



attention:
getting your
brand noticed

think^{tv}



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

Leo Burnett



attention in a sea of advertising

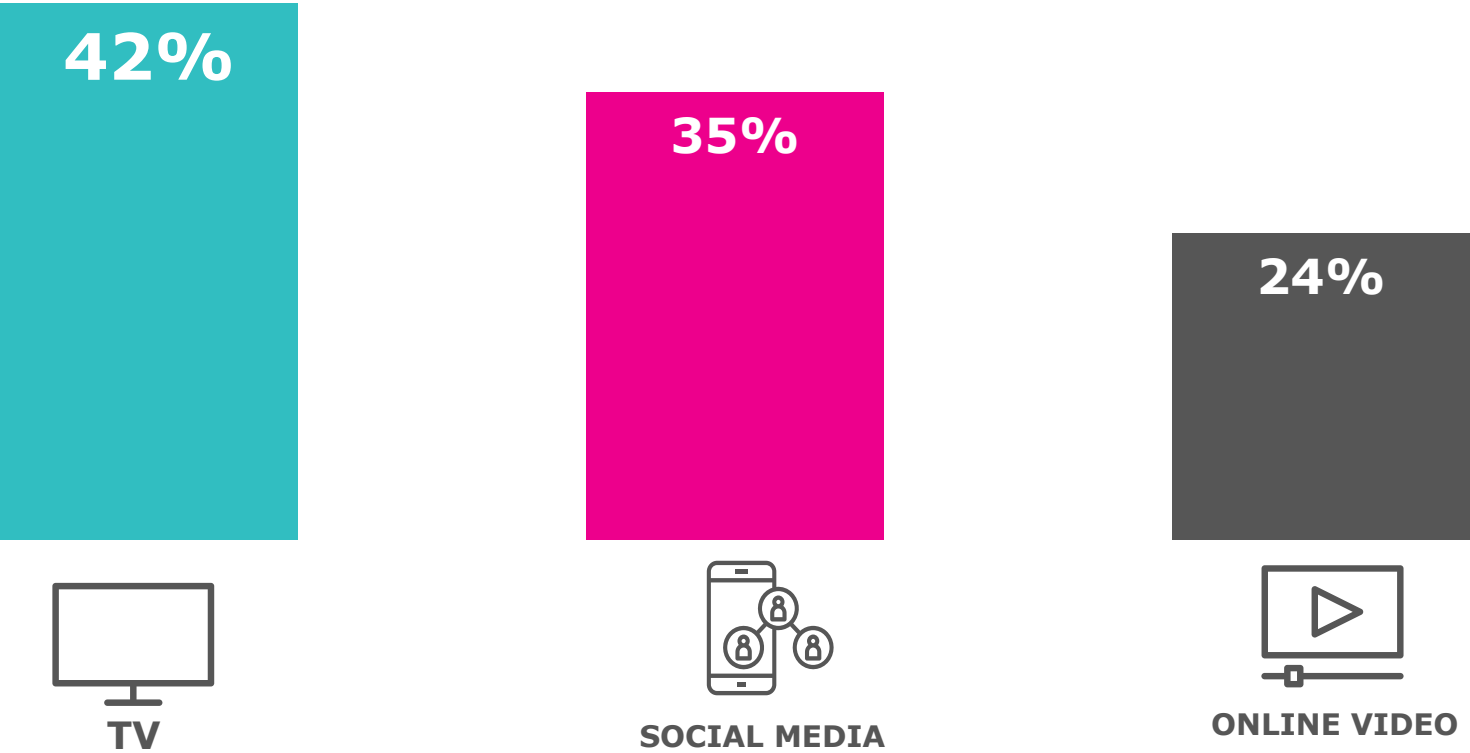
For advertising to work, it needs to be noticed. But as any marketer will tell you, human attention is the scarcest of resources, and what's worse, it seems it is only getting scarcer.

