

think^{tv} presents

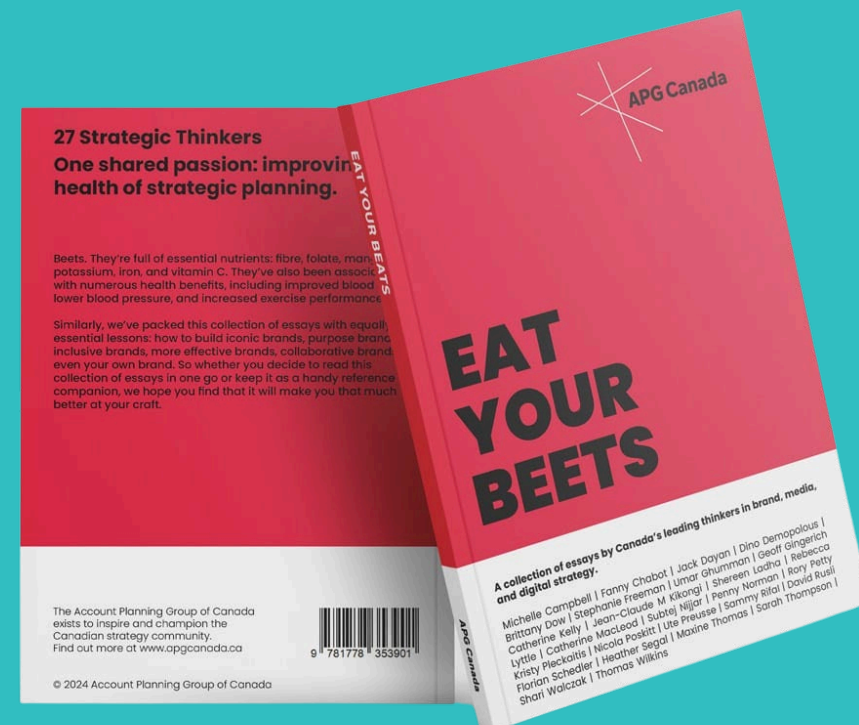
LESSONS IN MARKETING STRATEGY

a discussion with *Eat Your Beets*
authors



WEBINAR

November 14, 2024
1:00-1:45 pm ET



supported by

APG Canada

what we do



thinktv

is a marketing and research association dedicated to the advancement of commercial television.

how we help



research

Learn how the latest audience trends are impacting TV advertising.

[learn more »](#)



thinktv presents

Check out our collection of presentations from industry experts.

[learn more »](#)



events

Find out about all the industry events we're hosting or participating in.

[learn more »](#)



thinktv clearance

We clear commercials, infomercials, and public service announcements for agencies and advertisers.

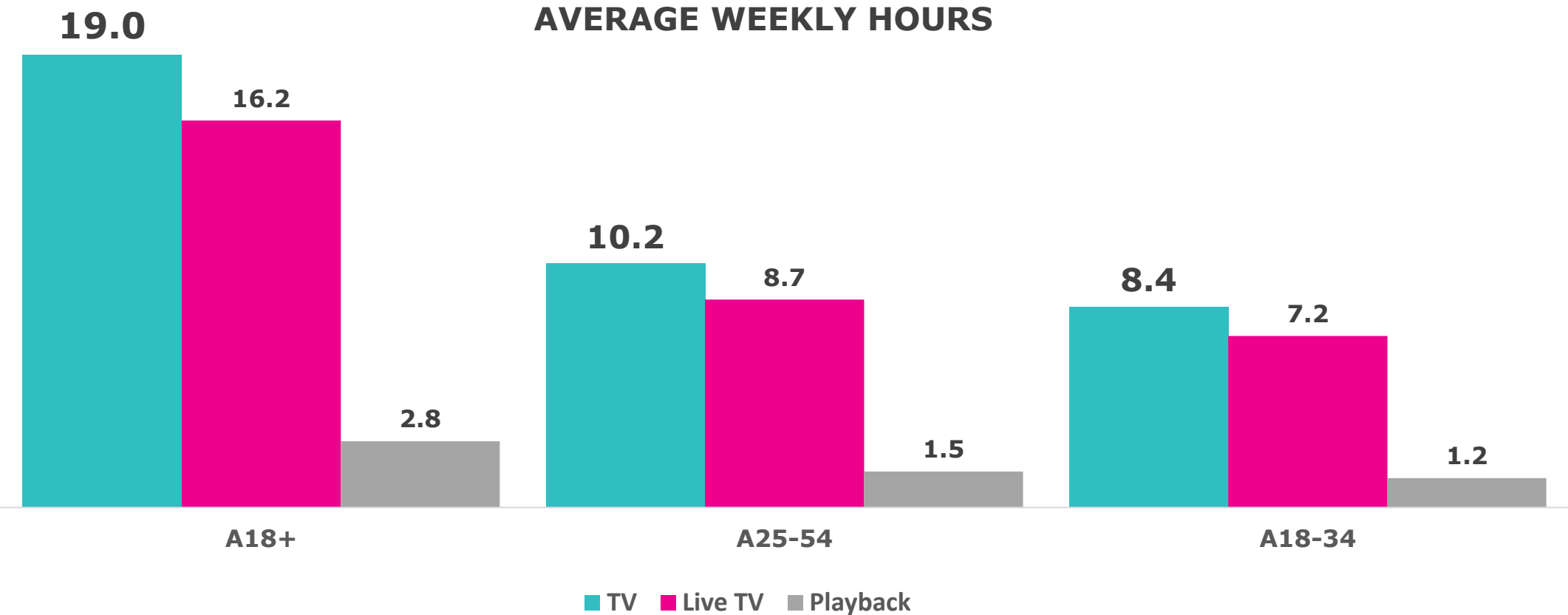
[learn more »](#)

think^{tv}

Canadians watch a lot of



and most of it is live



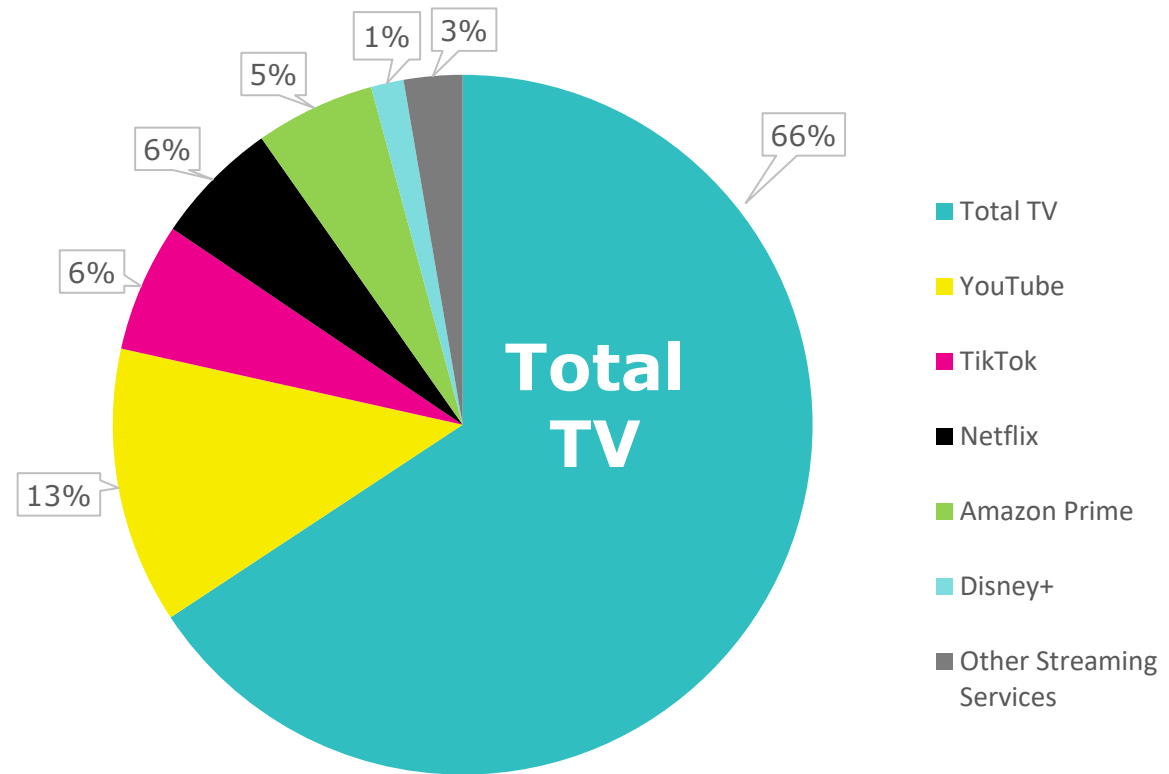
Source: Numeris, Total Canada, Sep 18, 2023 – May 26, 2024, Average Weekly Hours per Capita
Linear TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast.
Does not include on demand streaming.

Total TV dominates time spent with video



SHARE OF VIDEO

Adults 18+ | Ontario



Source: Numeris VAM, Sep 18, 2023 – May 26, 2024

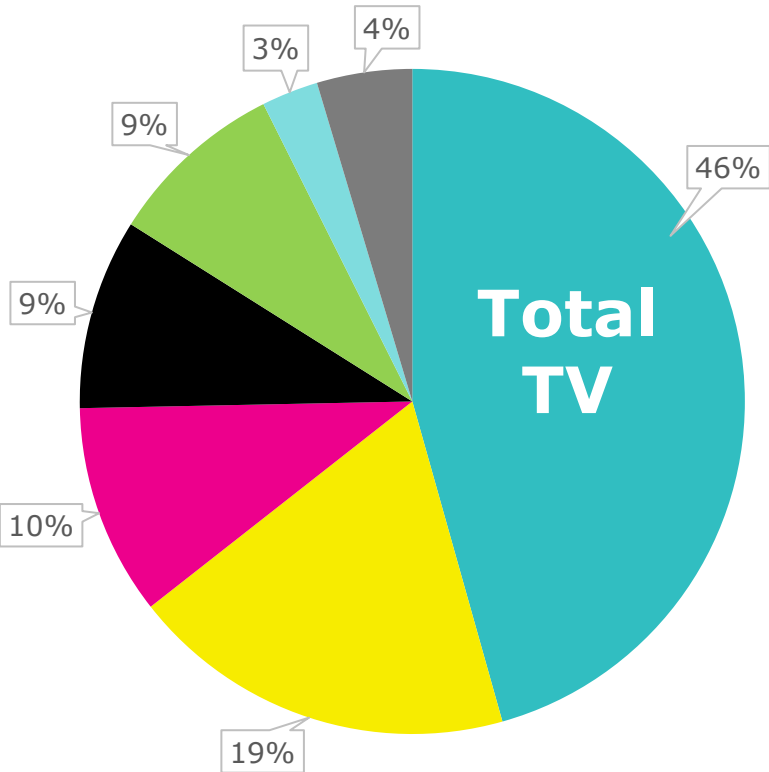
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are primarily commercial free and include in-home viewing only

Other Streaming Services includes AppleTV+, CBS News, Club Illico, Crave (OTT Only), Crunchyroll, Daily Motion, DAZN, Discovery Plus, ET Online US, FuboTV, Paramount+, Pluto TV, Roku Channel, Samsung TV Plus, TED, TubiTV, Twitch TV.

