



The momentum around common industry audience segments continues with Quebec expansion

When a senior marketer at a major supermarket chain is trying to make the most of her budget, she needs to find "Grocery's Big Spenders" – the people who frequently shop for large families and need healthy food in plentiful supply. The same is true for a media planner at a leading apparel company: He knows he'll drive greater results if he can target not only the average consumer, but the true "Fashionistas."

Since 2020, marketers and agencies have been able to do that more readily thanks to thinktv's introduction of common audience (or "ad") segments. Instead of being limited to age and gender, for example, they can strategically determine how specific networks and programs index against key customers when they're planning linear campaign spending.

Common audience segments based on behavioural, attitudinal and lifestyle data make sense because they allow brands to identify not only Grocery's Big Spenders and Fashionistas, but also "Home Improvers" and 23 other communities of like-minded consumers. Successful marketing in Canada, however, means also recognizing a key difference among those shoppers: the languages they speak.

That's why, as part of thinktv's ongoing commitment to working on behalf of its member companies, all 26 common audience segments are now available for the Quebec French-language market through Quebecor and Bell Media.



Building upon an industry-wide conversation

Expanding common audience segments to Quebec builds upon an industry-wide conversation thinktv has been facilitating about the growing opportunities in audience-based buying, along with the need for standard solutions that meet the needs of agencies and advertisers alike.

The initial group of 19 common audience segments launched two years ago using combined data from Statistics Canada and PRIZM®, a proprietary consumer segmentation system from Environics Analytics that categorizes neighbourhoods outside Quebec. PRIZM®QC builds on that system to capture the distinct characteristics of Quebec lifestyles through segments designed specifically for the province.

This means marketers who wish to reach Quebec's French-language market will be empowered with equally deep, data-driven insights to optimize their linear television campaigns. Each common ad segment weaves together demographic information with typical mindsets, lifestyle choices, spending habits, and media consumption patterns.

The Burgeoning Families common ad segment, for instance, describes "younger, upper-middle-income families living comfortable, active, and child-centred lifestyles in newer suburbs, who participate in sports and frequently visit local arenas and parks." Deep Pockets refers to "individuals with a net worth of more than \$1 million, living in stylish homes in and around Canada's largest markets, who are well-educated, working as white-collar employees in business, finance and science."

Common audience segments have unlocked critical benefits for marketers

Early adopters of common audience segments have seen first-hand how they can leverage the premium TV inventory of the country's four largest private broadcasters to achieve targeting at an even greater scale.

Today, an advertiser can reach more than 90% of Canada's total linear television audience using a common ad segment optimized across the four broadcaster groups.

The momentum around common audience segments has continued to build. Just look at Corus Entertainment, where more than one-third of linear TV ad buys are now completed by marketers using common or custom audience segments via Cynch, its programmatic buying tool.



Beyond that, expanding the common audience segments from an initial 19 segments to 26, and now into the province of Quebec, has become a case study in industry collaboration. Some of the biggest benefits include:

Closing The Data Gap: Despite the potential to offer more relevant and valuable TV advertising through self-serve media buying platforms, many brands lack the rich data necessary to build custom audience segments that would scale. Now those working in either or both of Canada's two official languages can tap into comprehensive data which is updated annually.

Driving Greater Consistency: Brands used to have to parse the slightly different ways broadcasters would define pre-built segments, such as those intending to purchase their next vehicle. Common audience segments have eliminated this requirement. Marketers can now target and track the performance of the same audience across the major broadcasters, positioning their brands for greater success with their linear television campaigns.

Boosting Industry Confidence: Common audience segments bring highly contextual targeting data that is ideally suited to the platforms broadcasters have developed, making it easy for brands to build and block campaigns and track their performance. Furthermore, the segments have democratized audience-based buying for smaller brands that may not have considered linear TV advertising in the past.

Finally, in transcending their fierce competitiveness to agree upon common audience segments, Canada's largest broadcasters are demonstrating leadership that delivers a better TV advertising experience for viewers. Whether they're a Fashionista, Home Improver, Healthy and Beauty Sampler or Good Sport, the people behind these segments want to see TV spots that reflect their interests. And when they do, they make the easy transition from being engaged viewers to active customers.

A list of the common audience segments for English Canada is available for download [here](#).

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