The good news is that TV ads attention

Research has shown that:

- TV ads garner the **most attention**
- TV ads are most likely to be **remembered**
- TV is the **most trusted** medium across all age groups – while social media is the least

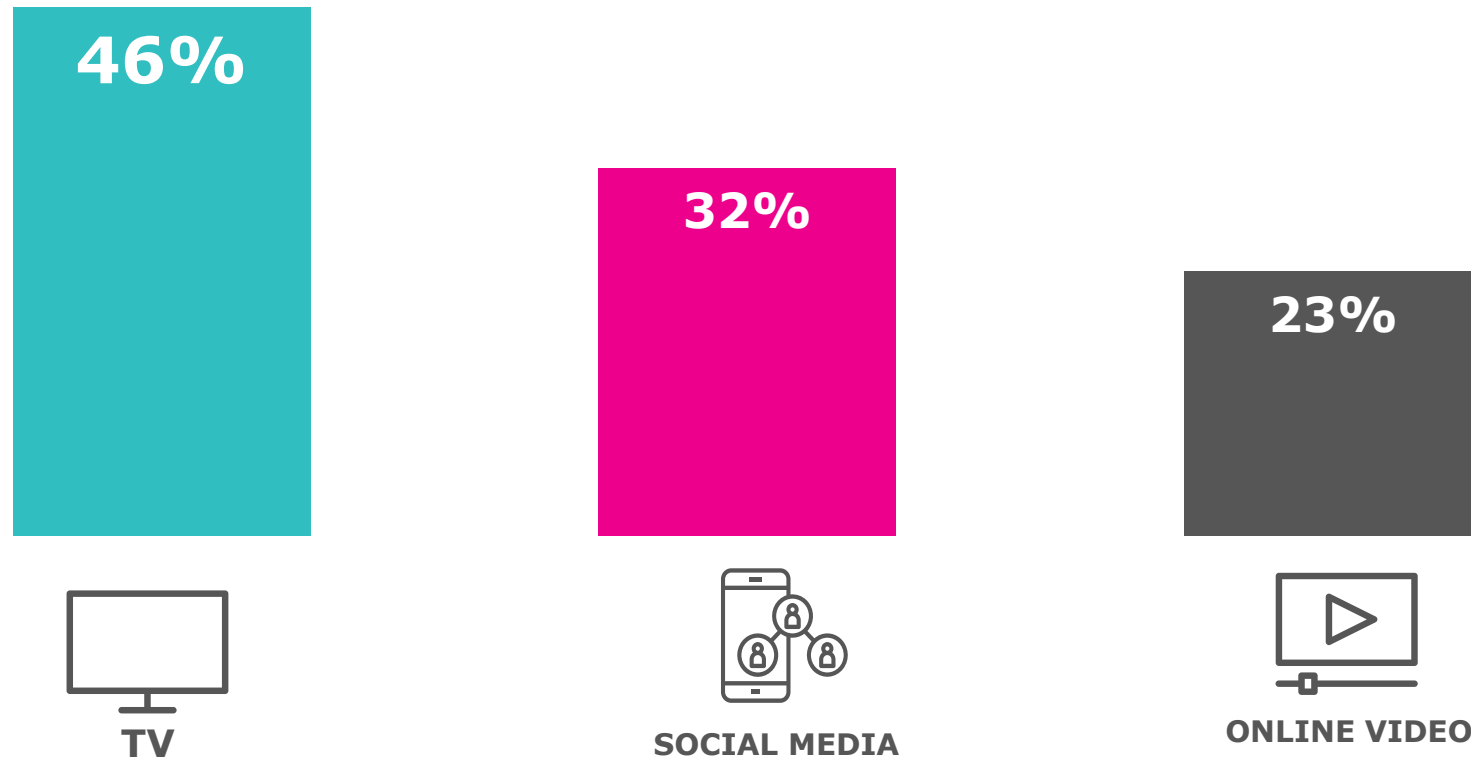
Canadians say that TV ads best capture their **attention**



Q: Which ONE of the following media carries video advertising that best **captures your ATTENTION?**

