

WHY TV IS THE MEDIA OF CHOICE

Brand Image

The power of television advertising can be used creatively by advertisers to differentiate themselves from the competition and develop a unique persona that implies credibility, quality and service. The use of sight, sound and motion generate a level of trust, emotion and excitement.

Person to Person Communication

With both visual and sound capabilities, television comes closer than any other medium to offering the ideal person-to-person communication.

Retention

People learn through their senses. By stimulating more senses, the message is more likely to be noticed and learned.

Consumers' Perception

The average Canadian Adult Aged 18+ spends almost 24 hours per week watching television. Television is seen as the most influential medium over other major media.

Television advertising on Gente da Nossa is the best way to reach the Portuguese speaking Canadians across Canada.