

TV Outcomes

TV Effectiveness at the Campaign level

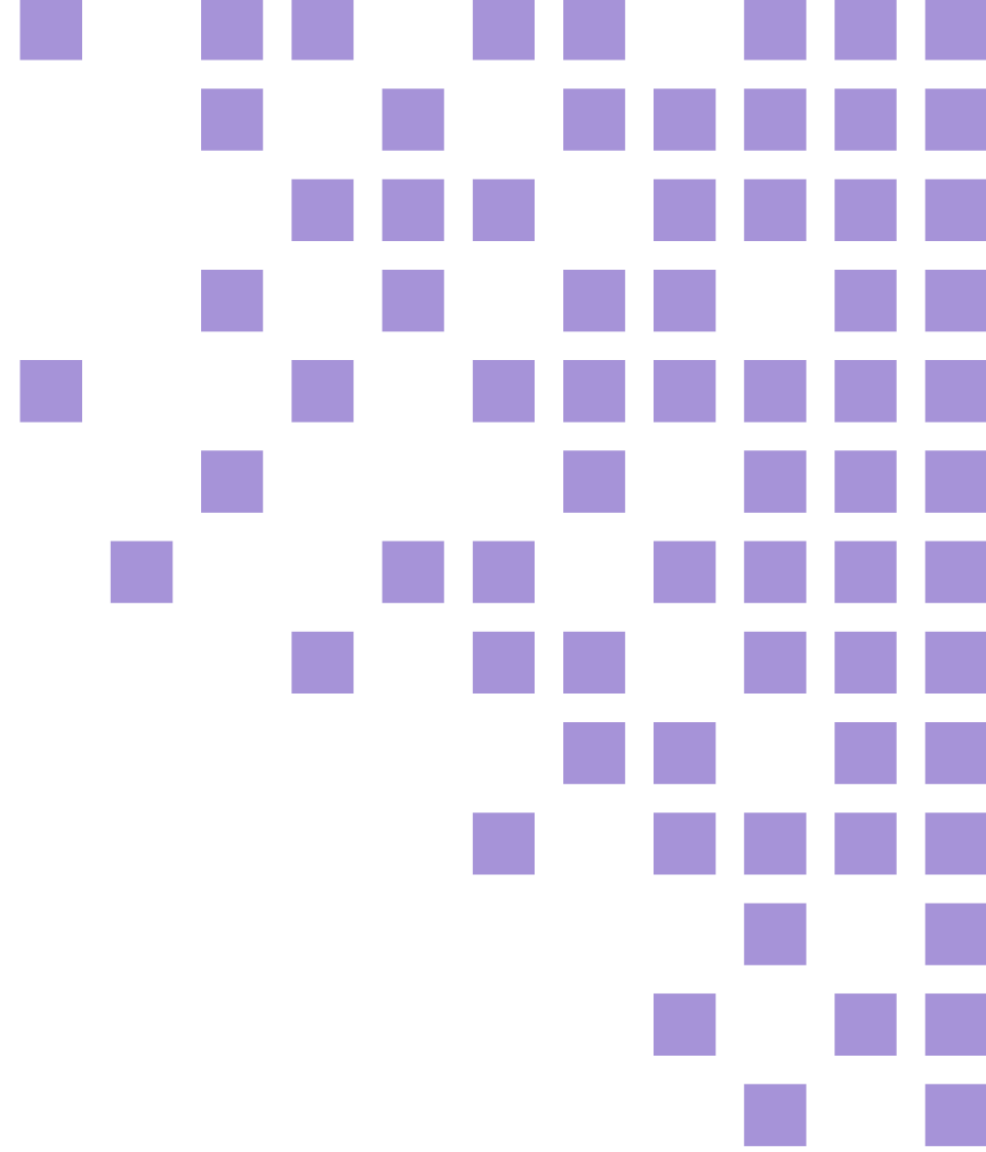
Key Research Findings

MAY 2026

ENVIRONICS
ANALYTICS

think^{tv}

20+ campaigns · 10 CPG brands · 16 foot traffic advertisers ·
Bell STB + Loblaw + EA mobile data



About the Study

Objective: Assess linear TV's effectiveness at driving real business outcomes — from retail sales to foot traffic — using campaign-level measurement at national scale.