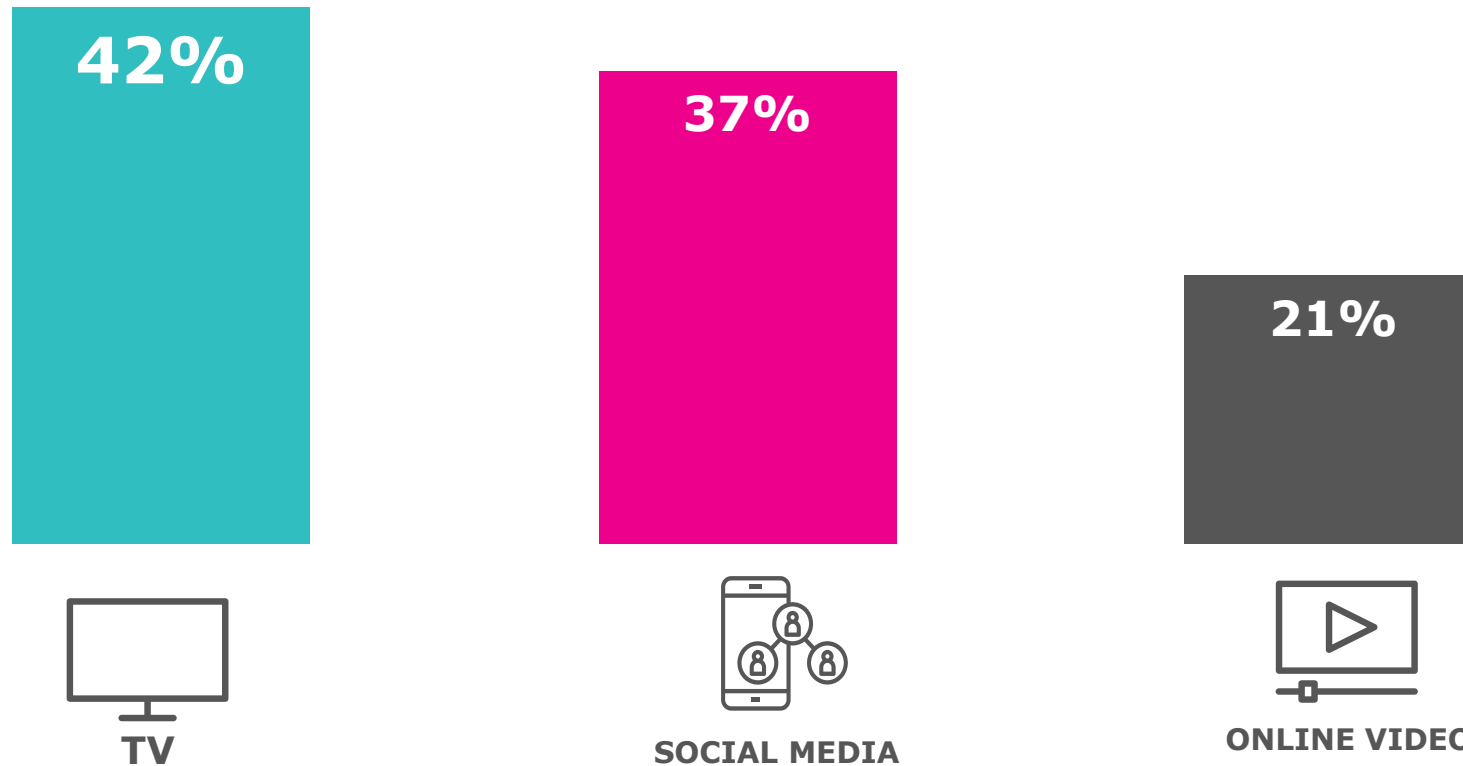
Source: YouGov survey, Total Canada, A18+, July 2024

