which of the following media are you most likely to find advertising that...?



tv ads deliver the biggest impact

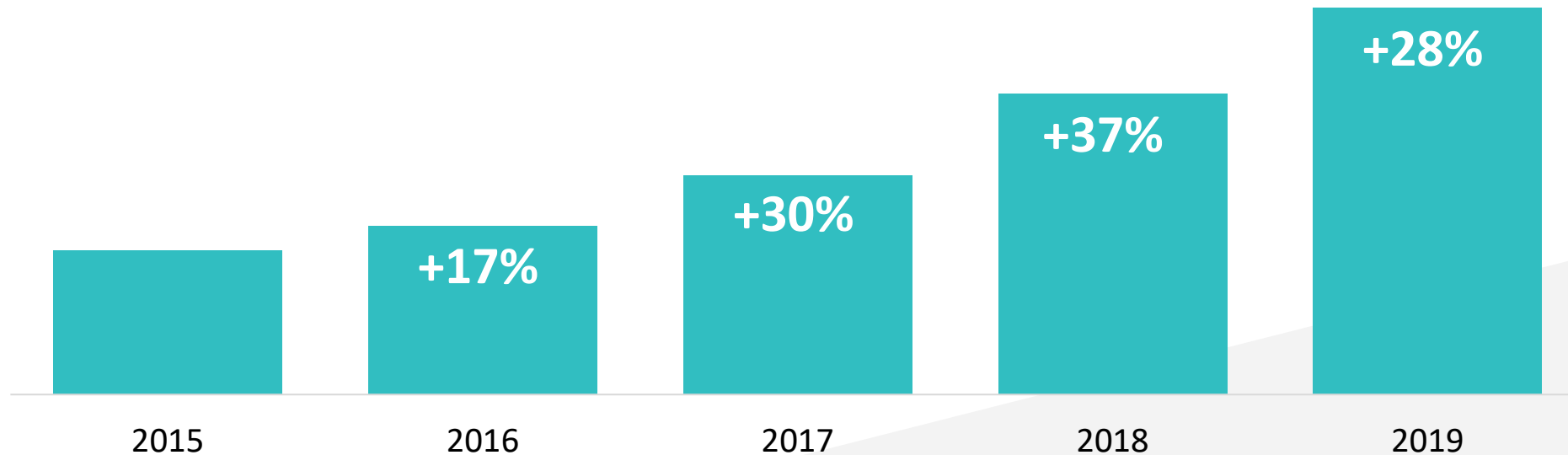
the adstock of a TV spot grows the fastest and lasts the longest



digital companies know **tv** works!

TV spend by internet-related products & services* is **up over 2.7x** since 2015

YEAR-OVER-YEAR % INCREASE
TV SPEND BY INTERNET BUSINESSES



Companies
like:

Uber

Rakuten

Go Daddy

indeed

kijiji

SKIP THE DISHES

wayfair

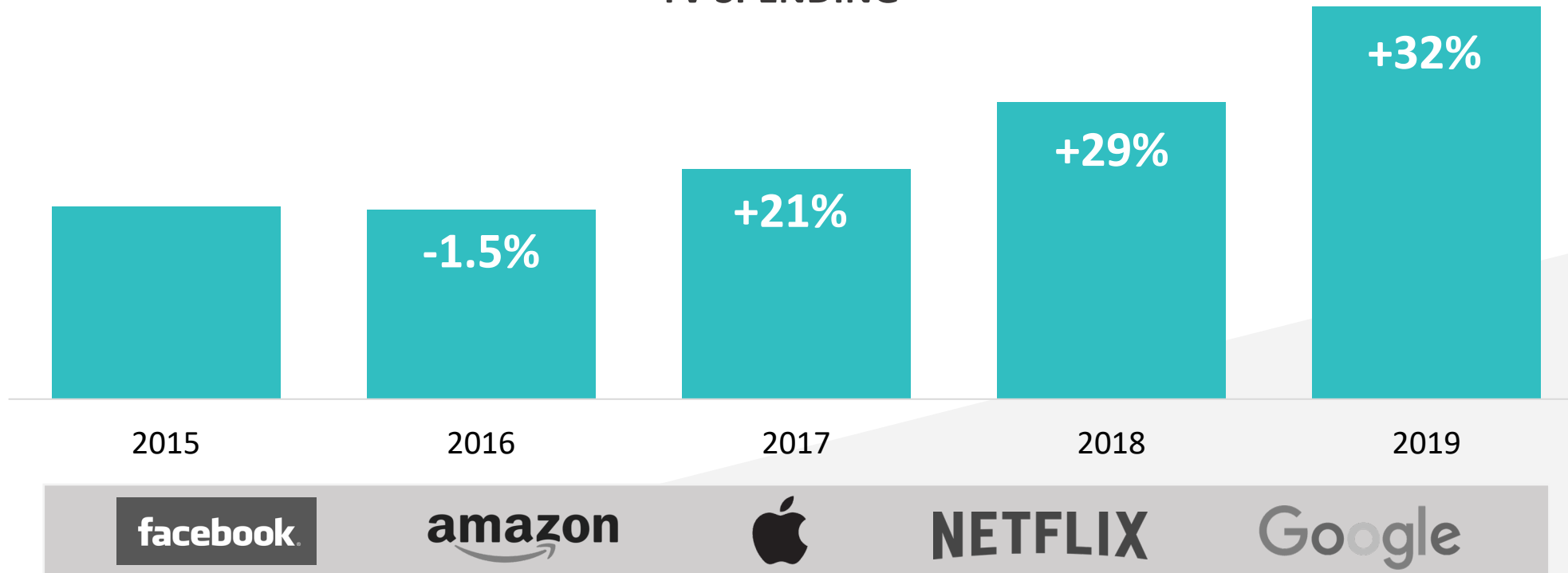
*full list available here:

think **tv**

FAANG's **tv** spend continues to grow

TV spend by the FAANG companies has **doubled in 4 years**

YEAR-OVER-YEAR % INCREASE
TV SPENDING



online retailer Wayfair used **tv** to drive their business to **the next level**



“ The Wayfair brand is only a little over six years old and we’ve been able to build it as a household brand very quickly over just the last few years. Without using television, I don’t think we would be where we are today. ”