Data Sources

- Bell set-top-box TV exposure across major conventional & specialty stations
- Loblaw Advance CPG retail sales — SKU level, core & halo products
- EA MobileScapes mobile movement data — foot traffic to physical locations
- PRIZM® + SocialValues™ — audience profiles and segmentation

Study Design

- Exposed vs. unexposed methodology
- Campaign period + 2 weeks before and after
- 20+ campaigns analyzed across categories
- 3–8 week duration, 1M+ impressions

Outcomes Measured

- Sales lift & incremental sales
- Incremental buyers & conversion lift
- Foot traffic (verified walk-ins)
- Audience profiling via PRIZM® segments & SocialValues™

Results Summary – Incremental Sales (CPG Campaigns)

90%

of campaigns
drove sales lift

19%

avg incremental
sales lift

8%

avg incremental
conversion lift

7%

avg incremental
new purchasers

Campaign	Reach	Conversion Lift	Incremental Buyers	Sales Lift	Incremental Sales
Voltaren	68.7%	18.5%	11,179	26.9%	\$371,337
Scotties	64.8%	15.0%	15,846	47.0%	\$549,214
Advil	67.8%	12.0%	17,834	27.0%	\$527,779
Pringles	65.1%	9.1%	19,251	8.1%	\$220,880
Claritin	60.3%	11.5%	1,641	34.5%	\$158,375
Listerine	57.7%	6.9%	11,550	10.3%	\$363,745
Sponge Towels	53.1%	7.3%	4,533	8.2%	\$195,680
Aveeno Calm + Restore	49.7%	4.6%	2,538	1.6%	\$69,781
Neutrogena	51.9%	4.2%	1,357	20.3%	\$88,955

Results Summary – Foot Traffic (Verified Walk-Ins)

Over two-thirds of campaigns drove incremental foot traffic – with standout results across restaurants, retail, pharmacy and grocery.

2× more likely to visit

Boston Pizza

Pasta Promotion – Jan 2026

Turned January – a slow month – into a traffic win

+54% lift

The Keg

See You Tonight / Best Grills

Powerful competitive edge in premium dining

+34% lift

Shoppers Drug Mart

Multiple campaigns

Very strong lift in crowded pharmacy landscape

+42% lift

Swiss Chalet

Thanksgiving Feast

Significant lift during a key seasonal event

+22% lift

East Side Mario's

Family Dining Experience

Strong proof TV fills tables, not just awareness

+41% lift

No Frills

Aug – Sep Campaign

Moves even the most price-conscious shoppers

Lessons Learned

TV works — short and long term

Immediate impact on sales and foot traffic, with effects that compound over time into long-term brand building.

Audience profiling sharpens optimization

PRIZM® and SocialValues™ identify which segments respond best, enabling smarter targeting and stronger ROI.

Sample size matters

More data yields more reliable conclusions. Larger campaigns produce more actionable insights for optimization.

Drives the outcomes that matter

TV consistently moves the metrics advertisers care about — buyers, conversions, and incremental revenue.

Finding the right campaigns

Clear time frames, sufficient impressions (1M+), and a defined call to action are the essential ingredients for reliable results.

Look across campaigns, not just within them

Multi-campaign analysis surfaces the strategic patterns that drive real TV optimization — more powerful than any single result.

Conclusion



- 1 TV consistently drives real business outcomes — **90% of CPG campaigns showed incremental sales lift**
- 2 **Over two-thirds of foot traffic campaigns drove incremental store visits**, across restaurant, retail and grocery categories
- 3 **Average sales lift of 19%, with top performers** like Scotties (47%), Claritin (35%) and Voltaren (27%) showing exceptional returns
- 4 Audience profiling with PRIZM® and SocialValues™ creates a **clear optimization roadmap for smarter future TV investment**
- 5 **Campaign-level measurement puts TV on equal footing with digital** — restoring its rightful place in every media plan