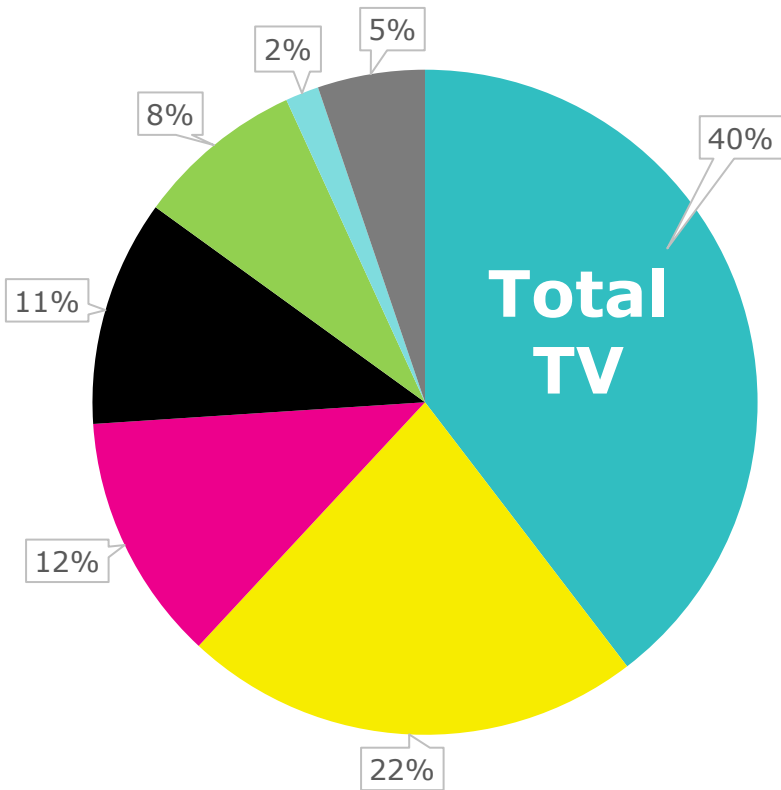
...in all key demos

SHARE OF VIDEO
Ontario

ADULTS 25-54



ADULTS 18-34

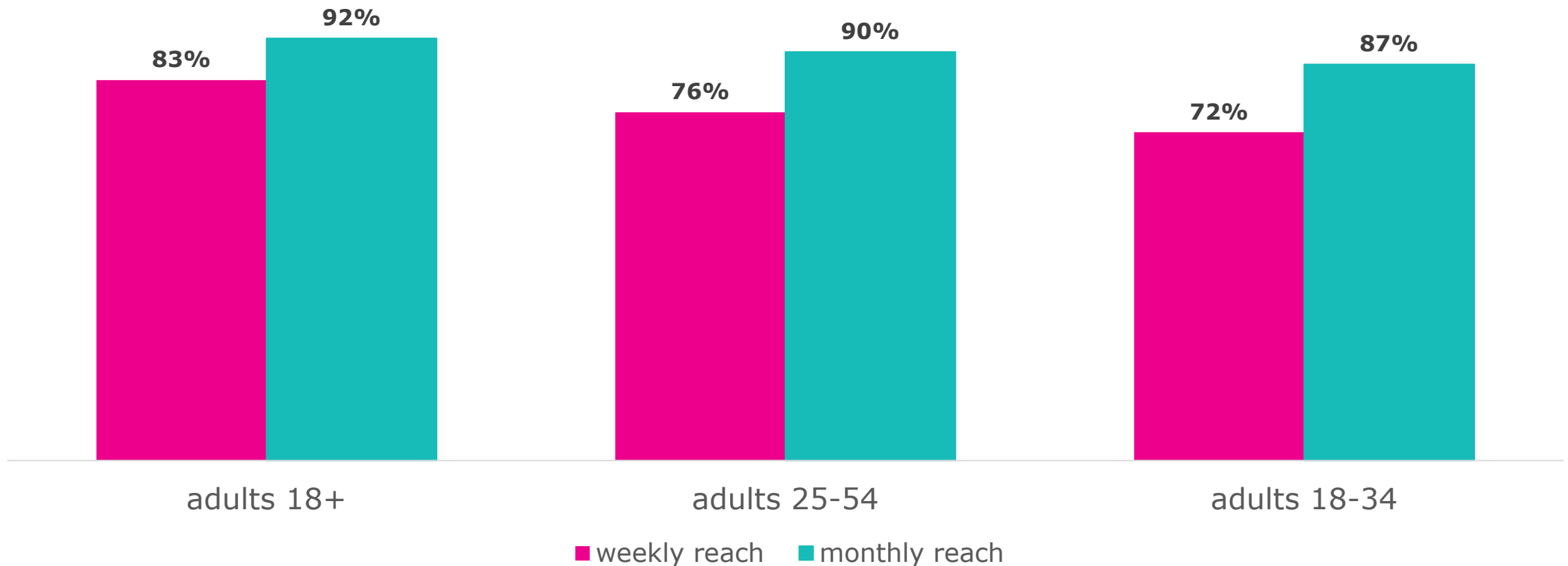


- Total TV
- YouTube
- TikTok
- Netflix
- Amazon Prime
- Disney+
- Other Streaming Services

Source: Numeris VAM, Sep 18, 2023 – May 26, 2024
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are primarily commercial free and include in-home viewing only
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tv reaches **92%** of Canadians (18+)

every month

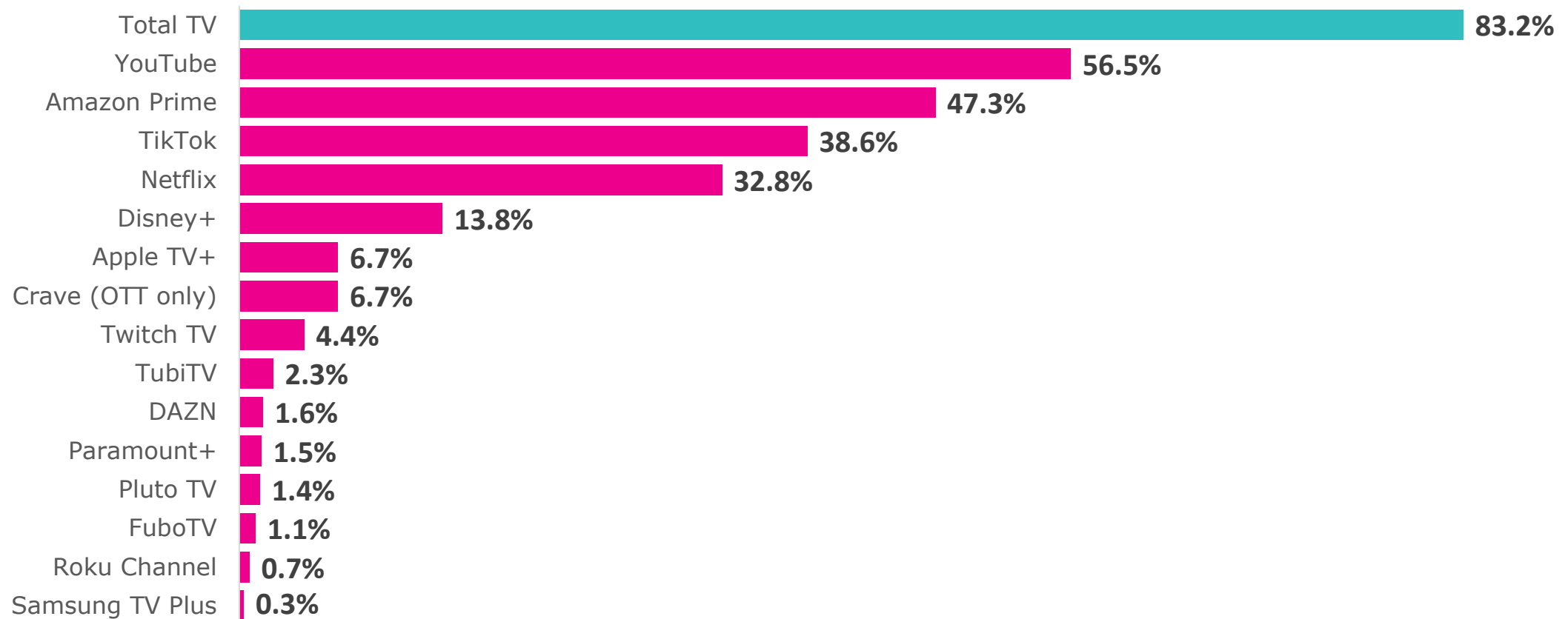


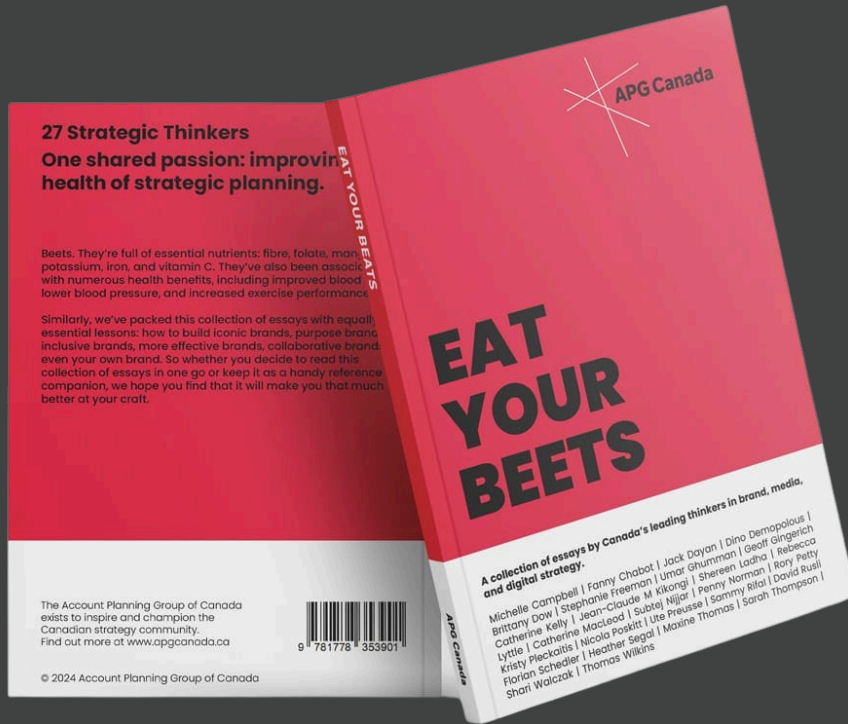
Source: Numeris PPM, Total Canada, Sep 18, 2023 – May 26, 2024

TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

tv's reach far exceeds all streaming services

AVERAGE WEEKLY REACH% ADULTS 18+ | Ontario





How to Make an Impact with a Full Punch

- **JACK DAYAN, Full Punch**

How to Build Fame & Flow: Why the Relationship between Brand and Performance Shouldn't be Toxic