- Niraj Shah, Co-Founder & CEO Wayfair

demand creation

tv ads drive consumer action

tv works throughout the funnel

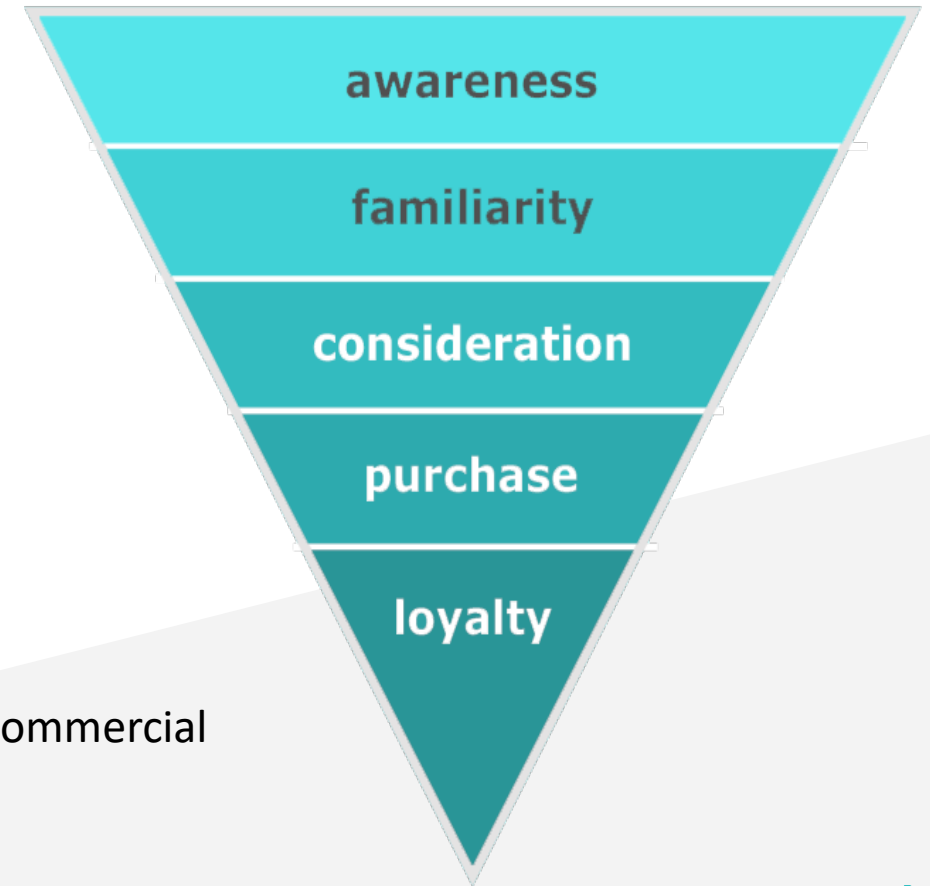
TV is your best store-front window

Top of the Funnel

- Awareness
- Brand building
- Interest / purchase intent

Bottom of the Funnel

- Activation via sales promotions messages
- TV ads drive website visits
- Thanks to digital, you can literally buy online *while* watching the TV commercial





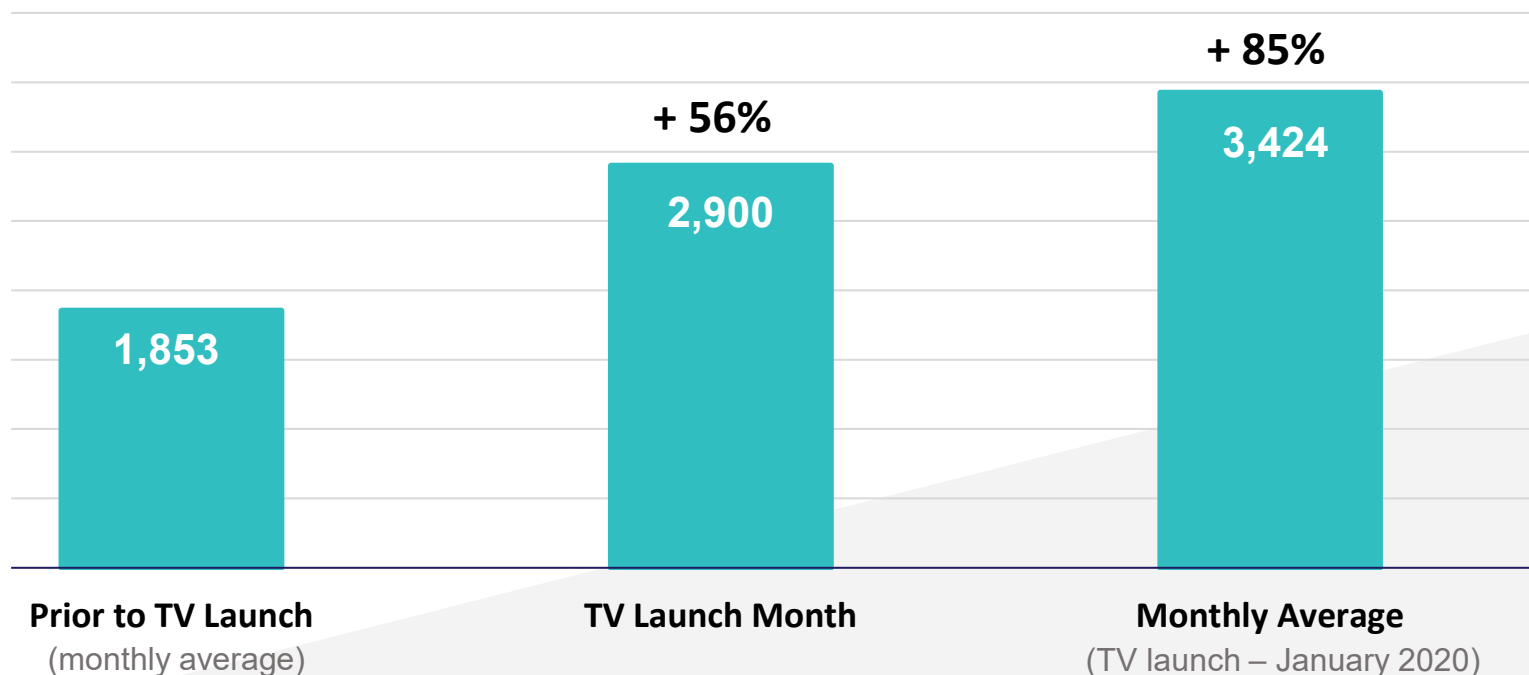
drives the growth of both established and emerging companies

36 'Emerging' DTC Brands*

Average Monthly Website Unique Visitors (000)

Based Over a Four-Year Time Period: Jan '16 – Jan '20

The VAB tracked 36 emerging DTC brands in the US and found **monthly unique visitors saw an immediate surge upon the launch of a TV campaign**, and this audience continued to grow through the duration of these brands' TV flight.



