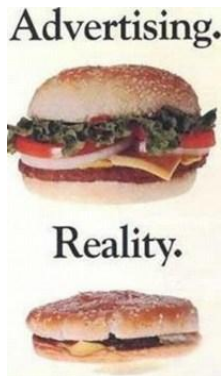


Advertising and its influence on consumers.

Just google “the power of advertising” or “the influence of advertising” or “selling without advertising”+ “images”.



Advertising

- In 2007, spending on advertising was estimated at more than \$150 billion in the United States and \$385 billion worldwide.



POWER OF TV ADVERTISING

Memorable
Kids are 50% more likely to remember a television advert than an online advert.

Enjoyable
6 in 10 kids report that they actually enjoy watching TV ads, +74% higher than online adverts.

Emotion
When asked to mention a favourite TV ad, 9 out of 10 spontaneously mentioned a TV advertisement.

Attention Grabbing
66% of kids say that TV adverts catch their attention, +60% higher than online advertising.

Generate Conversation
Kids are 2x as likely to talk to their parents about TV adverts than Online ones.

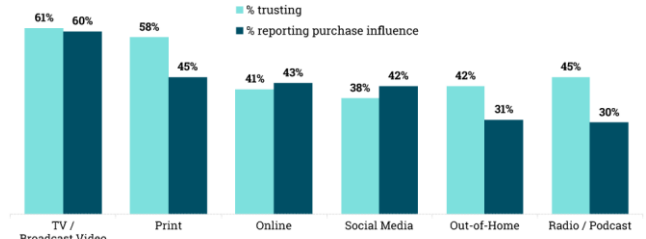
Relevant
87% of parents say they are more engaged with adverts of type a kid observed.

JUPITER
media intelligence

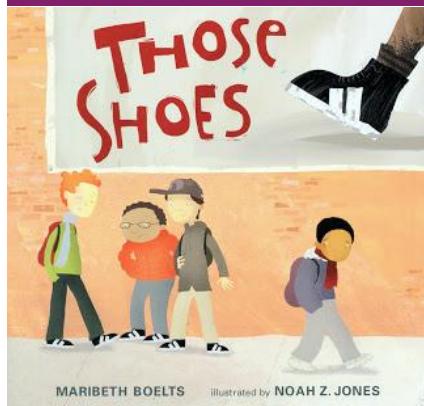
Source: Jupiter Intelligence, US Research & Jupiter Power of TV panel 2014



Most Trusted and Influential Advertising Media (According to US Adults)



Published on MarketingCharts.com in December 2017 | Data Source: Clutch
Based on a survey of 1,000 US adults (18+)



Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does.

— Stewart H. Brand