



# winning formula



think<sup>tv</sup>

# **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

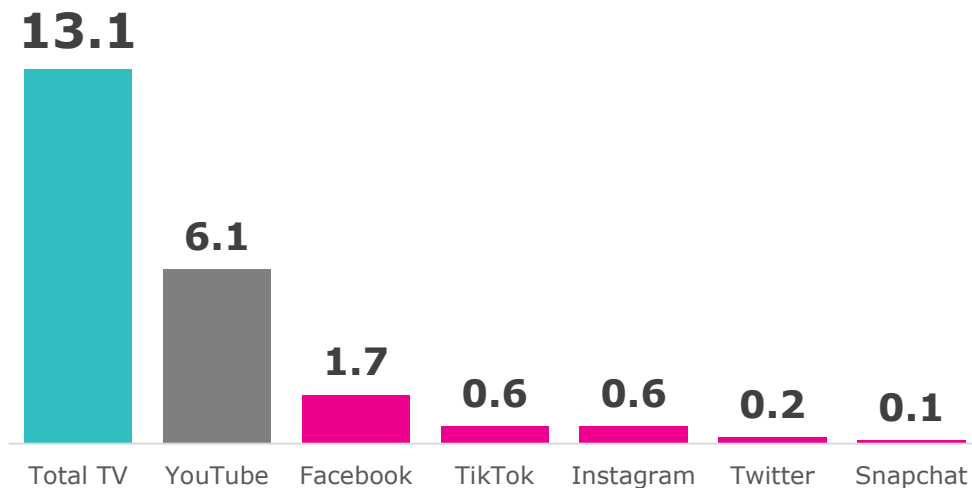
**5**

**TV** delivers the strongest ROI of all media

# Canadians watch a lot of

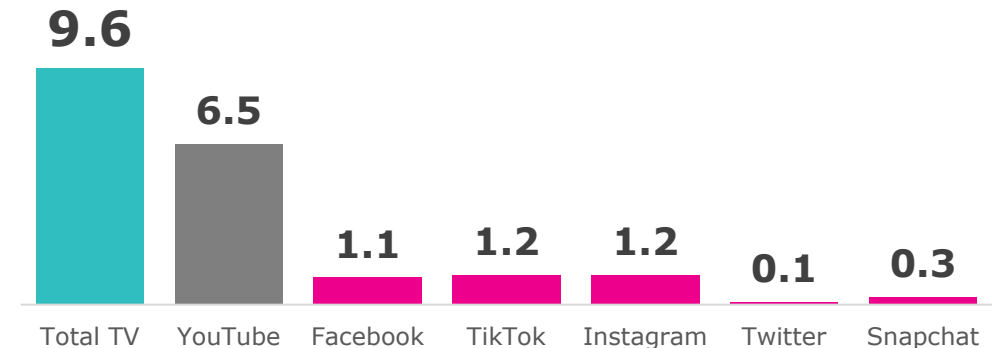
## ADULTS 25-54

AVERAGE WEEKLY HOURS



## ADULTS 18-34

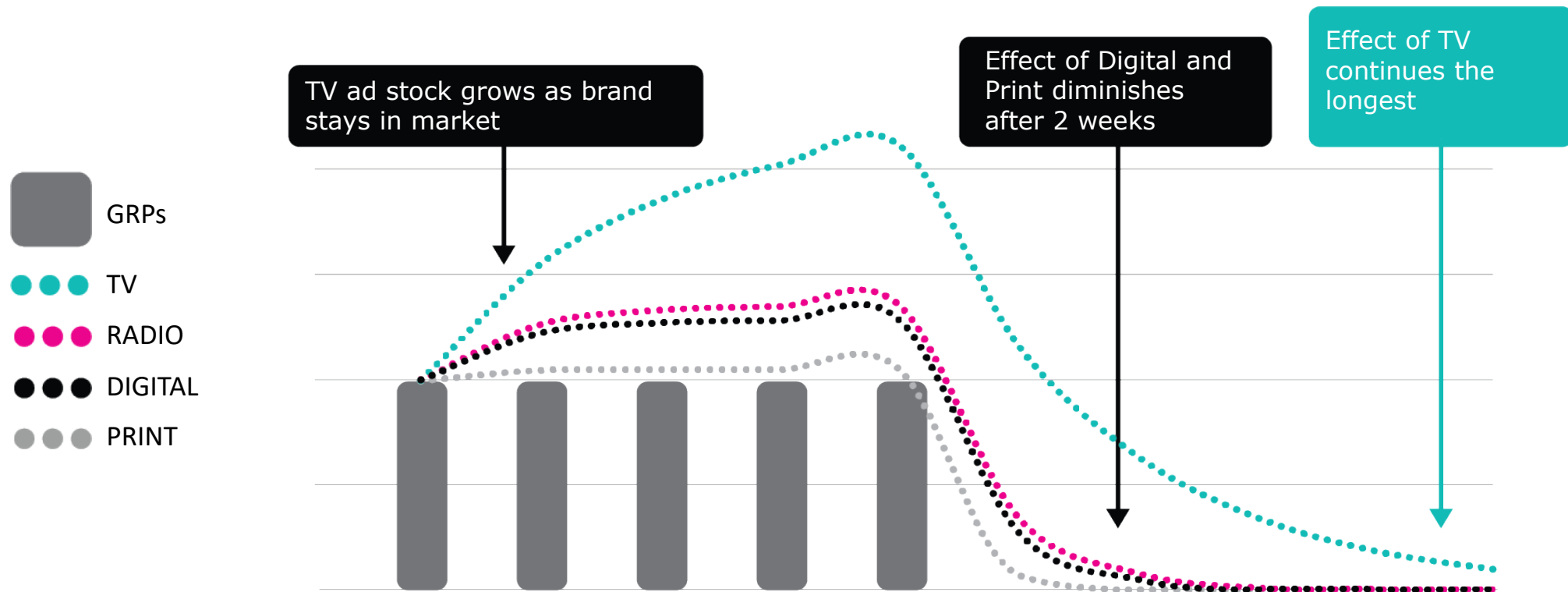
AVERAGE WEEKLY HOURS



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.