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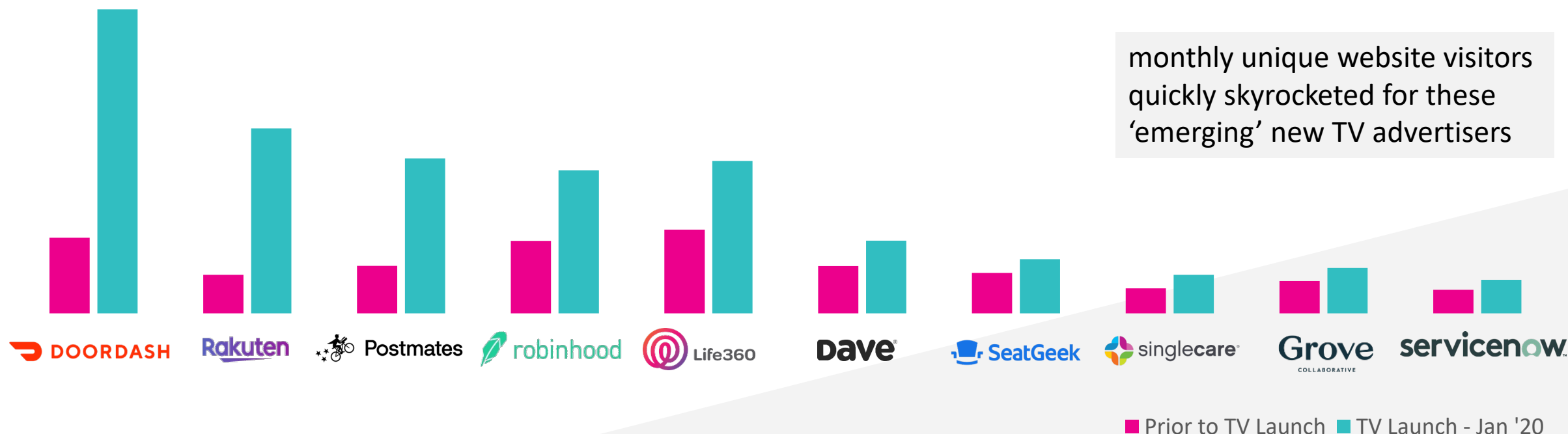
Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), Feb '18 – Jan '20 (calendar months). VAB analysis of Comscore mediamatrix multiplatform media trend data, total audience (Desktop P2+, Mobile 18+), Jan '16 – Jan '20 (calendar months). 'Prior to TV Launch' reflects the average monthly unique visitors based on when each brand's website began being measured by Comscore or starting from January 2016 if measurement began before that month. *Reflects the 36 brands that are measured in Comscore and had reported monthly unique visitors in at least one month prior to their campaign launch.



drives the growth of both established and emerging companies

Monthly Website Unique Visitors (000) Comparison

Based Over a Four-Year Time Period: Jan '16 – Jan '20



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Source: VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), Feb '18 – Jan '20 (calendar months). VAB analysis of Comscore mediameitrix multiplatform media trend data, total audience (Desktop P2+, Mobile 18+), Jan '16 – Jan '20 (calendar months). 'Prior to TV Launch' reflects the average monthly unique visitors based on when each brand's website began being measured by Comscore or starting from January 2016 if measurement began before that month.

attention drives demand

More proof of the value of attention | Evidence from DACH

A reminder that every second counts.

What is this study?



Germany/Switzerland/Austria considering cross-platform performance against attributes that matter



**AD CUT
THROUGH**

A graphic of a television set with a black frame and a silver base. The screen is white and displays the text 'AD CUT THROUGH' in large, bold, green capital letters.

Via Attention



**SALES
UPLIFT**

A graphic of a smartphone with a silver frame and a white screen. The screen displays the text 'SALES UPLIFT' in large, bold, green capital letters. The phone has a home button at the bottom and a camera lens at the top.

Via Product Choice

Our Proprietary Gaze AI



**Active
Attention**



**Passive
Attention**



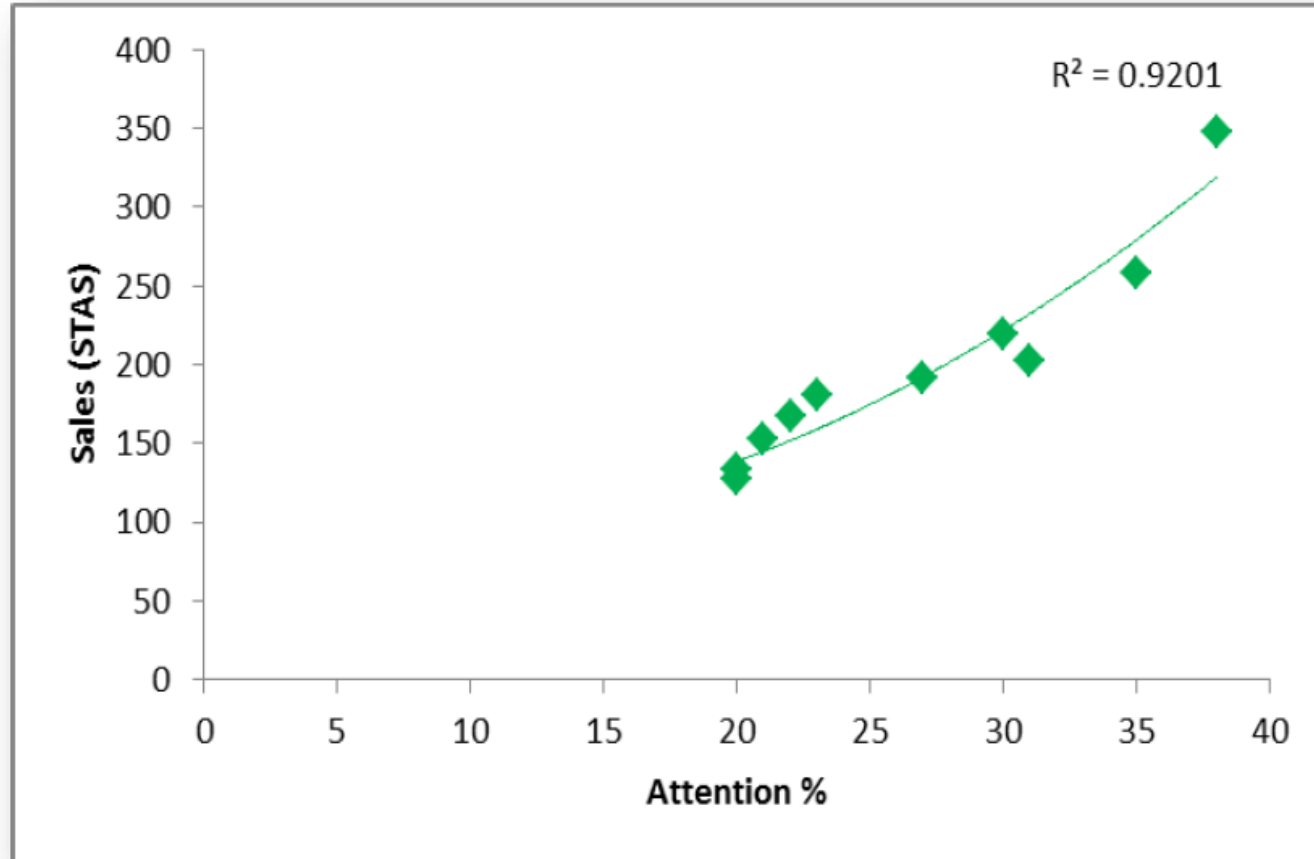
Non-Attention

Our gaze delivers an
unparalleled measure of
*continuous granular
attention.*



x: 1044
y: 0928




Attention and Product Choice are Closely Related



The more attention an ad generates, the more impact it has on generating a favourable sales outcome

In an Average Ad Second, TV Commands More Attention

TV commands 2x as much active watching as YouTube and 14x that of Facebook, highlighting one of the key reasons for its ability to have the most impact on sales

			
Active Avoidance	2%	2%	32%
Passive Watching	40%	94%	37%
Active Watching	58%	4%	31%

Screen Coverage explains the variations



Coverage – % Of Screen That The Ad Covers

TV delivers more active attention seconds .



	STAS Index	Attention Index
BVOD (Mobile)	138	1.00
TV on TV	129	0.71
YouTube	112	0.47
Instagram	105	0.46
Facebook	100	0.29

Reflected as an index, where 1.00 is highest performer in terms of number of seconds.