- **SAMMY RIFAI, Initiative**

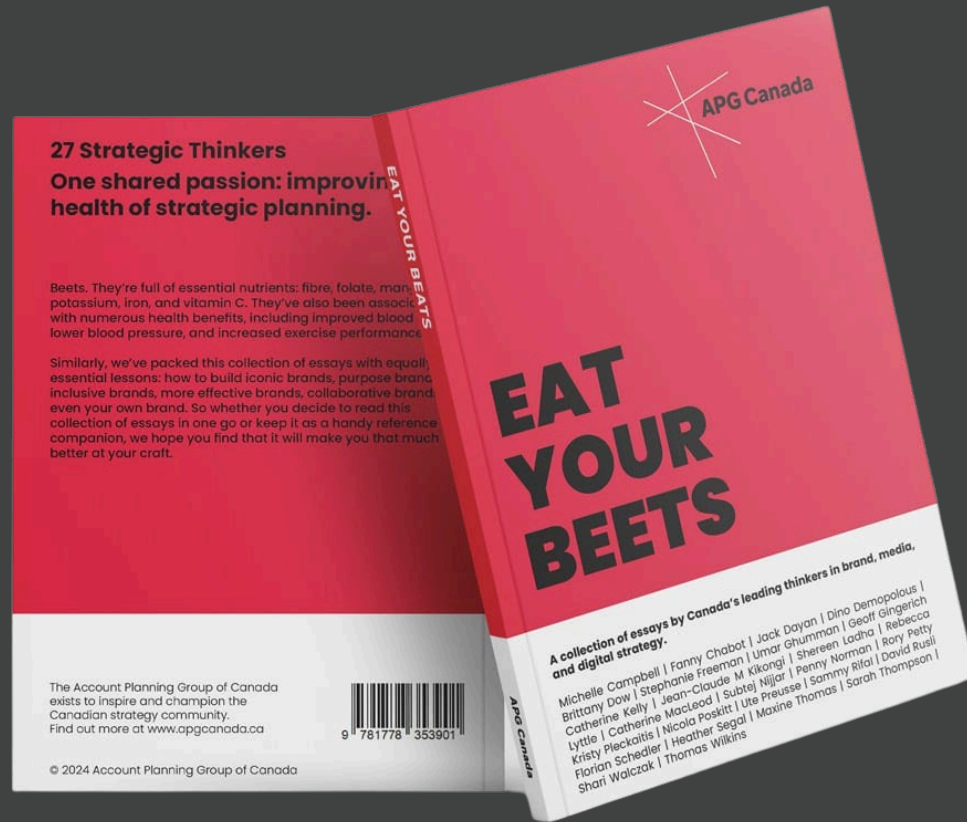
Data vs Everyone: How to Target Both for Brand Growth

- **STEPHANIE FREEMAN, formerly Initiative**

How to Decode Canadian Media Consumption Myths

- **CATHERINE MACLEOD, thinktv**

think^{tv}



How to Make an Impact with a Full Punch



JACK DAYAN
Founding Partner & CSO, Full Punch

think^{tv}



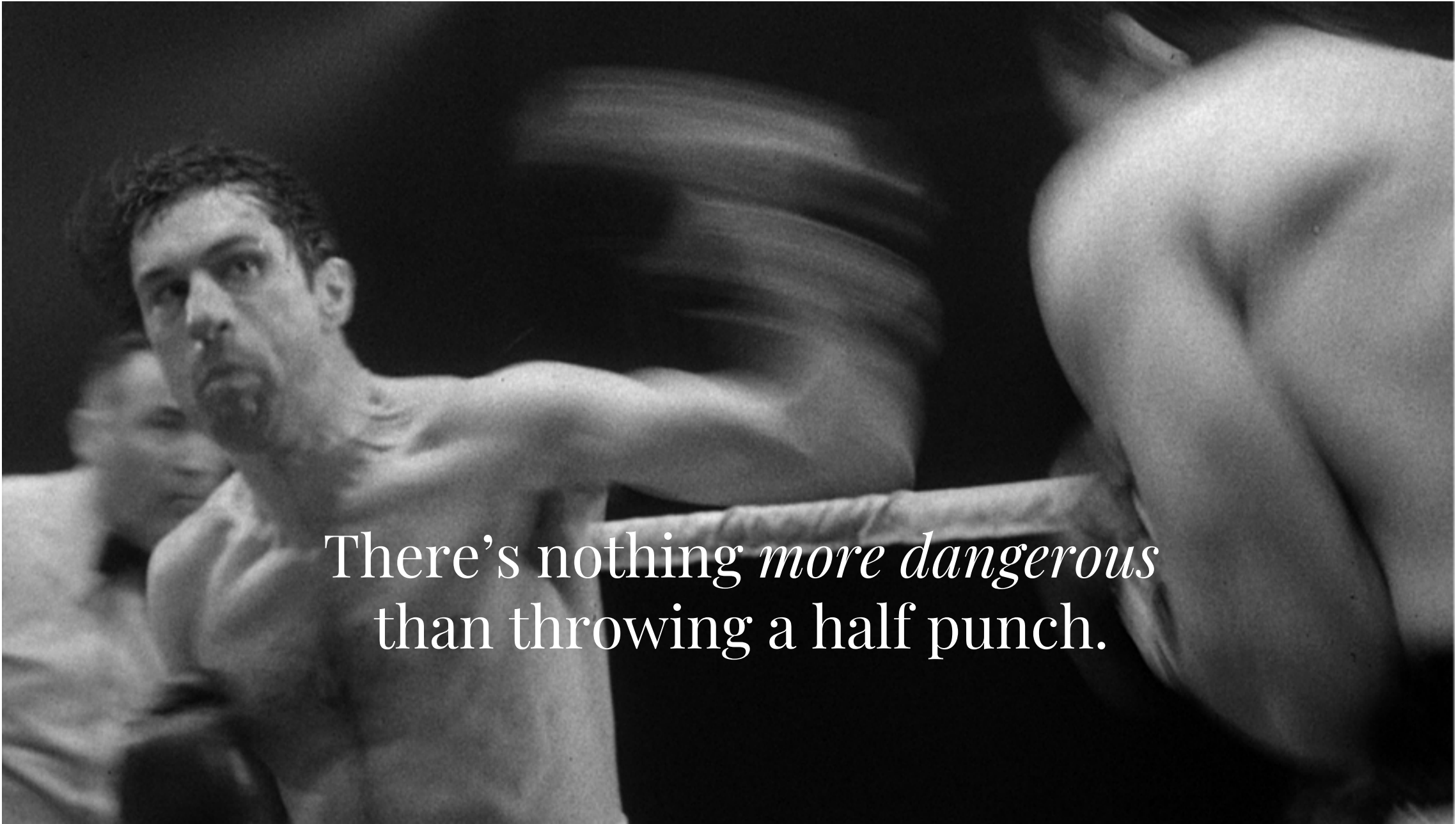
Throw a Full Punch

Make an Impact

November 14, 2024

Full Punch

Version 1.0 — Private and confidential to Full Punch Creative Inc.
Full Punch acknowledges our Vancouver office is situated on the unceded traditional territories of the x̱məḷkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətal (Tsleil-Waututh) Nations, and our Edmonton office rests on Treaty 6 territory, the traditional lands of First Nations and Métis people.

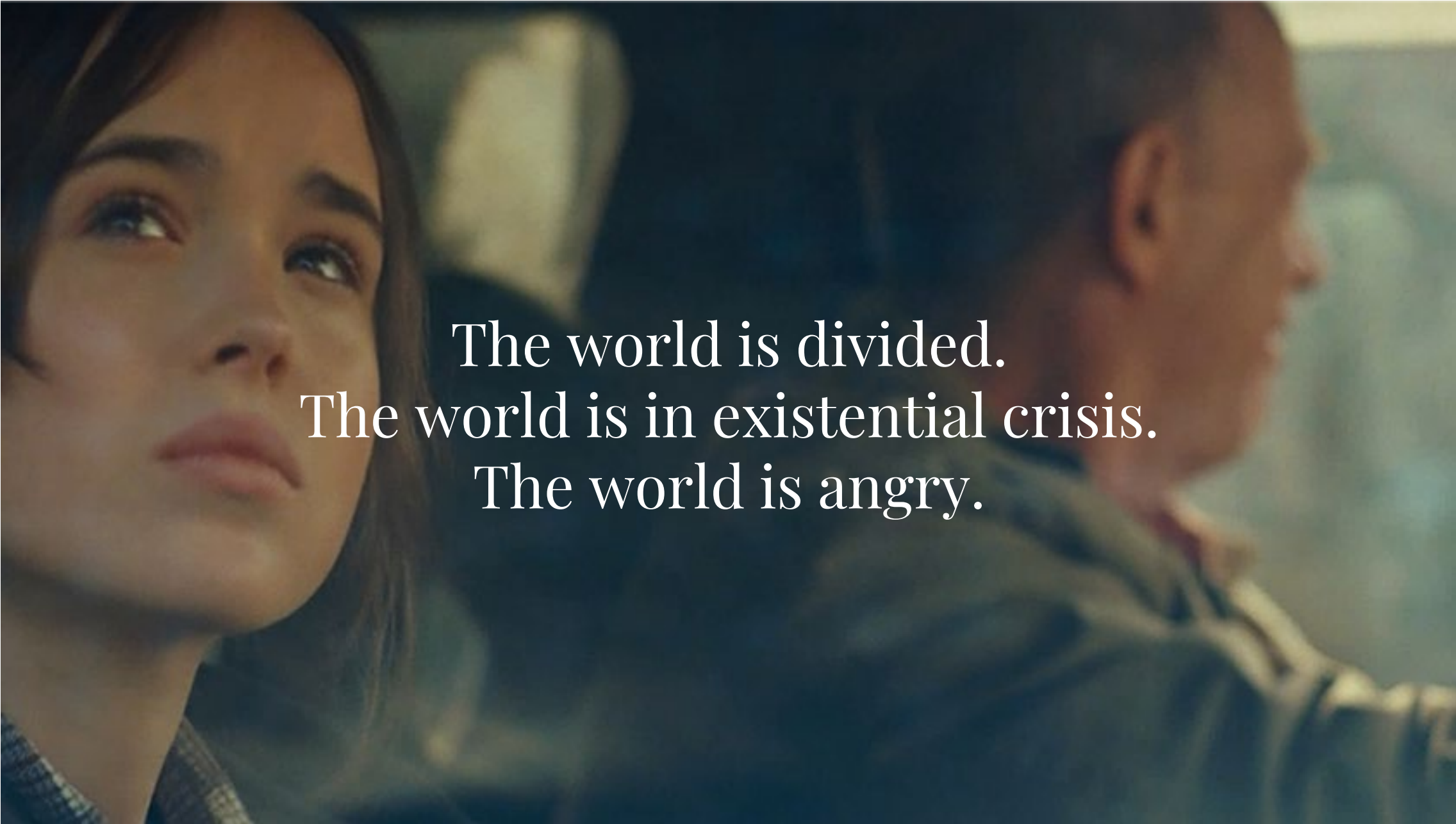


There's nothing *more dangerous*
than throwing a half punch.