# tv ads deliver the biggest impact

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



# **tv** works throughout the funnel

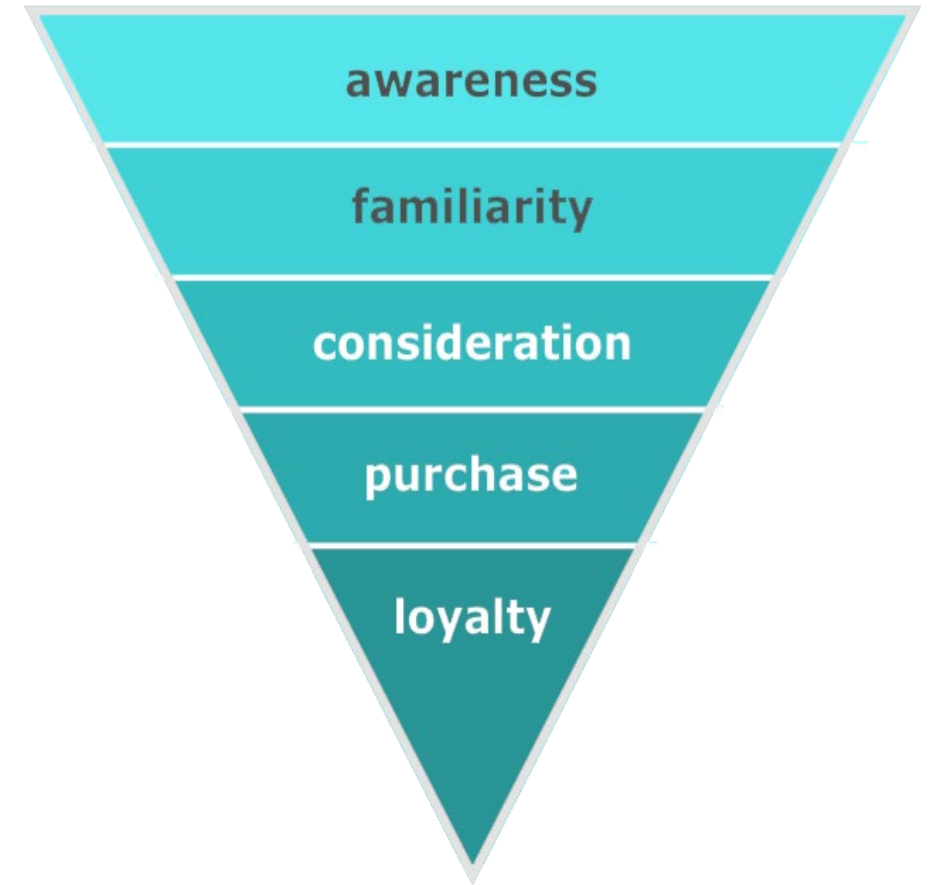
**TV is your best store-front window**

## **Top of the Funnel**

- Awareness
- Brand building
- Interest / purchase intent