($r = .97, p = < .005$)

TV delivers more sales uplift than any other platform.



	STAS Index
BVOD (Mobile)	138
TV on TV	129
YouTube	112
Instagram	105
Facebook	100

TV, regardless of device, drives more sales uplift than any other platform

Key Takeaways

- Attention and sales are strongly correlated
- TV commands 2x as much active attention as YouTube and 14x that of Facebook
- With the same creative executions tested, TV generates a greater sales impact
- Sponsorship in quality programming improves attention and sales
- All broadcast content has a greater sales impact than other platforms
- TV screen coverage is about 3x Youtube and 10x Facebook
- Inventory playing full screen will have a greater sales impact than ads playing on a smaller proportion of the screen

efficiency

TV is the most efficient channel driving the highest ROI



EFFECTIVENESS IN/CONTEXT

A MANUAL FOR **BRAND-BUILDING**

[an excerpt]



In association with



Two ways marketing works

Sales uplift over base

Sales activation

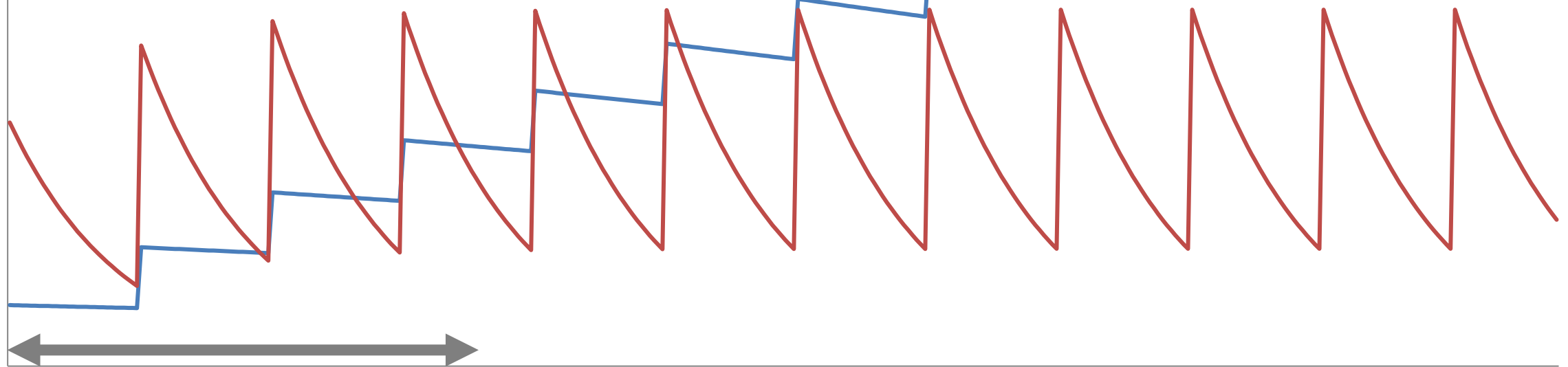
- Tactical behavioural prompts
- Short-term sales uplifts
- No enhancement of pricing power
- Creativity has little or not impact
- Tightly targeted

Short term sales uplifts only

Brand building

- Strategic emotional associations
- Long-term sales growth
- Strengthened pricing power
- Creativity boosts strongly
- Broad reach