TV ads are the most memorable



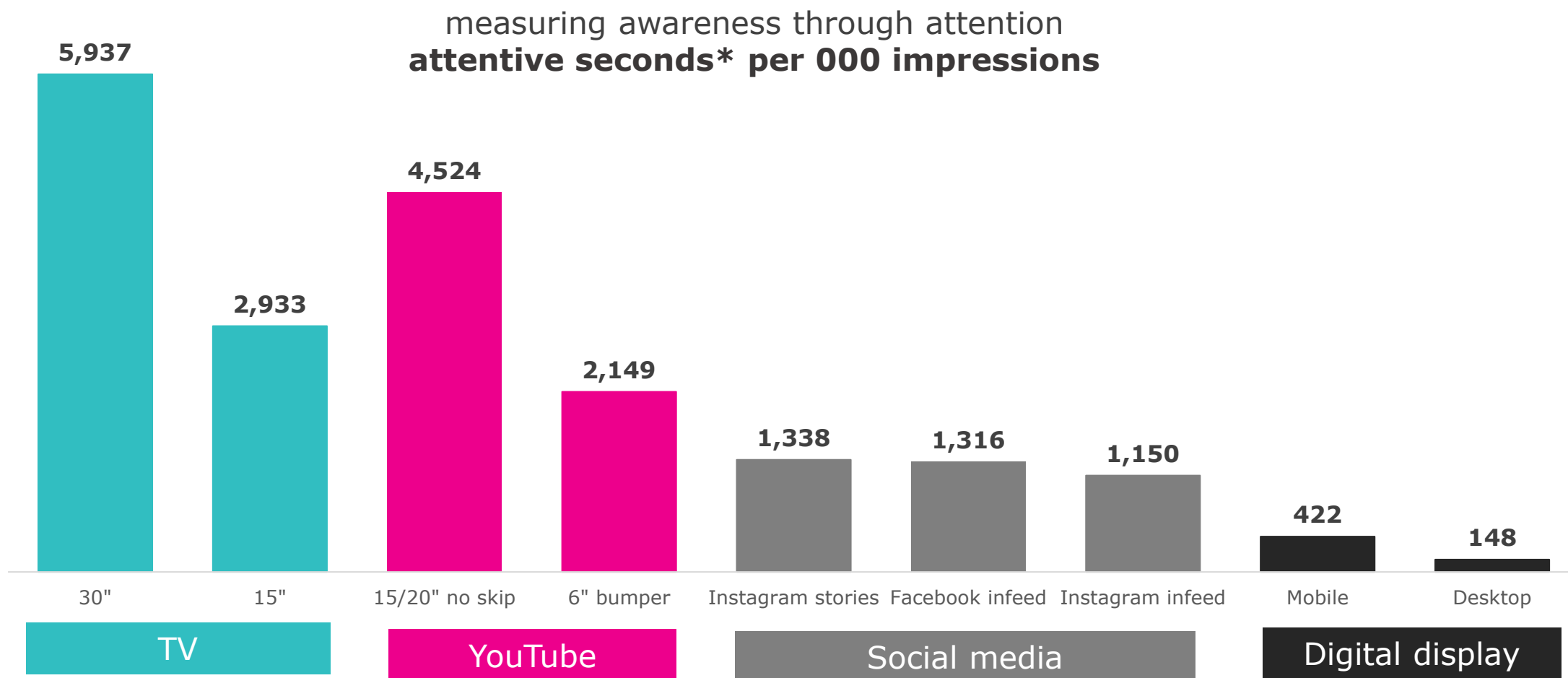
Q: Which *ONE* of the following media carries advertising that you are most **LIKELY TO REMEMBER**?

TV ads are most likely to drive a purchase



Q: Which ONE of the following media carries advertising that is most likely to make you **WANT TO BUY** the product?

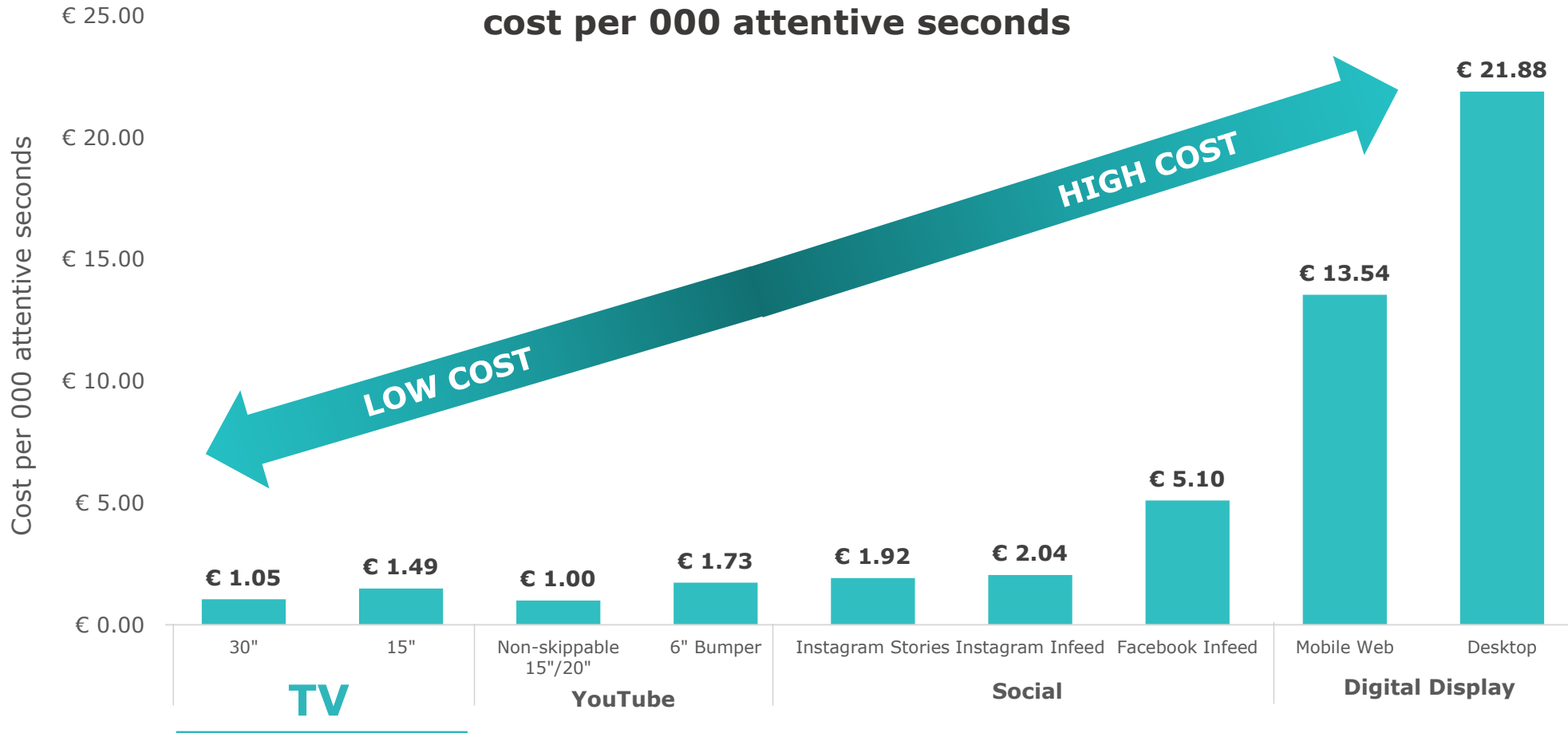
TV ads **deliver** the most “attentive seconds”



