



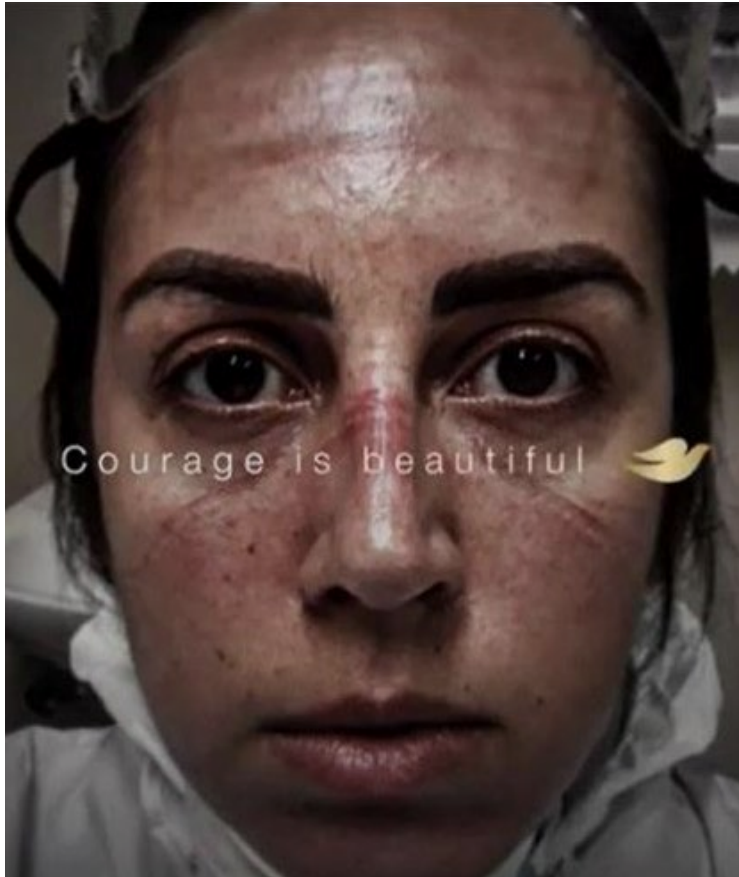
TV IN A PANDEMIC

**Commercials during COVID:
Canadians have their say**

MAY 2020



Nearly one in three Canadians are impressed with the advertising they have seen during the pandemic.



Canadians have been impressed by a lot of the advertising creative they are seeing in response to the crisis, and appreciate seeing brands expressing gratitude to front line workers and taking action to help their communities and employees.

29%

**impressed by
advertising seen
recently**

Food & Food Service ads mentioned most as impressive, with Tim Hortons and A&W mentioned most often

Several categories stood out as getting significant attention: QSRs, Banks, Financial Services and Automotive.

Many brands were highlighted in the QSR category, with the most frequently mentioned being Tim Hortons, A&W and McDonald's. Canadians appreciate seeing companies that are both thanking frontline workers and taking action to help.

Tim Hortons

"Tim Hortons are maintaining a presence in the community and making sure frontline workers have access to the products they enjoy to help make their days feel as normal as possible."



"A&W has done a good job of mixing advertising with thanking the frontline workers."



"McDonald's delivery service. They include an extra ten chicken nuggets with every order every \$30. This ad played on TV and it's very impressive and effective due to the current coronavirus situation"

Canadians impressed by **Financial Services** ads that improved their feelings of well-being and security during the crisis.

While several financial services ads were mentioned, RBC's Client Relief spot was mentioned most often.



***RBC Client Relief Fund spot:** It shows how much they are willing to help and care during these challenging times.”*



***CIBC** because their CEO explains how they will take care of their customers.”*



***BMO** - Bank of Montreal has very compassionate messages during the crises”*

Canadians were impressed by **Automotive** companies that both expressed gratitude and offered to help customers

On the automotive front, many of the comments related to the industry's response as a whole - "[I've been impressed by] car manufacturers who have used their ad space to thank health care workers instead of promoting their vehicles". And when respondents called out a specific brand, the sentiment was largely the same.



"Volkswagen for being one of the first car manufacturers and ads to run a 30 second pub stunt to thank Frontline workers for their hard work and no sales pitch."



"Impressed by a commercial from Ford, who was advertising 3 months free payments during covid and increased financing options. They all have their take on how to deal with the virus and give back to customers and communities."



"I like the Mazda ad. It showed an empty road but with the message that we will get through it (coronavirus)"

Retailers with helpful advice also impressed Canadians

Many different retailers were given kudos for their informative and helpful TV ads, but Walmart and Loblaw Companies Ltd got the most mentions.



"I am most impressed with [Walmart's ads](#) that give information on COVID-19 and give access to their products to help during quarantine."



"[Canadian Tire](#) because they are donating money to help out during this virus."



"[Galen Weston](#) has done the best job in my opinion of keeping people informed".



"[Home Hardware](#). Their focus was on helping people as much as possible during their store closing due to Covid with free delivery and great customer service for door pick ups."

Honourable Mentions

Many other brands have impressed Canadians with their advertising during the pandemic including:



Few commercials, however, impressed Canadians more than Dove's "[Courage is Beautiful](#)" spot, created by Ogilvy Canada.

This compelling piece of creative is true to Dove's brand vision combining gratitude and its willingness to help those on the frontline.



"[Dove](#) has committed to a campaign to donate products to health care workers."

Research Details

OBJECTIVES

Provide a human angle to TV viewership by asking Canadians about trust; brands, advertising & purchase behaviour; and changes in TV viewing behaviour.

METHODOLOGY

**Online
interviews: 1,000**



Desktop



Mobile

Canadians: 18+



51%



49%

Language

English 85%

French 15%

Region

West 31%

Ontario 38%

Quebec 24%

Atlantic 7%

In Field

May 5–7, 2020

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Ultimately, success comes down to a simple truth:
You act better when you are sure.

THANK YOU.

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