The majority of brands go unnoticed.

PART ONE

Stand for something.

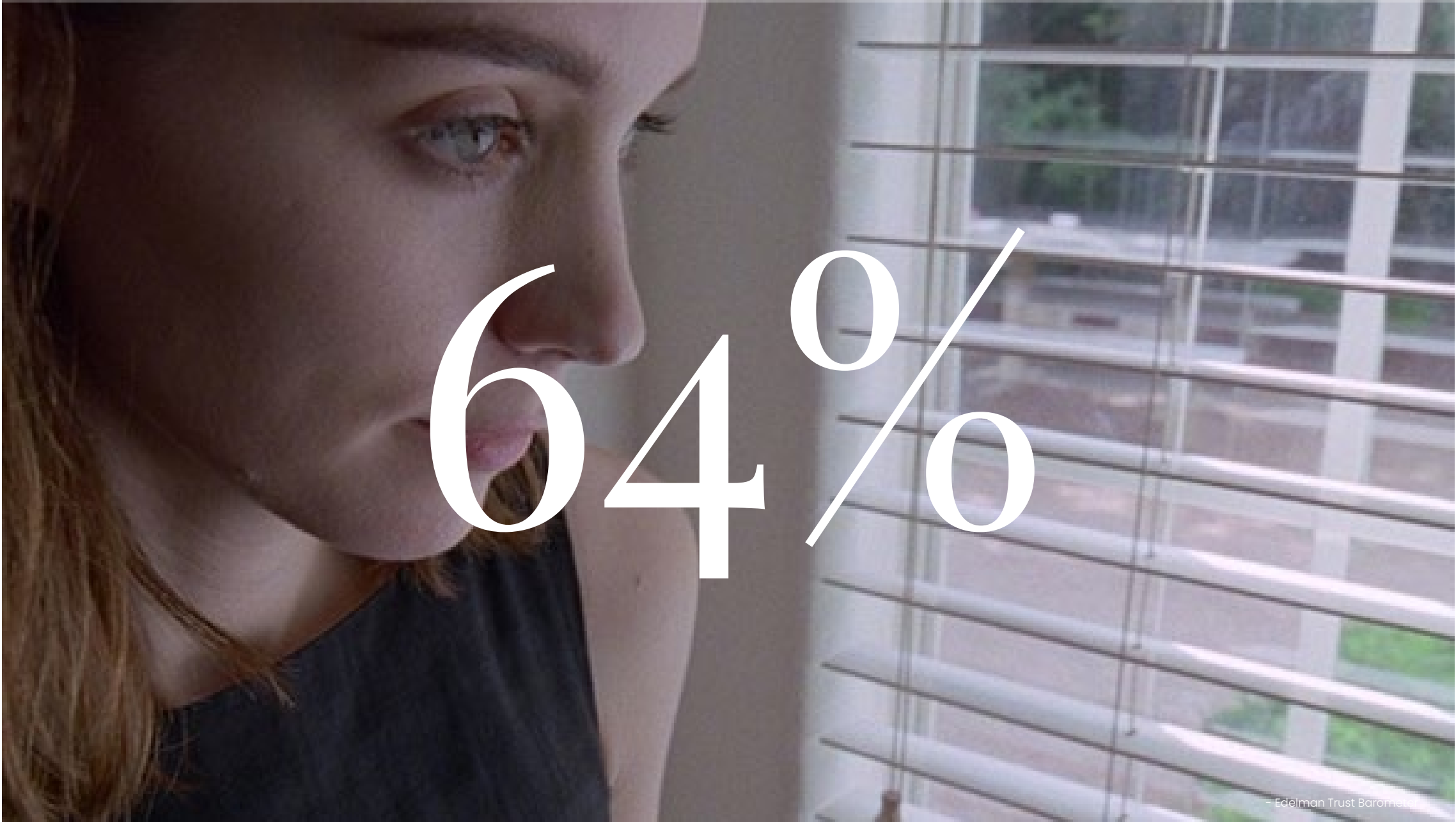
A woman with dark hair is looking upwards with a thoughtful expression. In the background, a man is visible in profile, looking out a window. The scene is dimly lit, creating a somber and contemplative mood.

The world is divided.
The world is in existential crisis.
The world is angry.

A photograph of two women in a perfume shop. On the left, a woman with blonde hair tied back, wearing a white long-sleeved top and a dark skirt, stands behind a glass display case. On the right, a woman with dark curly hair, wearing a red and white striped jacket over a blue top and blue pants, is looking at a perfume bottle in the display case. The display case contains several perfume bottles and a large jar of white sticks. A small lamp is visible on the counter. Large windows in the background show a blurred cityscape.

Increasing societal anger is
driving *brand anger*.

In a world of chaos, how do you build
brands that matter?





Stand for something.
If you don't, you'll
fall for everything.

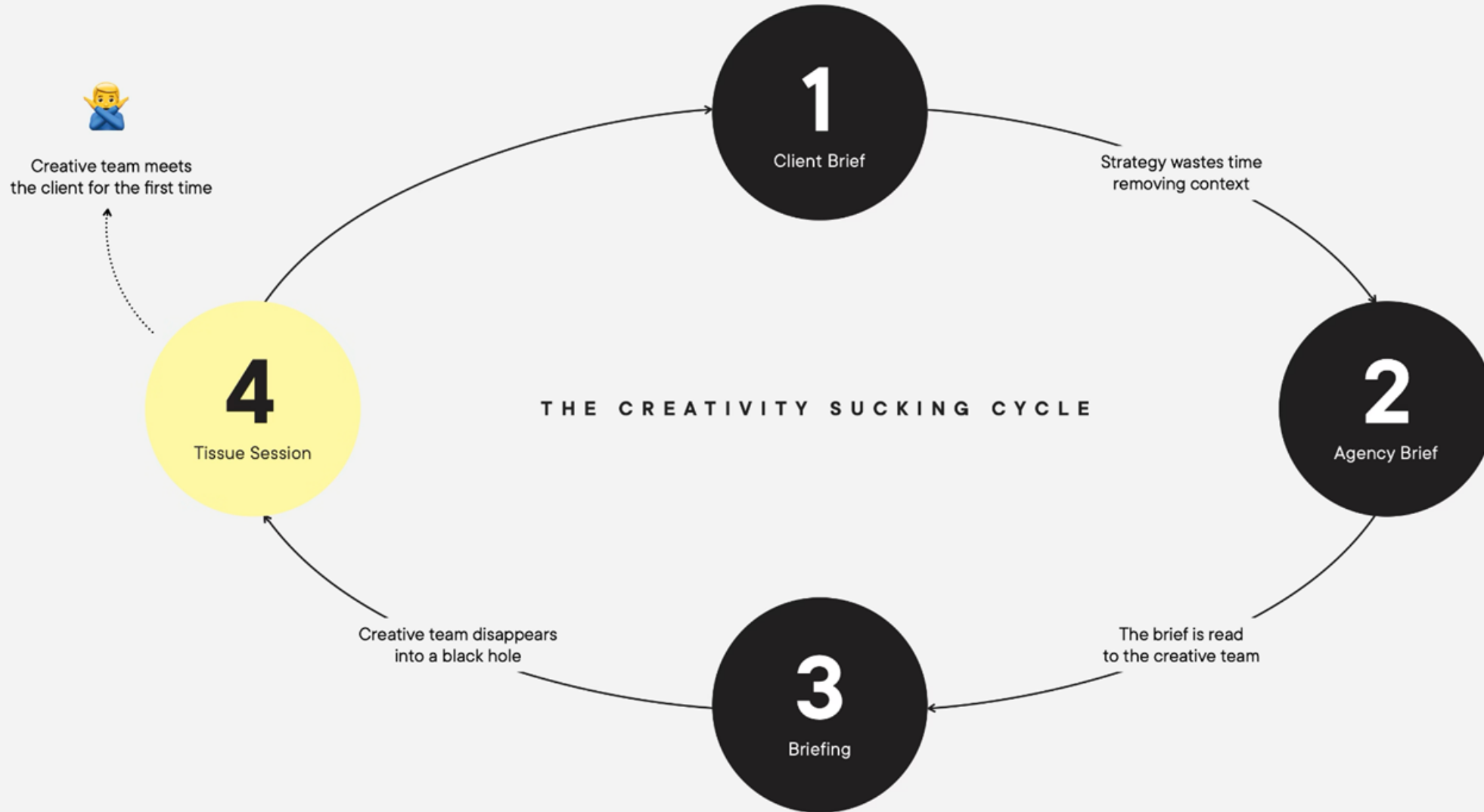
PART TWO

Lose the brief (in place of a better process)



-The Better Briefs Project, Global Study, 2021

$\frac{1}{5}$ *agencies* agree.



The Warmup.

Collectively, we define the strategy, give context, and set parameters against the client's objectives.

A person is lying on a red bench in a gym, performing a bench press. They are wearing a white tank top and grey pants. A barbell with large black weights is positioned above their head. The weights have the word 'ROGUE' printed on them. The gym environment is dimly lit with a greenish tint. The background shows a rack of dumbbells and other gym equipment.

The Workout.

We collaborate (strategy, creative, media and marketing)
in a working session with moderated insight-driven
exercises to jump-start the creative process.

PART THREE

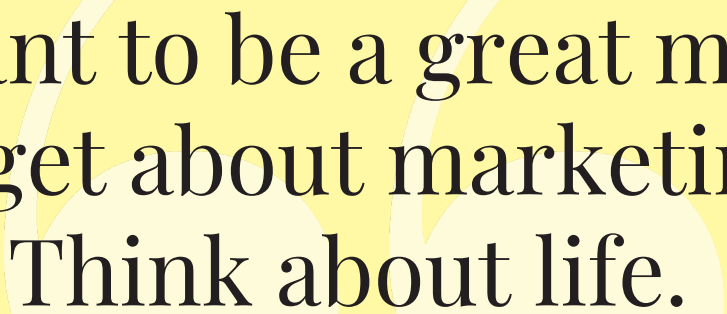
Own the research

As strategists, nobody understands
our clients challenges, cultural
nuances, and audience insights
better than us.