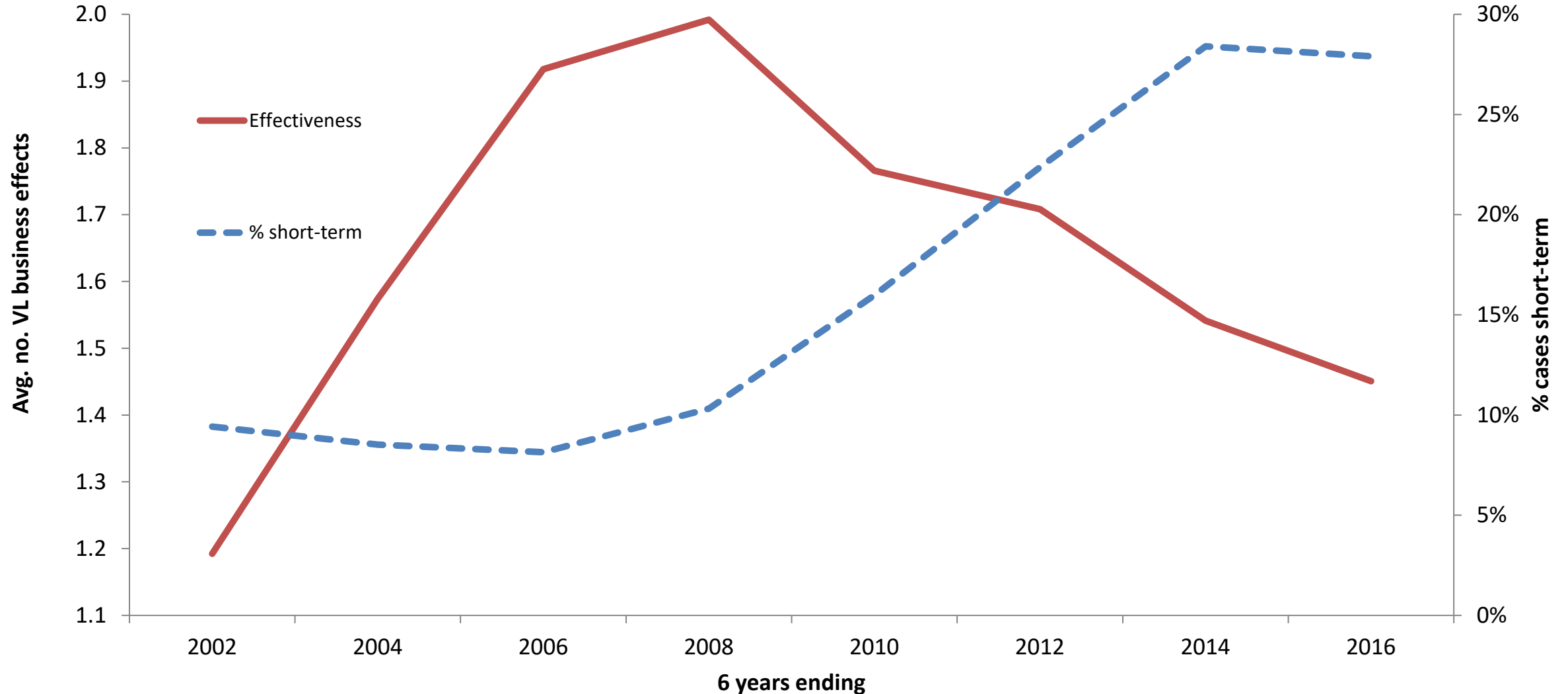
Long term sales growth



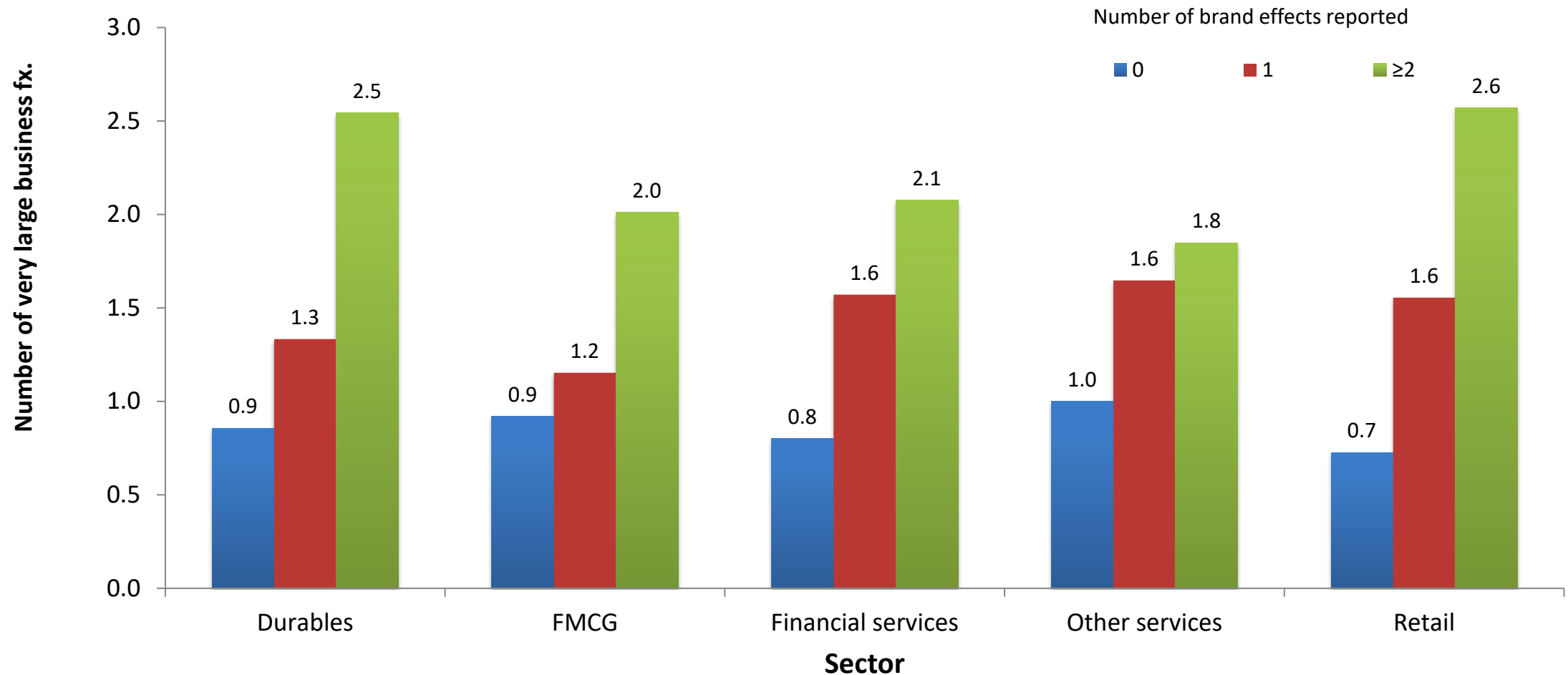
Short term effects dominate ~6 months

Time

short-termism has increased; effectiveness has fallen

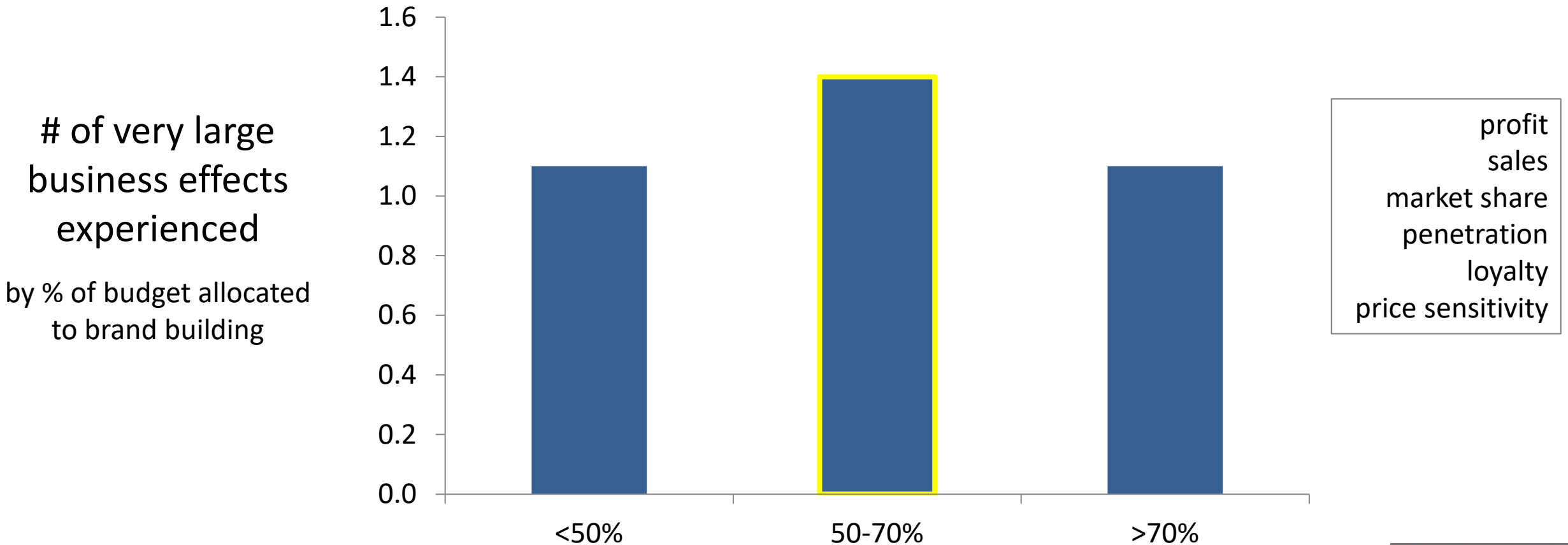


Brand building always drives long-term effectiveness