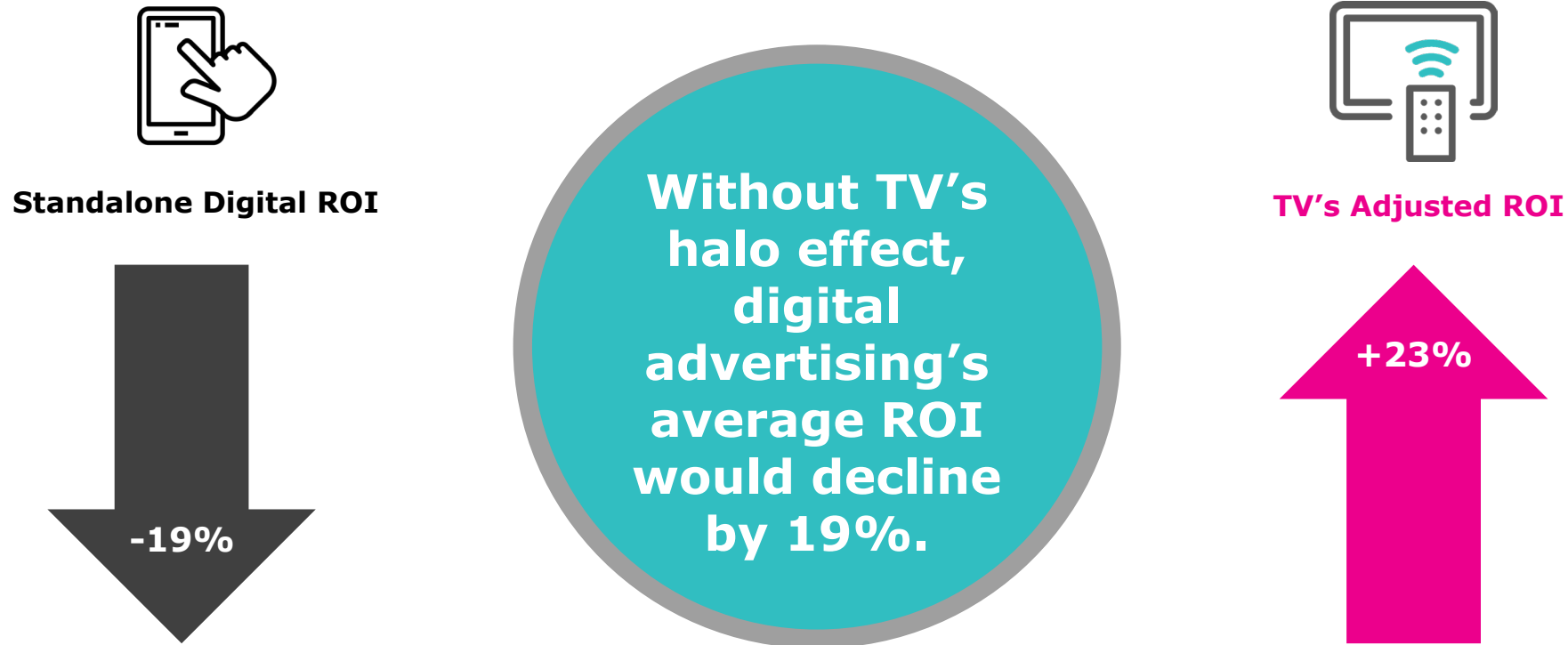
## **Bottom of the Funnel**

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



# tv improves digital's performance

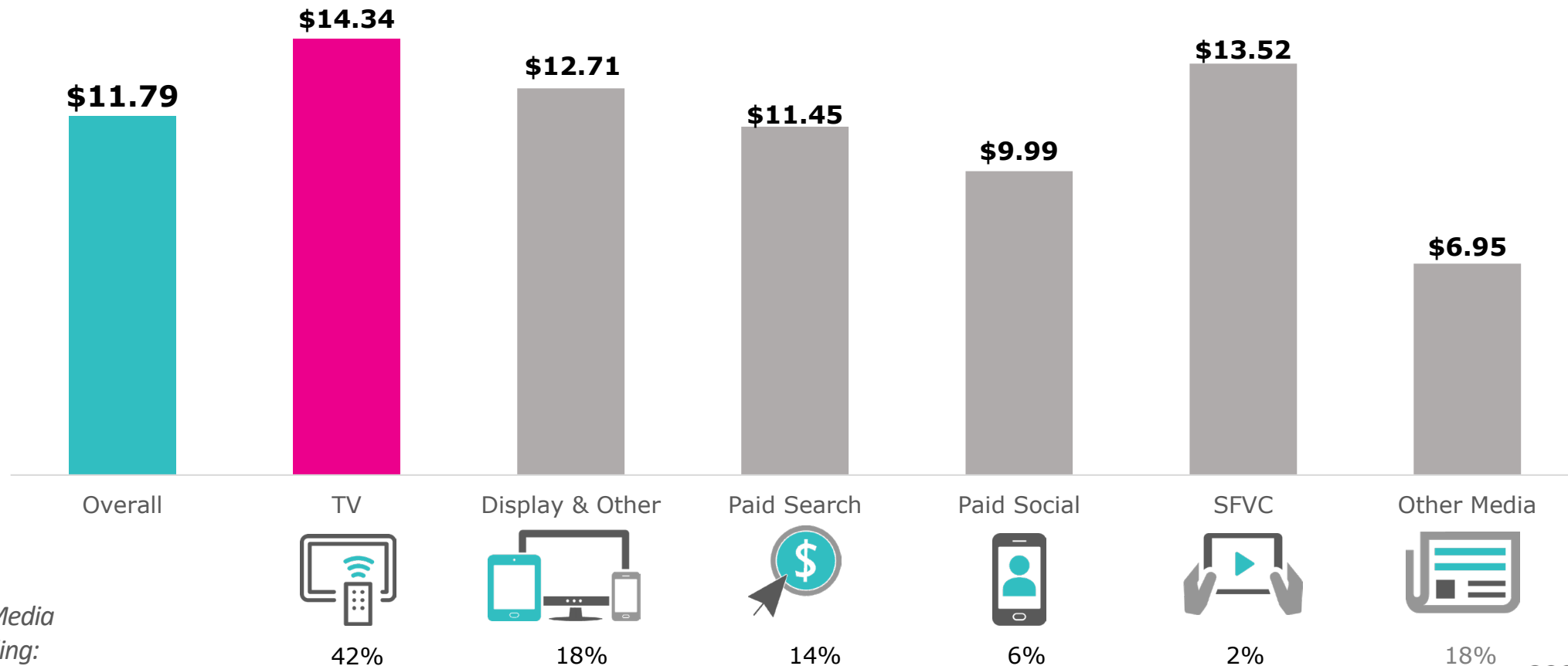
TV has a significant halo effect on digital media, increasing its sales ROI by 19%