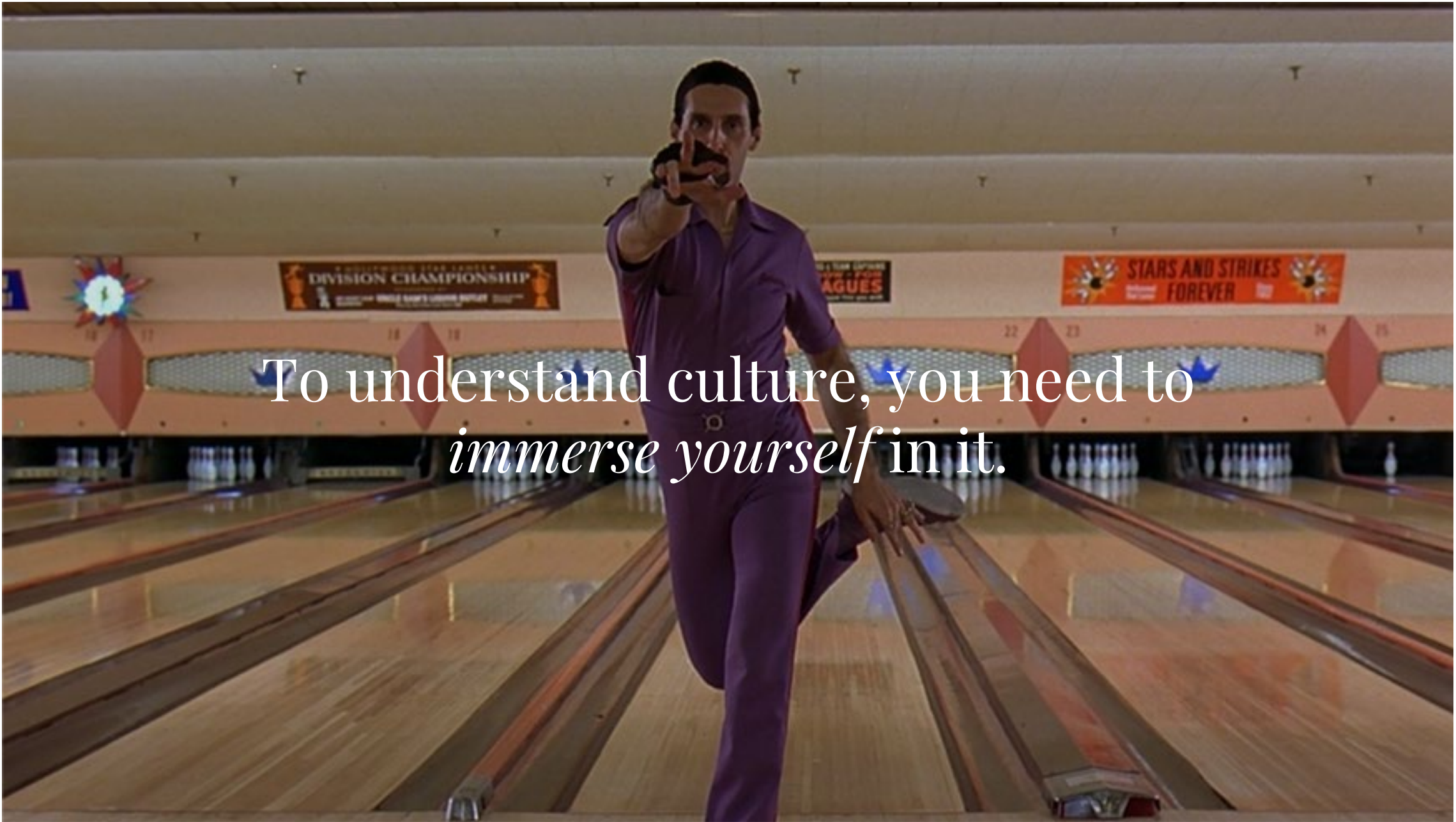
A man in a light-colored suit is floating in a body of water with dark, choppy waves. He is holding a white briefcase with both hands. The water is a deep teal color, and the overall mood is one of being overwhelmed or struggling.

The rise of data is *drowning insight*.

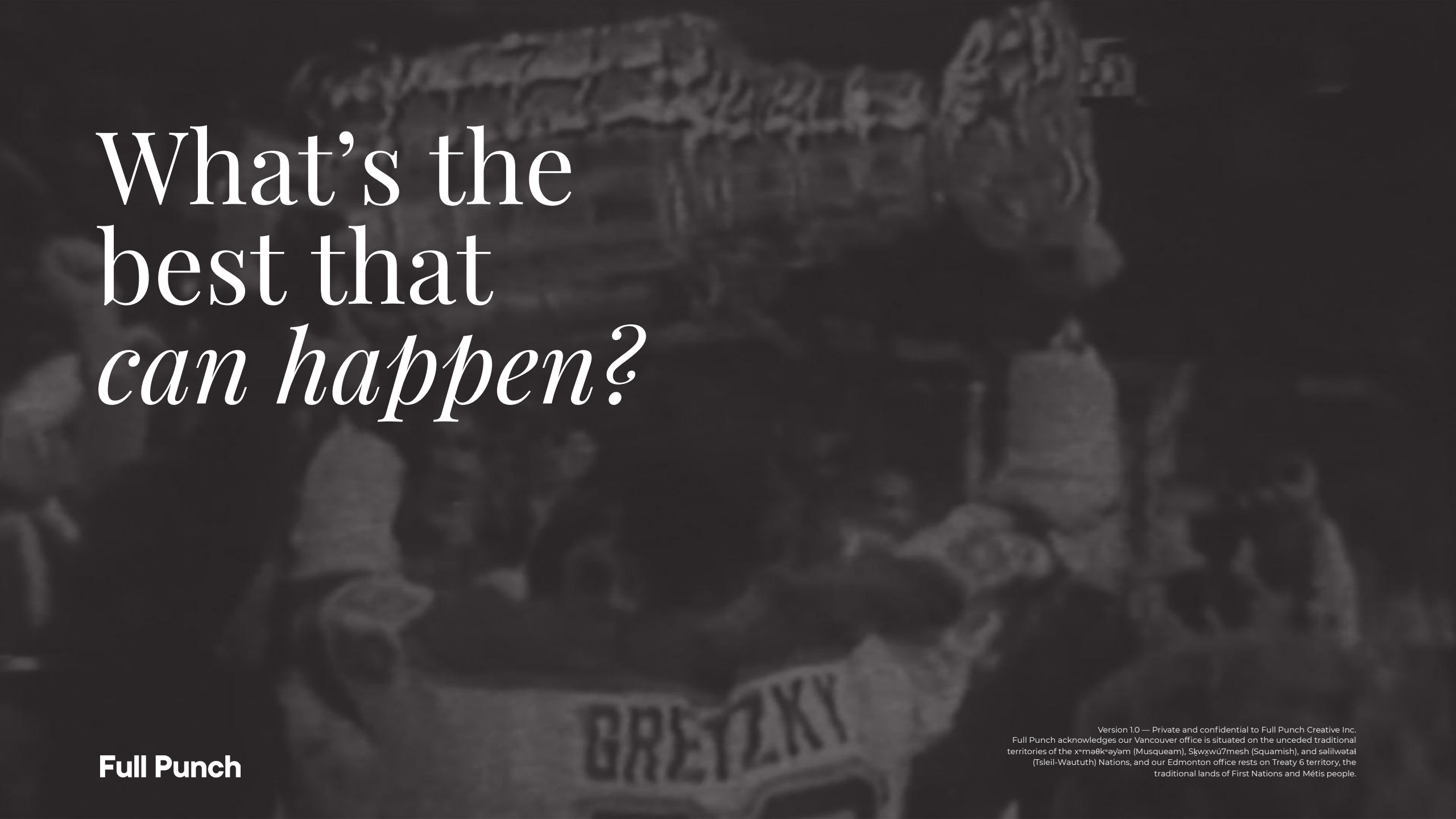


If you want to be a great marketer,
forget about marketing.
Think about life.

—Dr. Bob Deitsch, Cultural Anthropologist



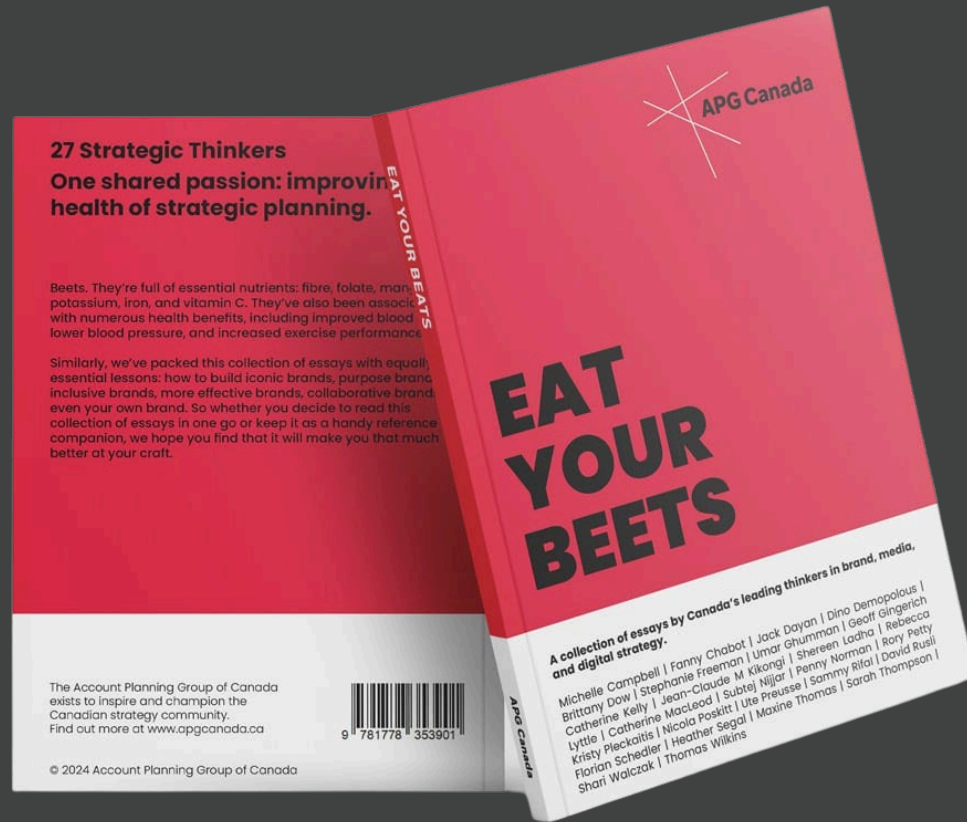
It's time to get back to the jungle.
It's time to throw a full punch.