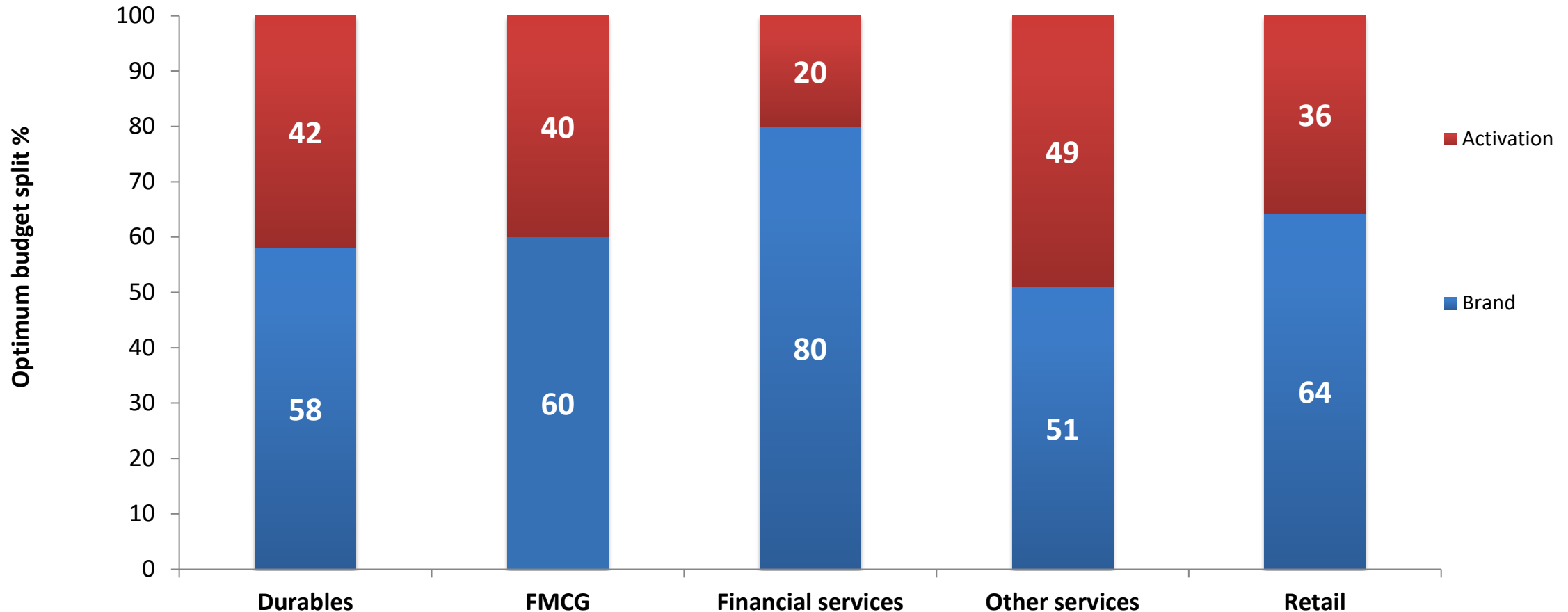


“the 60:40 rule”

getting the brand-building : activation balance right



Brand:Activation weighting varies by industry



October 2020



PEAK PERFORMANCE

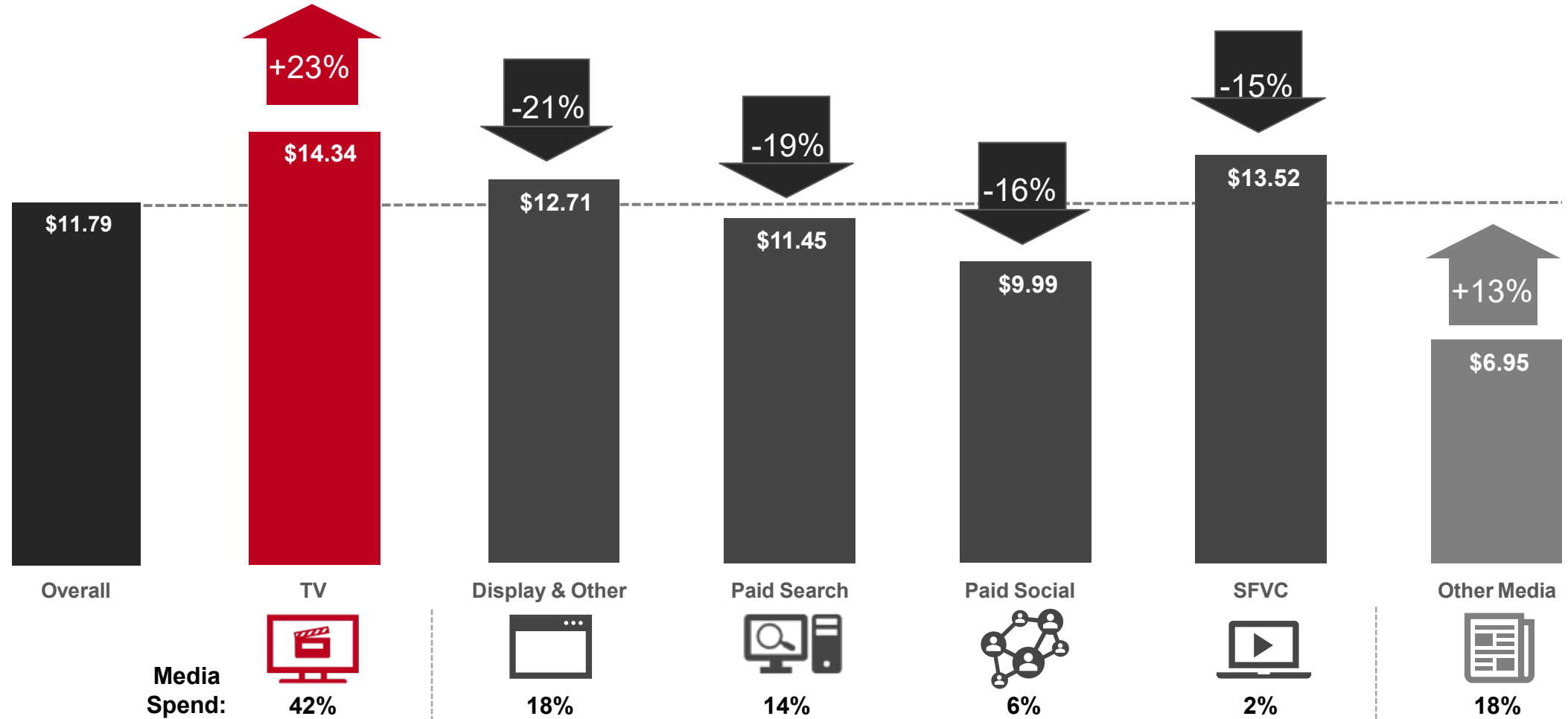
DRIVING ADVERTISING
EFFECTIVENESS THAT LASTS