Source: Ebiquity, with Lumen, TVision and Dan White – The Challenge of Attention, June 2021

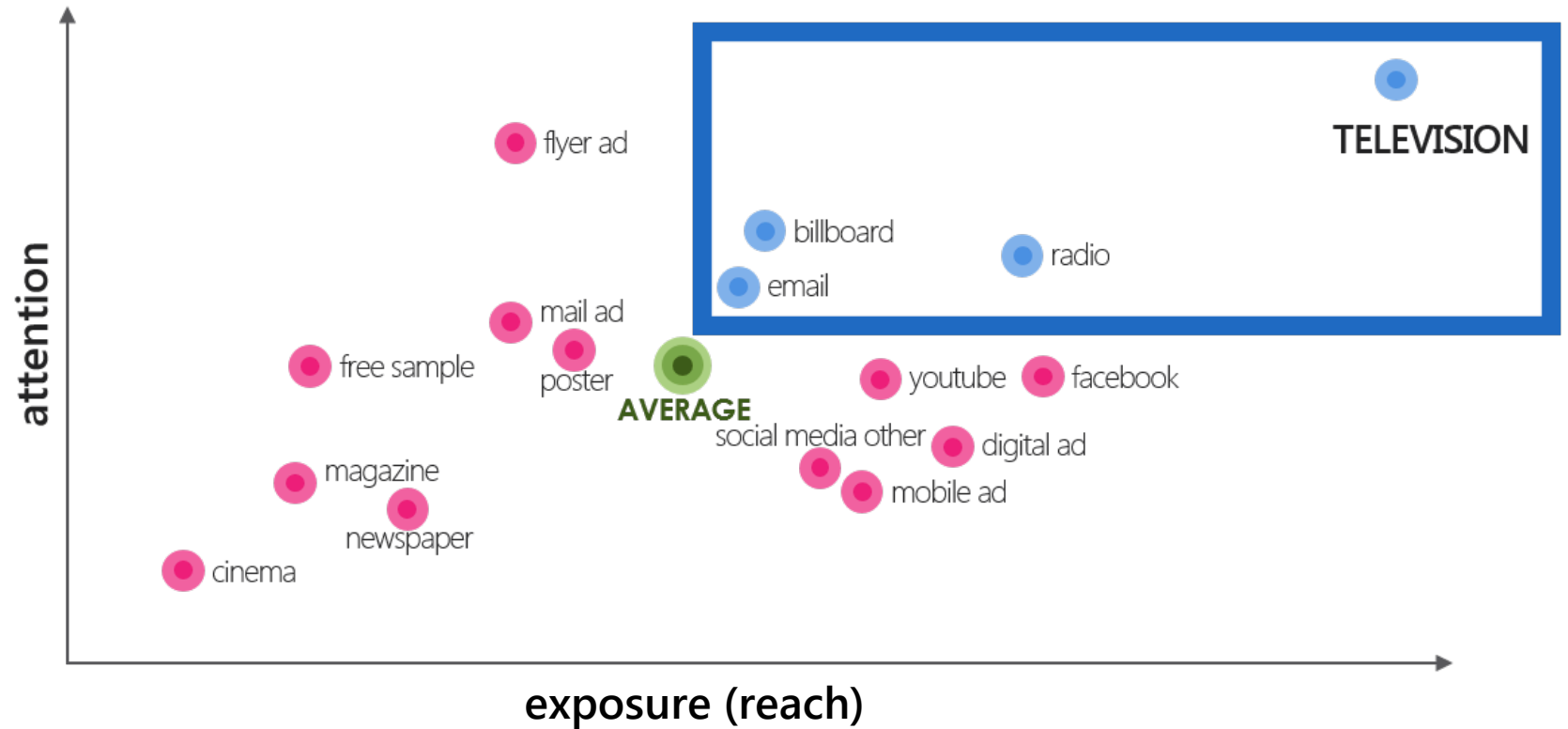
* “attentive seconds” = the actual time an ad is viewed by a person.