What's the best that *can happen?*

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How to Build Fame & Flow: Why the Relationship between Brand and Performance Shouldn't be Toxic



SAMMY RIFAI
CSO, Initiative

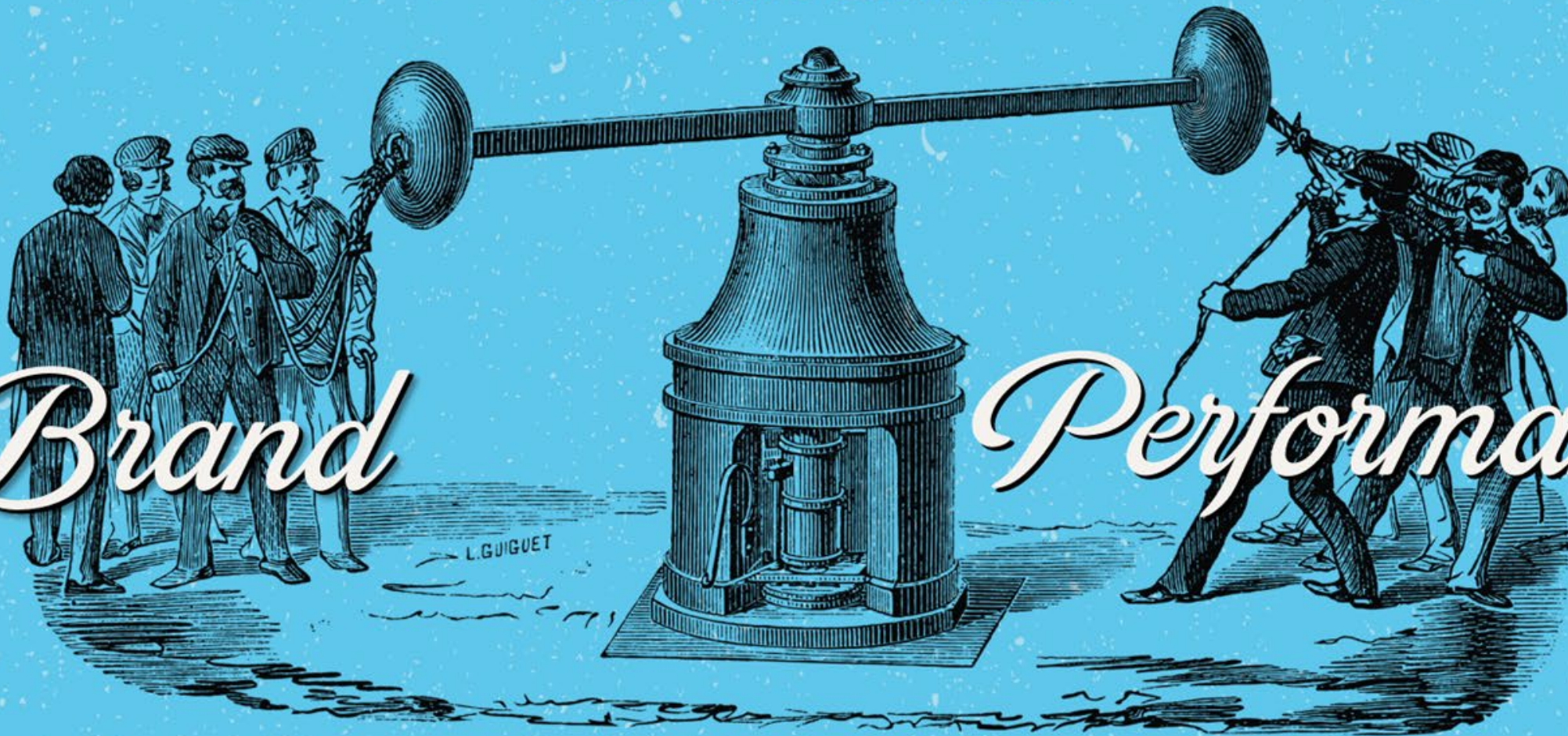
FAME *Flow*

Abandoning the toxic relationship between
brand “versus” performance

THE FIGHT BETWEEN

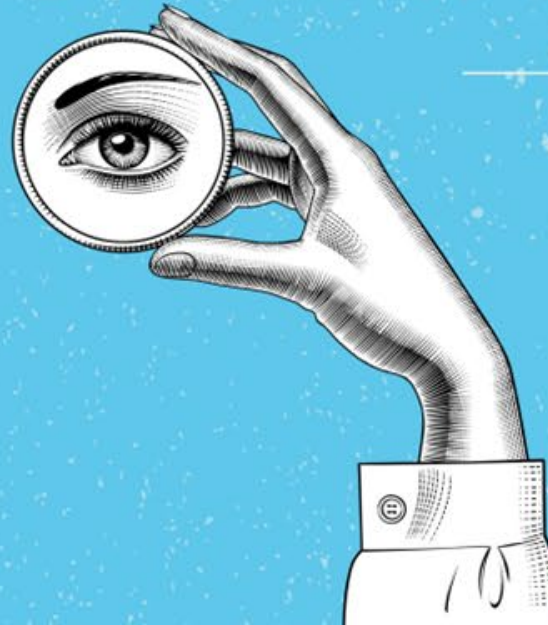
Brand

Performance



Initiative

The Seduction of **PERFORMANCE**



The New York Times

AXIOS

Bloomberg

The Atlantic

Hate Speech's Rise on Twitter
Unprecedented, Research

The anatomy of social media

In Dozens of Lawsuits
Parents Blame Meta,
TikTok for Hooking Kids

Don't Seen the Worst of Fake

BBC NEWS

The Washington Post

Meta fined €390m over
use of data for targeted
ads

NBC
BAY AREA

FORBES

QAnon, adrift after Trump

Others Sue Meta, Snap Over
Daughters' Social Media
Addiction, Mental Health

Pro-Bolsonaro
Violence In
Brazil Spread
With The Help
Social Media

the ambient

Harvard
Business
Review

Is Alexa always listening? Is your smart
speaker spying on you?

Does your Echo smart speaker listen to your conversations

What Do About
It?

CNN BUSINESS

Why experts worry TikTok could add to
mental health crisis among US teens

VANITY FAIR

The
Guardian

GREENPEACE

NBC NEWS

"CAMBRIDGE ANALYTICA IS JUST
OF THE ICEBERG": WHY THE PR
CRISIS IS BIGGER THAN FACEBOOK

THE GREAT
BRITISH
BREXIT
ROBBERY:
HOW A SECRET
NETWORK OF
COMPUTER
SCIENTISTS
HIJACKED OUR
DEMOCRACY



hard investigation
social media as
frontier of climate
action and delay

MEET THE PRESS

Poll: Nearly two-thirds of Americans say
social media platforms are tearing us
apart

Sixty-four percent of Americans think social media does more to
divide than unite us, a majority that cuts across party lines.

After all that we've given away of ourselves, will
turning point for how we live online?

Initiative

It's also making ads
BORING AF





Cultural
RESONANCE

Social
DIFFUSION

Active
FANDOM

FAME

FLOW

Frictionless
EXPERIENCE

Connected
COMMERCE

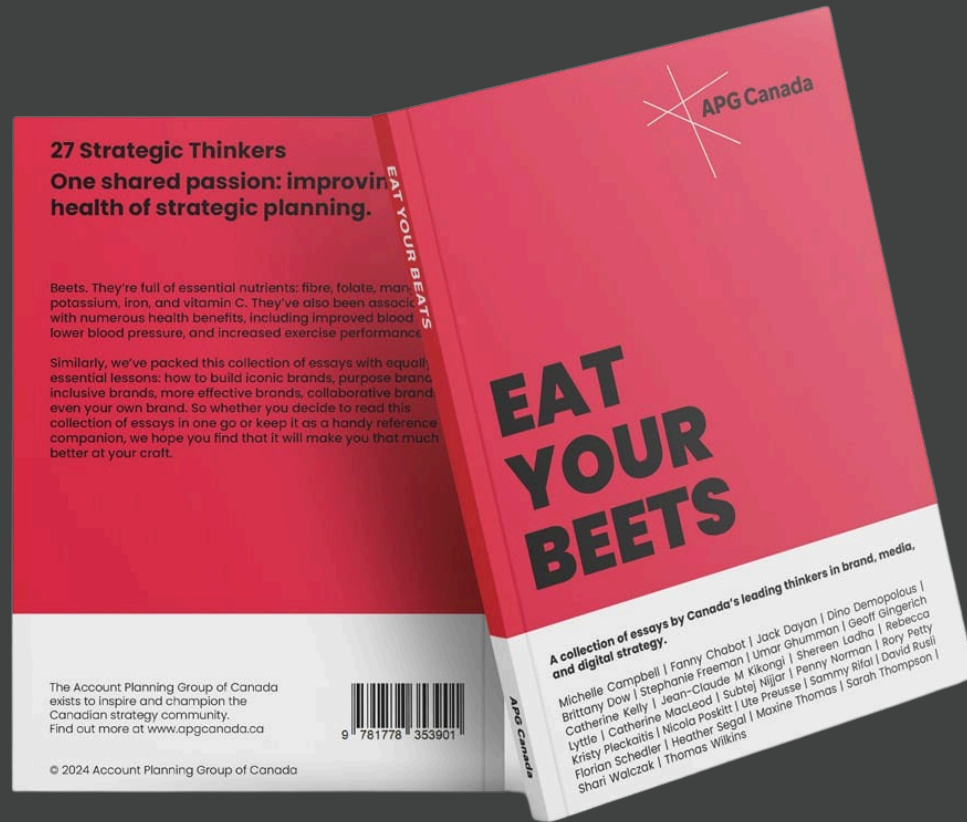
Personalized
RELATIONSHIPS

UNITE PEOPLE
IN CULTURE

FAME *Flow*

+ ♦ + ♦ + ♦ + ♦ + ♦ + *Initiative* + ♦ + ♦ + ♦ + ♦ + ♦ +

GUIDE INDIVIDUALS
ON THEIR JOURNEY



Data vs Everyone: How to Target Both for Brand Growth



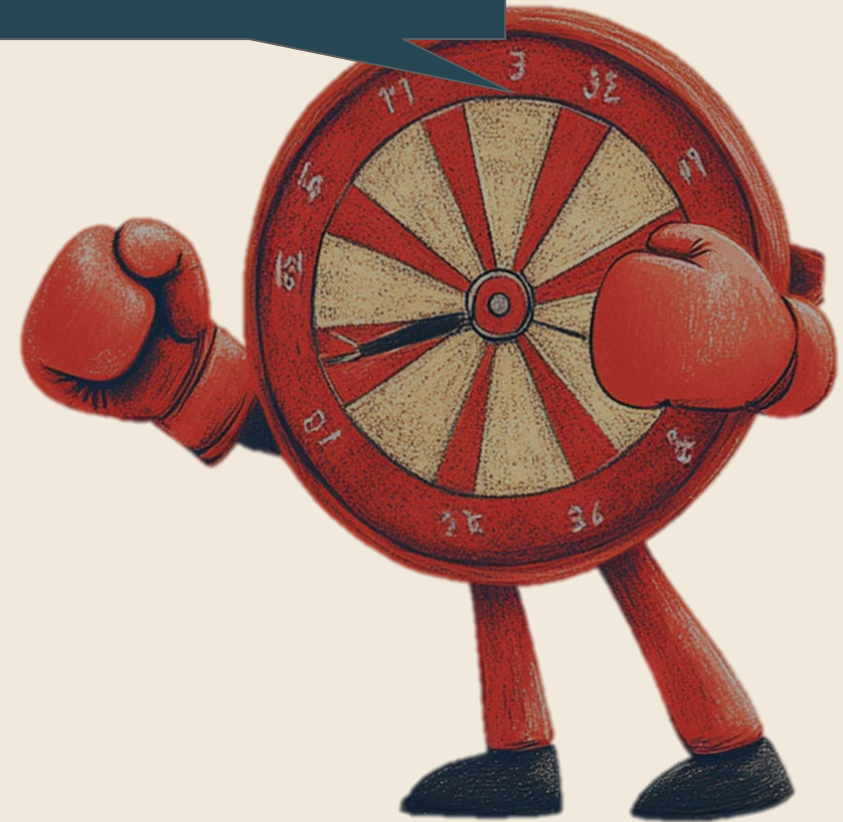
STEPHANIE FREEMAN
*Former Group Strategy Director,
Initiative*

Data vs. Everyone:
How to target both for brand growth

Data!