# tv delivers the best ROI

TV's ROI is \$14.34 for every dollar spent

ATTRIBUTED SALES ROI BY MEDIA CHANNEL OVER A ONE YEAR PERIOD

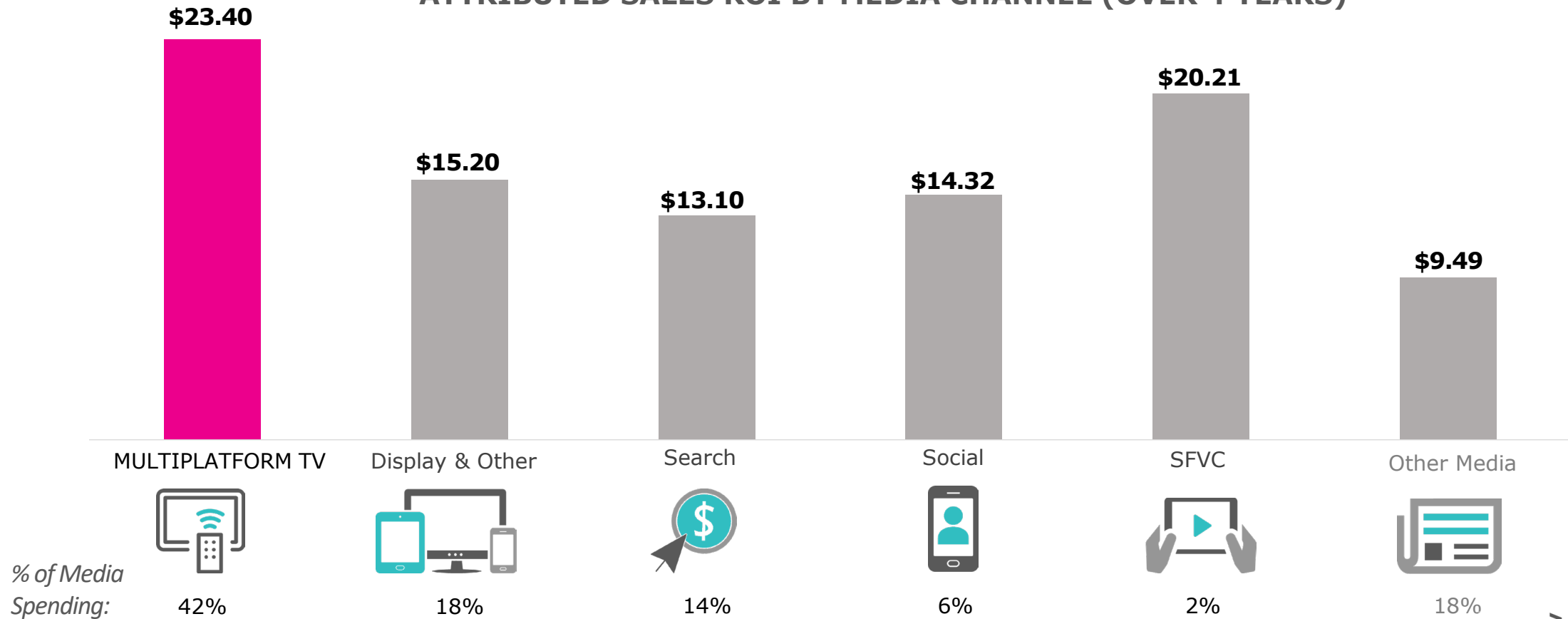


% of Media  
Spending:

# tv delivers the best ROI

In the long term, TV's ROI grows to \$23.40

ATTRIBUTED SALES ROI BY MEDIA CHANNEL (OVER 4 YEARS)





# that's why over 800 new products & services

launched television campaigns in 2021. TV continues to attract new advertisers looking to grow their businesses

allbirds

britbox



duolingo



plastk

Baycrest

BEYOND  
Van Gogh  
An Immersive Experience

NETCOINS

Lovehoney

ABSOLUT  
WATERMELON

Fanatics

purple

SUPER  
"DRY"  
Asahi  
JAPAN'S NO.1 BEER