think^{tv}

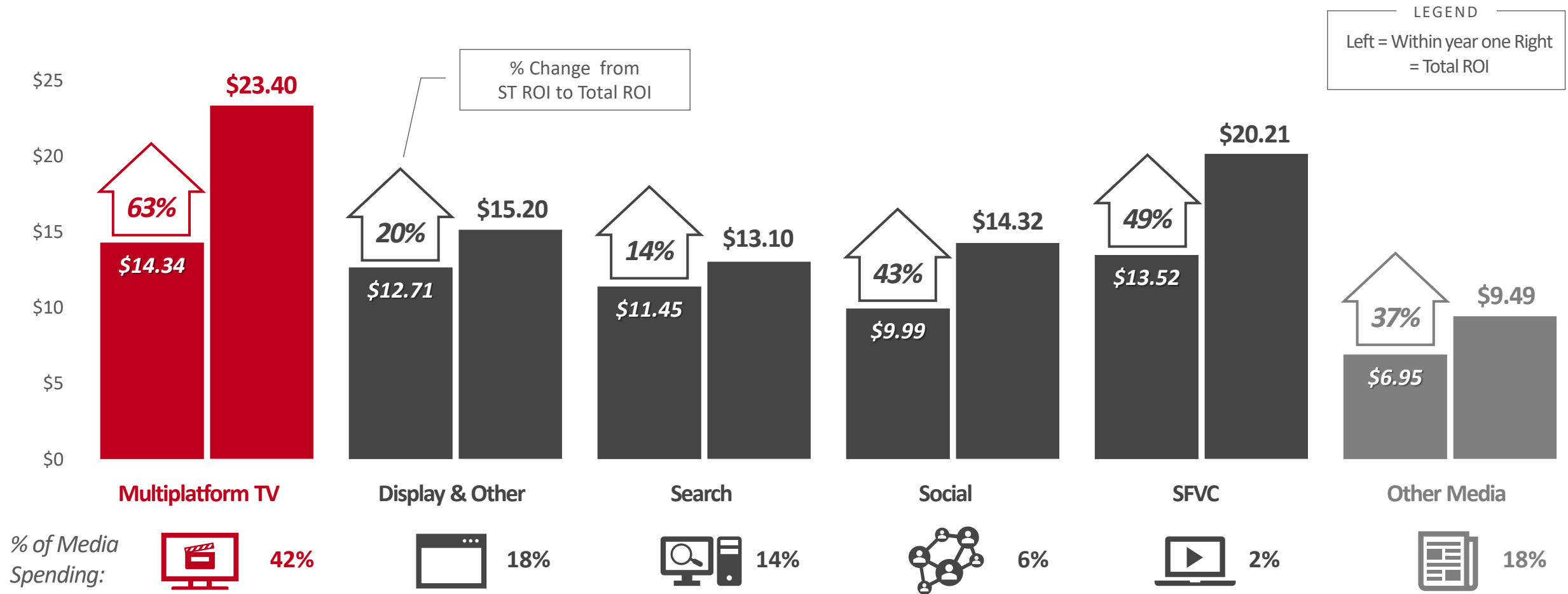
>
accenture

WHEN EVALUATING YEAR ONE ATTRIBUTED RETURNS, **THE SALES ROI OF TV INCREASED BY 23%**

ATTRIBUTED SALES ROI BY MEDIA CHANNEL



4-YR ROI OF MULTIPLATFORM TV IS **77% HIGHER** THAN THE AVERAGE OF ALL OTHER CHANNELS



TV HAS A SIGNIFICANT **HALO EFFECT** ON DIGITAL MEDIA, INCREASING ITS SALES ROI BY 19%



Standalone Digital ROI



-19%

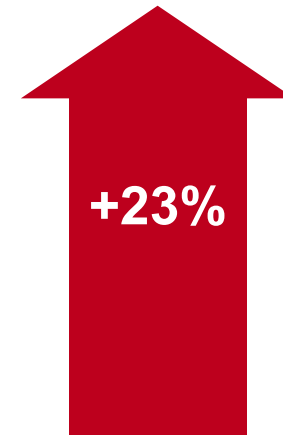
Without Linear TV's halo,
digital advertising's average
ROI would decline by 19%

Linear TV's Halo On Digital Advertising

Impact of Linear TV
advertising on Digital
within integrated
advertising campaigns