Everyone!



**Good audience
strategies (and ogres)
are like onions.**



Layering marketing science factors into audience strategy:

1. **Reach**
2. **Top-of-Mind**
3. **Associations**
4. **Sources of Growth**



BAD Audience Framework

Buyers

In-market signals

All

(In the category)

Don't Miss Out

Growth opportunities

1

Buyers

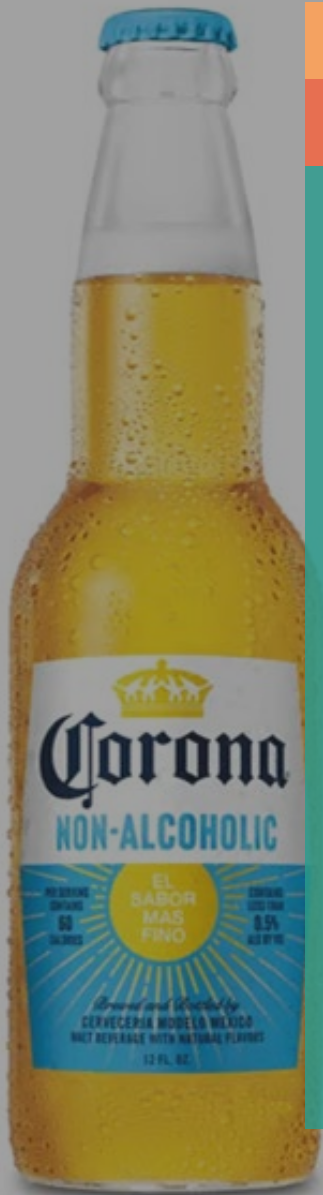
In-market signals

Role: Activation



(in the category)

Role: Brand & Demand



③ Don't Miss Out (on future growth)

Role: Brand & Demand



BAD

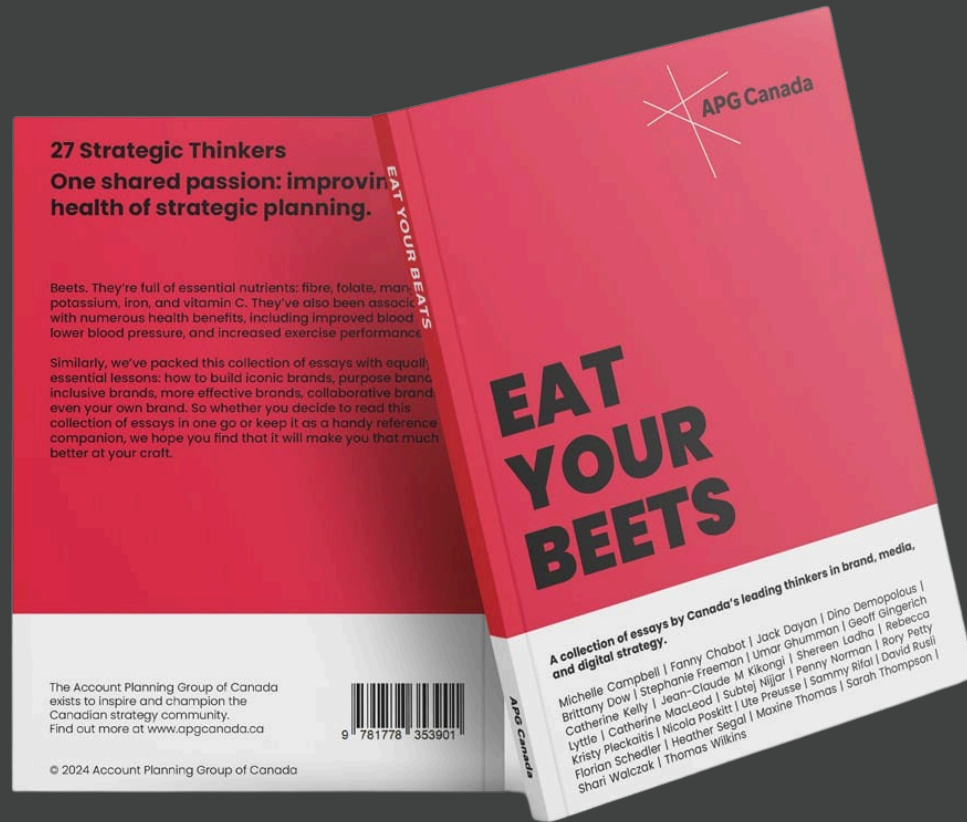
Audience Framework

Targeting for brand growth

Buyers

All

Don't Miss Out



How to Decode Canadian Media Consumption Myths



CATHERINE MACLEOD
President & CEO, thinktv

think^{tv}

AD NATION 2023



Profile – US and THEM



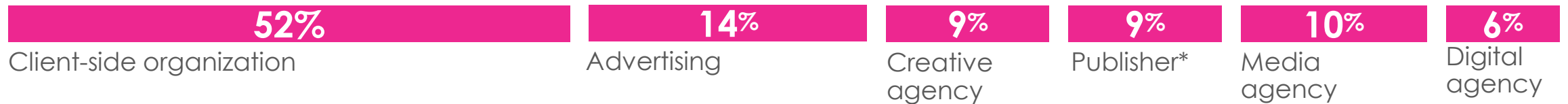
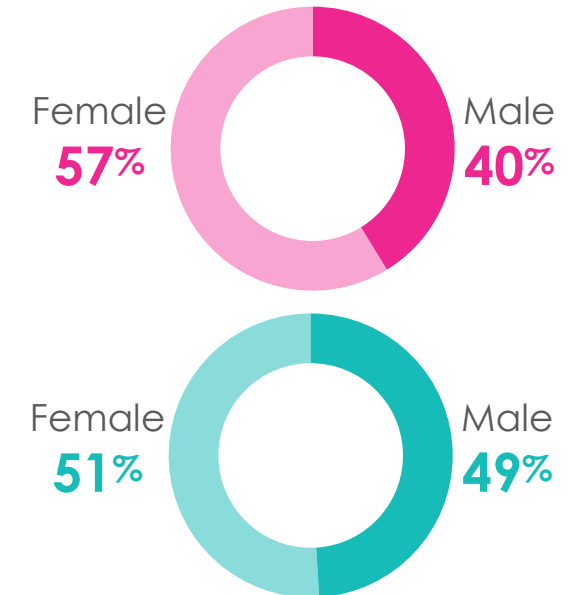
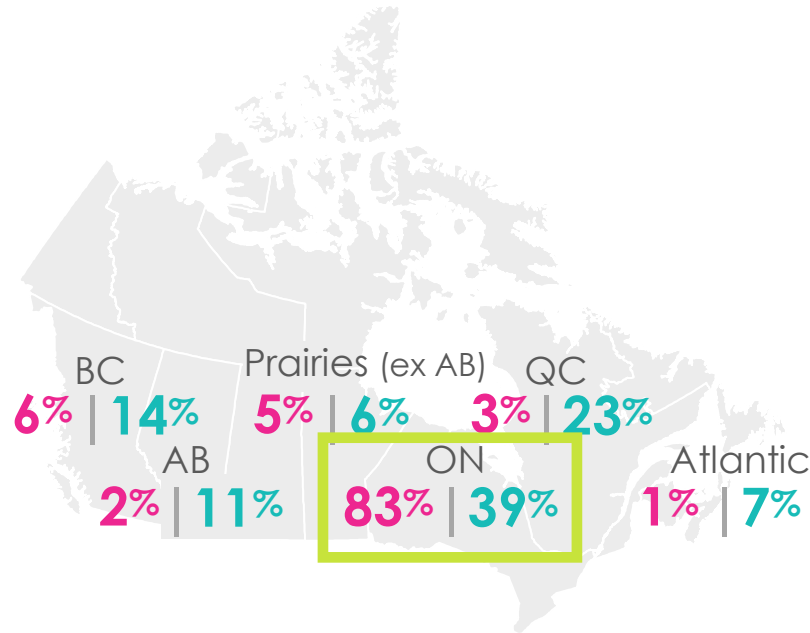
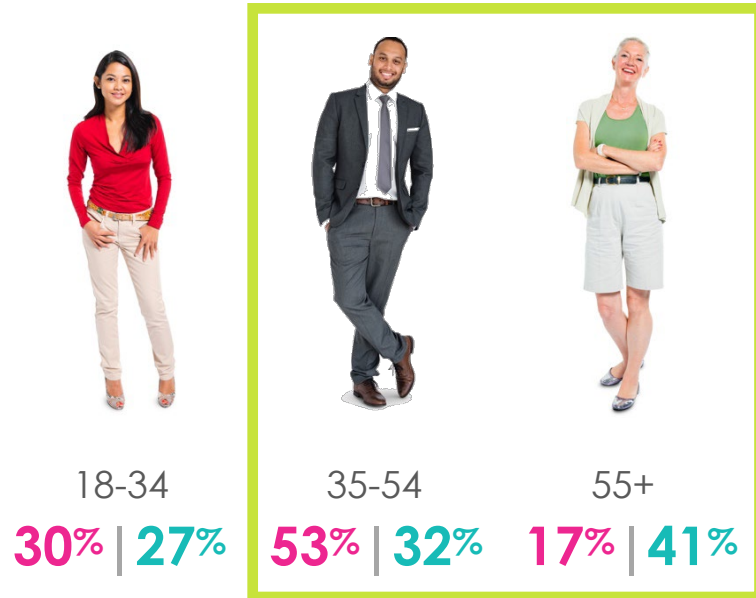
Media habits – US and THEM



US – What do we think they are doing?

Profile – US and THEM

US - marketing industry professionals
THEM - general Canadian public



* Publishers include TV, print, radio, Google, etc.