breton

siggi's

SONOS

WATERLOO  
BREWING

TWO OCEANS

SOUTH AFRICA

APPLETON ESTATE  
CRAFTED IN THE HEART OF JAMAICA

Vinted

Vrbo



DHL



think<sup>tv</sup>

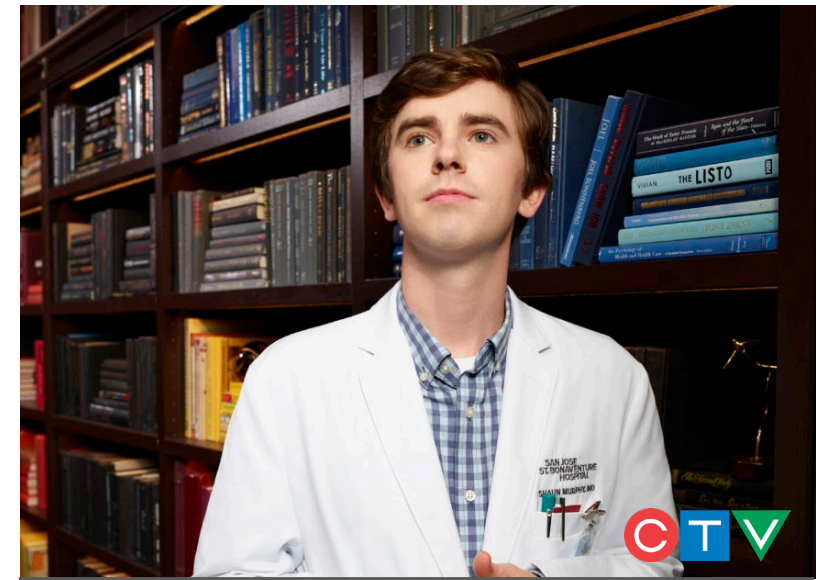
# today's **tv**



**100% of TV channels  
delivered digitally**



**explosion in viewing  
options**



**advances in addressable  
advertising & measurement**

# **tv**'s key attributes (a re-cap)



**100% viewable**



**Robust measurement**



**Full screen**



**Brand safe**



**Sound on**



**Shared viewing**



**Viewed by humans**



**High quality programming**

For more check out *The Power of TV in an Attention Economy*

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