TV is an **attention** bargain

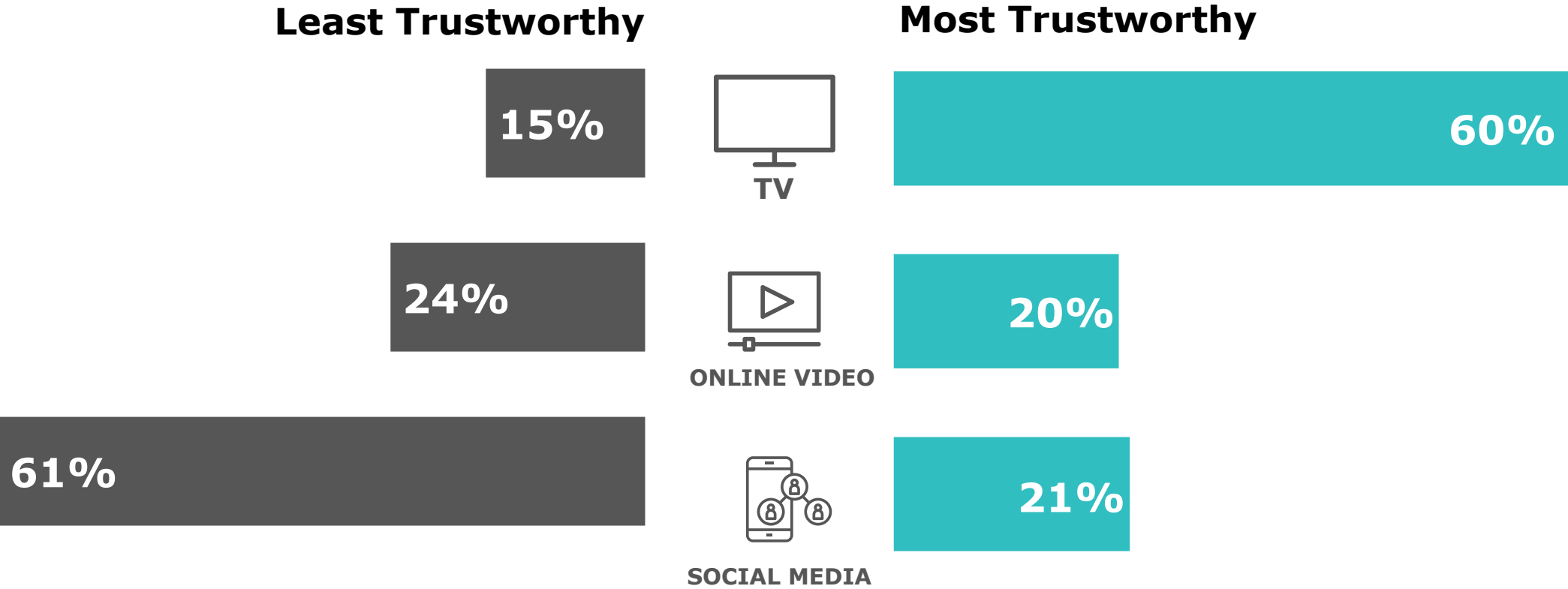


TV leads in exposure and attention

TV delivers the highest exposure through its mass reach while capturing the greatest consumer attention



TV is the **most trustworthy** medium for Canadians, while social is the least



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



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