DEVICE AND SERVICE OWNERSHIP

	SMARTPHONE	TV STREAMING DEVICE	SMART SPEAKERS	SMART TV
Us	93%	65%	49%	68%
Them	81%	30%	22%	54%

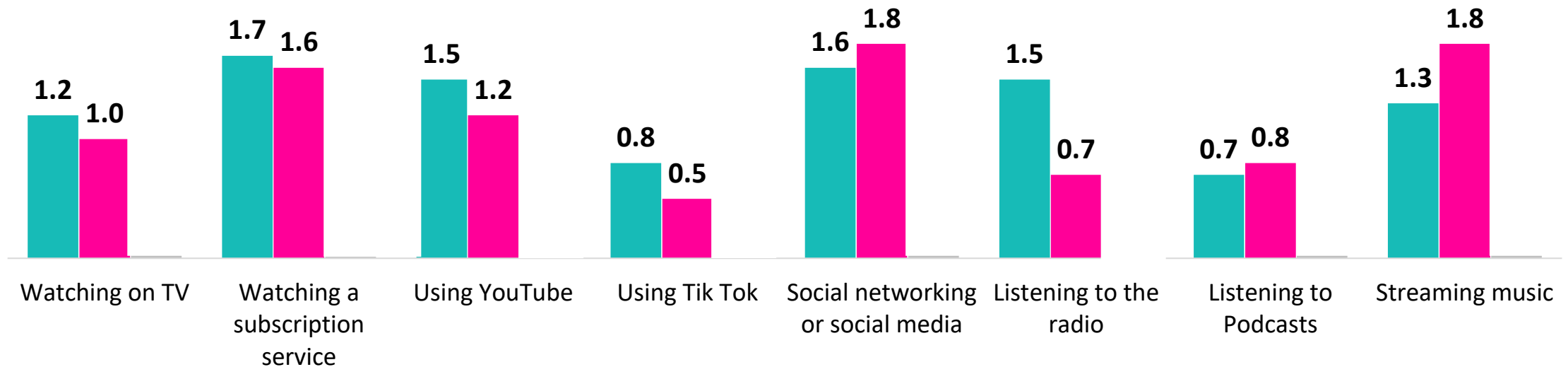
	NETFLIX	AMAZON PRIME	APPLE TV	DISNEY+
Us	90%	77%	42%	51%
Them	52%	43%	8%	26%



Our media behaviour is different...and our perceptions of the Canadian public are skewed

DAILY TIME SPENT ON DIFFERENT MEDIA TYPES (SELF REPORTED); THEM 18-54

THEM US INDUSTRY'S ESTIMATE OF THE GENERAL PUBLIC

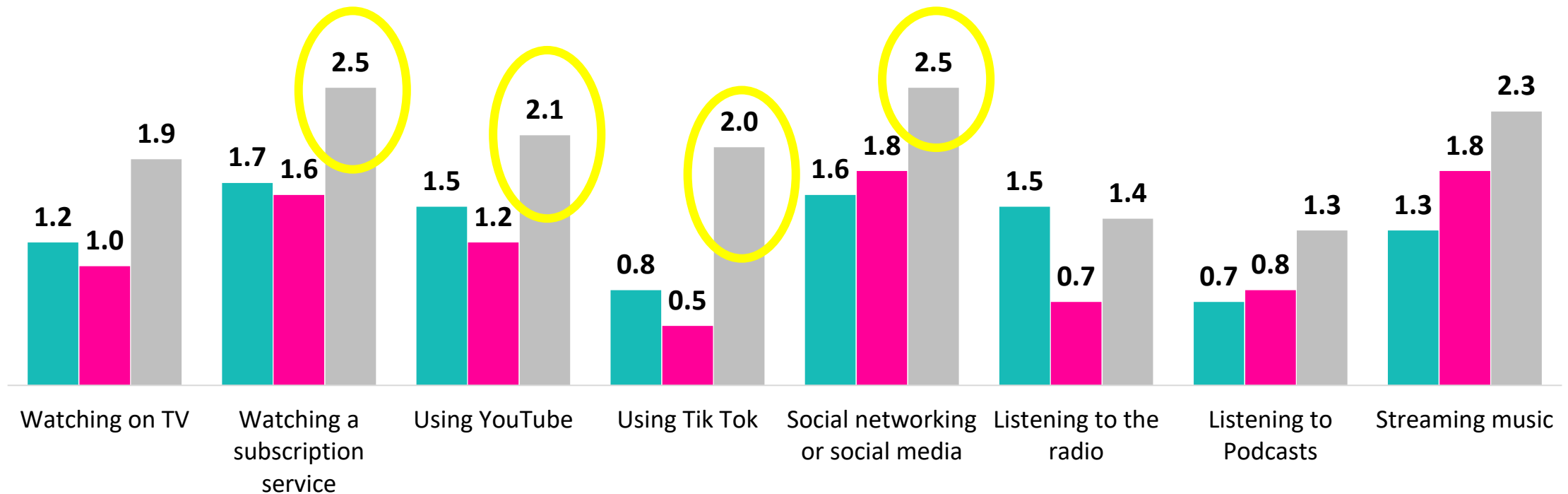


In an average day, approximately how much time do you spend doing the following activities?
What percentage of time do you think that **the average adult Canadian** spends doing the following activities in an **average day**?

Our media behaviour is different...and our perceptions of the Canadian public are skewed

DAILY TIME SPENT ON DIFFERENT MEDIA TYPES (SELF REPORTED); THEM 18-54

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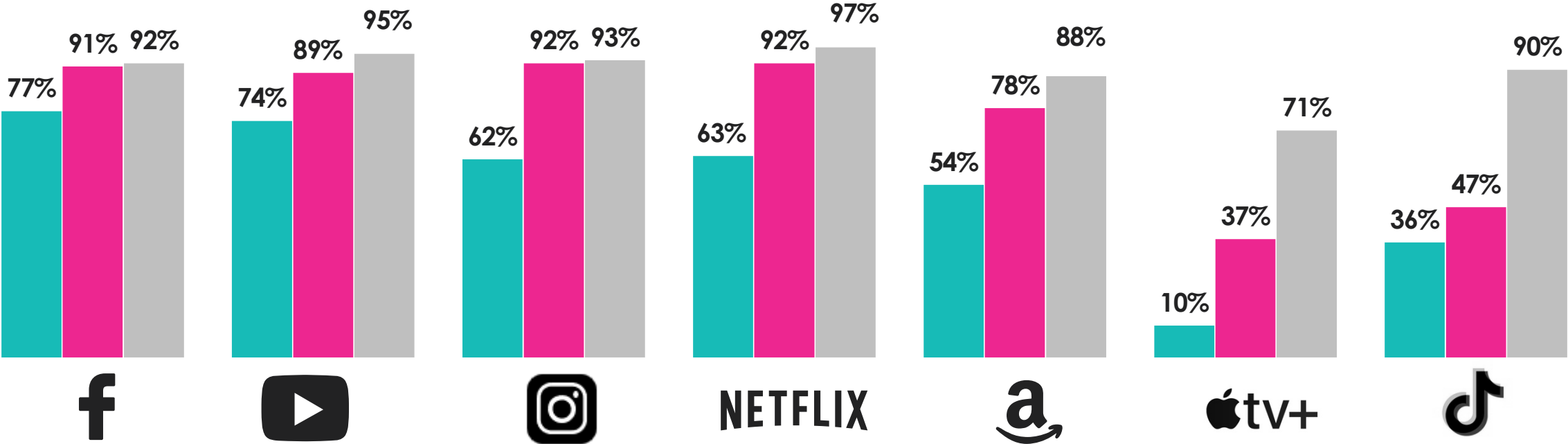


In an average day, approximately how much time do you spend doing the following activities?
What percentage of time do you think that **the average adult Canadian** spends doing the following activities in an **average day**?

Canadians 18-54 are not nearly as active on social media apps as the industry thinks they are

APPS USED IN THE LAST MONTH AMONG 18-54

THEM US INDUSTRY'S ESTIMATE OF THE GENERAL PUBLIC

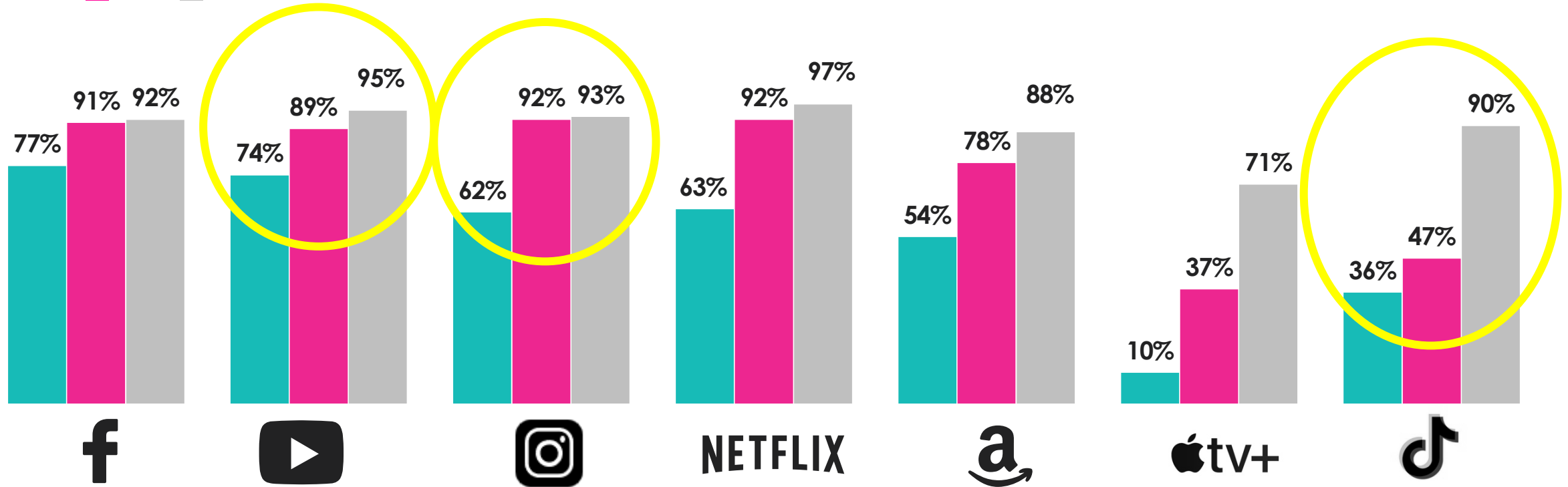


Which of the following websites, apps, or services have you visited or used in the last 1 month?
Which of the following websites, apps, or services do you think that **the average adult Canadian** has visited or used in the last 1 month?

Canadians 18-54 are not nearly as active on social media apps as the industry thinks they are

APPS USED IN THE LAST MONTH AMONG 18-54

THEM US INDUSTRY'S ESTIMATE OF THE GENERAL PUBLIC



Which of the following websites, apps, or services have you visited or used in the last 1 month?

Which of the following websites, apps, or services do you think that **the average adult Canadian** has visited or used in the last 1 month?

We all agree that TV advertising is the most 'memorable'

STICKS IN YOUR MEMORY

THEM

US



40%

45%



9%



14%

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

think^{tv}

And we all 'like' TV advertising most

YOU LIKE

THEM

US



36%

34%



13%

29%

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

think^{tv}

Probably because it makes us **laugh** the most

MAKES YOU LAUGH

THEM

US



41%

37%



12%



20%

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

thinktv

And is most likely to make us feel emotional

MAKES YOU FEEL EMOTIONAL

THEM

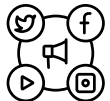
US



TV

35%

48%



SOCIAL MEDIA
2nd highest

10%

16%

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

think^{tv}

And yet ... our industry's perception about the power of TV for 'them' is sometimes out of synch

MAKES YOU WANT TO BUY THE PRODUCT

THEM

US



24%

12%



10%

37%

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

think^{tv}

reach us @



info@thinktv.ca



thinktv-canada

**subscribe to our
newsletter**



thinktv.ca