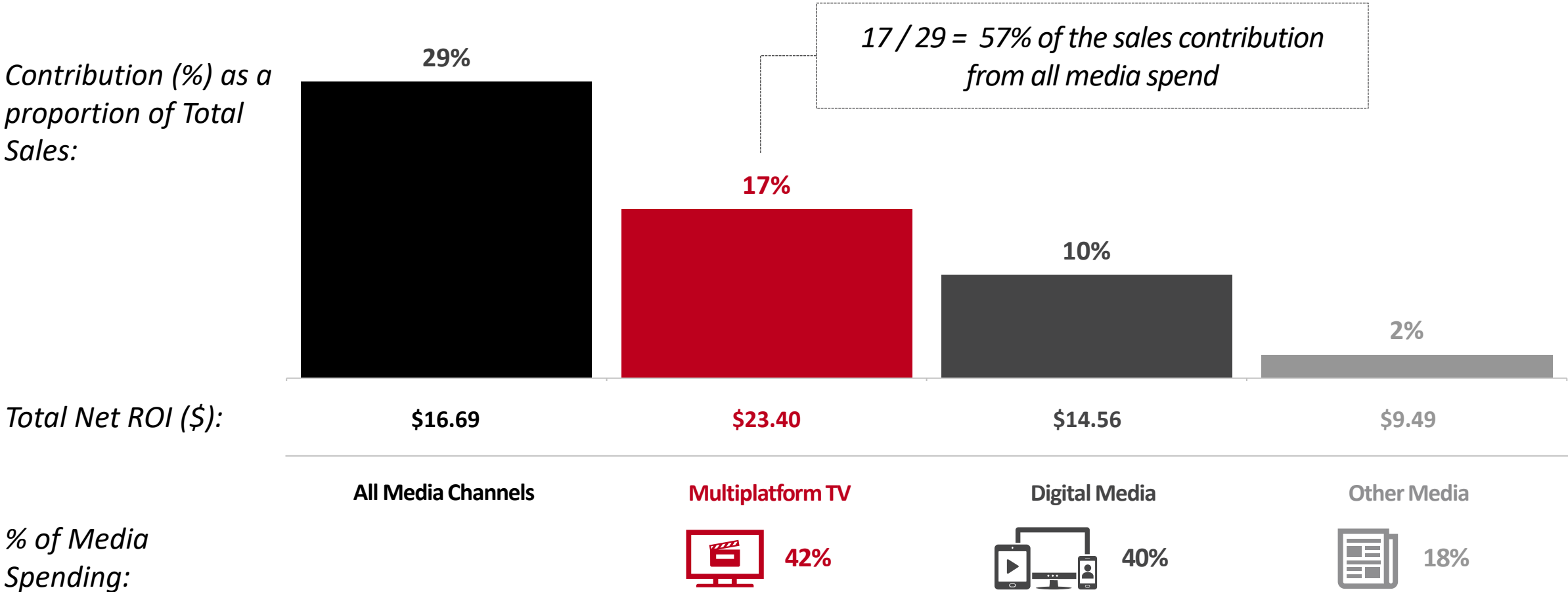
Linear TV's Adjusted ROI



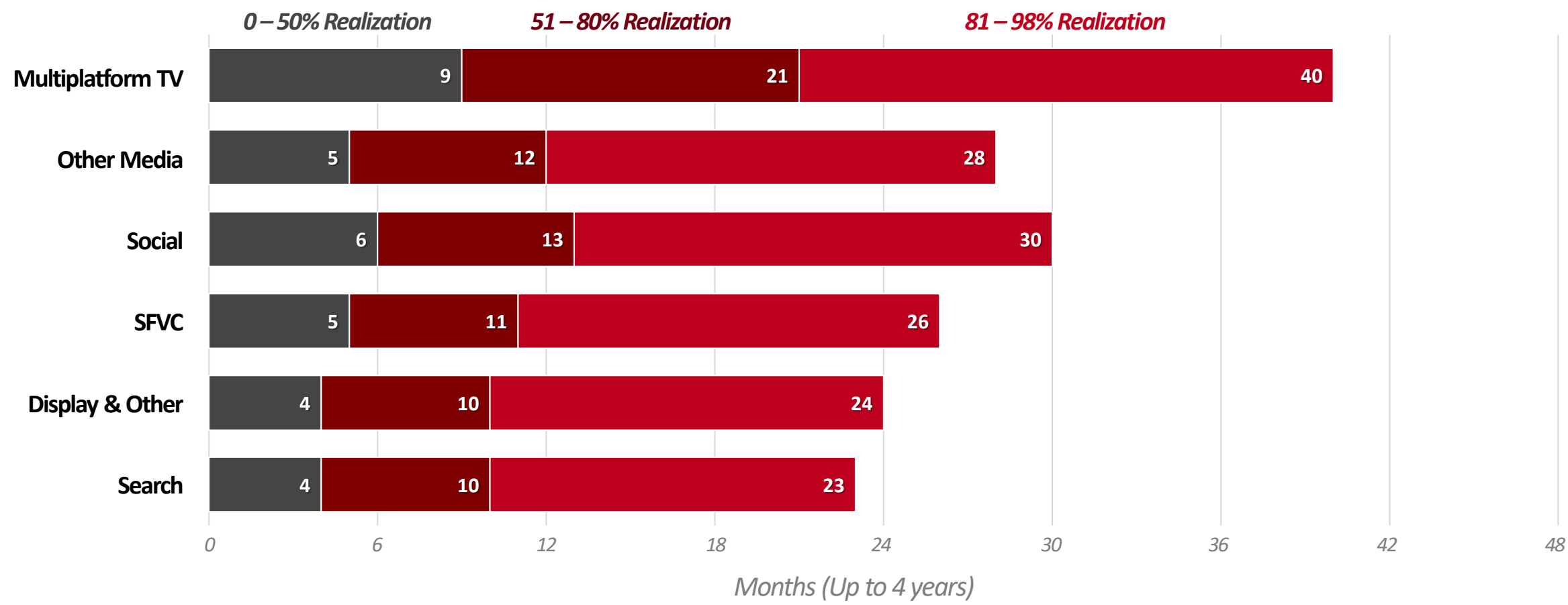
+23%

Linear TV's average ROI
is understated by 23%

TV REPRESENTS 42% OF SPEND, BUT 57% OF THE SALES CONTRIBUTION FROM MEDIA



MULTIPLATFORM TV HAS THE LONGEST-LASTING SALES IMPACT AT 40 MONTHS

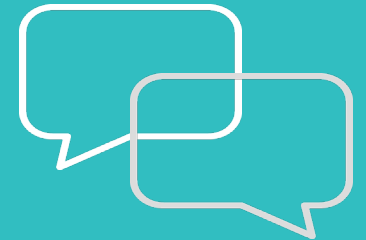


“

**As a company that sells to
2 billion plus consumers a day on
an annualised basis, we look at
TV to provide levels of reach.
[TV's] high levels of reach make
it very cost effective.**

Richard Brooke

Global Media Operation Director, Unilever



in conclusion

TV's winning formula is hard to beat

tv's top attributes



100% viewable



Robust measurement



Full screen



Brand safe



Sound on



Shared viewing



Viewed by humans



High quality programming

tv's winning formula

- 1** TV dominates time spent with media
- 2** TV ads produce the biggest impact
- 3** TV improves the performance of online advertising
- 4** TV works @ both ends of the funnel
- 5** TV delivers the strongest ROI of all media

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 long-term 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 »](#)

marketing in a crisis

important works to reference as we navigate these challenging times

Advertising in a Recession – Long, Short Or Dark? (Peter Field)

Peter Field's guide to advertising best practice in a recession; April 2020

[learn more »](#)

A Marketing Guide: What To Do In A Recession (Byron Sharp)

Byron Sharp's top two "Key Actions" are (1) maintain your marketing support (otherwise you'll have to spend more when the recession ends trying to regain your momentum), and (2) don't try to price promote.

[learn more »](#)

The Best Marketers Will Be Upping, Not Cutting, Their Budgets (Mark Ritson)

It may seem like a paradox, but recessionary periods actually provide fertile grounds for marketers to grow their brand's market share if they're prepared to think long-term.

[learn more »](#)

TV in a Pandemic: Our Attitudes & Behaviours (Ipsos & thinktv)

Our new report outlines Canadians' perceptions about television, advertising, and buying behaviour – including attitudes towards trying new brands, and the media that's most likely to influence them.

[learn more »](#)

What Should Ads Look Like in the Time of Recession? (Orlando Wood)

Orlando Wood writes about the creative that is resonating most during this crisis, and the 3 questions marketers should ask themselves about advertising now.

[learn more »](#)

Maintaining Share of Voice is Key in Recessions (WARC)

Maintaining share of voice is critical for advertisers during a recession, both to stay front of mind among consumers in a downturn, and in order to position their brands in an optimal way for the recovery.

[learn more »](#)

reach us @



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thinktv.ca

Sources

Slides 2, 3, 6, 8: Numeris, PPM, Total Canada, Consolidated, All Locations, Mo-Su 2a-2a, Sept 14, 2020 to Dec 20, 2020

Slide 4: TV campaign based on a 900 GRP campaign (6 weeks x150 GRPs), Sept 14, 2020 to Dec 20, 2020, Total Canada, Ind. 2+, Numeris 2020-21 pop est.

Slide 9: Television: Numeris PPM, Total Canada, Total TV, Consolidated, All Locations, A18+, M-Su 2a-2a, Sept 14, 2020 to Dec 20, 2020
Internet (Daily Reach), Radio, Daily Newspaper, Magazine: Numeris RTS, Canada, Fall 2020
Internet (Weekly Hours): comScore Media Metrix; Multi-Platform; Sept to Nov 2020 (Note: Numeris pop est. used to calculate average weekly hours per capita).

Slide 10: Mediastats, Total Canada, Sept 2019, Sept 2020, BDU Profile Report, CTAM 2020

Slide 11-12: Television: Numeris, PPM, Total Canada, Consolidated, All Locations, Mo-Su 2a-2a, Sept 2020 to Dec 20, 2020 | Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.: Comscore Media Metrix Multi-Platform, Canada, Sept to Nov 2020 | YouTube: comScore Video Metrix MultiPlatform, Canada, Sept to Nov 2020 | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

Slide 13: [Mark Ritson on COVID, advertising during a recession, and the impact of TV](#), webinar, 2020

Slide 16: Ipsos Media TIPs Study, [Optimizing vs Minimizing Media](#) August 2018

Slides 17-20 : thinktv, nlogic, omniVu, National, Feb 2020 (Don't Know/Refuse not included): [Attention in Advertising](#)

Slide 21-22: Ipsos [Ad Nation 2020](#)

Slide 23: GroupM Canada, 2016; Marketing Mix models across Consumer Electronics, Retail, Finance, Auto and CPG; [Target the \(Whole\) Market](#)

Slide 24, 25: Numerator, Canada, Internet Related Sites and Services Category. [Online Businesses on TV](#). For full list of companies contact thinktv.

Slide 29, 30: VAB: *Direct Effect – Driving Intent for Emerging DTC Brands*, 2020

Slide 32-40: Karen Nelson-Field, [More Proof of the Value of Attention](#), 2020; Karen Nelson-Field, [Visibility: The Attribute That Really Matters](#)

Slide 42-47: [Effectiveness in context: A manual for brand-building](#) Binet & Field, (November 2018) / IPA Databank

Slide 48-53: Accenture, [Peak Performance: Driving Advertising Effectiveness That Lasts](#), 2020; [The Moneyball Moment for Marketing in Canada](#), 2019