

Other outstanding "singles" include Sony Trinitrons' "Stages of Life" commercial, the Fiberglas Pink Insulation "Pool" commercial, Foster's Beer with Paul Hogan, the California Raisin Advisory Board's "Dancing Raisins" commercials and Gainers Meats with Vern and Ernest.

Vern must be one of Canada's busiest commercial characters because in addition to Gainers Meats, Vern is also mentioned in connection with GM/Chevy Olds advertising in Western Canada.

Milk, another generic product, is also high on the list but this represents advertising from more than one source. Recall of favourite milk ads includes the theme line "Give the job to milk" as well as regional campaigns by local dairy associations.

MOST MEMORABLE AD

- By Brand Name or Reference to a Specific Commercial -

	<u>% of Adult Canadians</u>
Coca Cola	2.1
Pepsi Cola	2.1
"Cheese Please"/Scott and Joey/François and Rémy	1.9
*Milk/dairy association	1.8
McDonalds	1.7
Molson's	1.7
Sony Trinitron/Stages of Life	1.6
Labatt's	1.1
Fiberglas Pink Insulation/Pool/Pink Flamingos	1.0
GM/Chevy/Olds	0.9
Fosters/Paul Hogan	0.9
California Raisins	0.9
Gainers Meats/Vern	0.8
Tide	0.8
Canadian Tire	0.8
Kibbles and Bits Dog Food	0.7
Bell Canada	0.7
Harvey's	0.7
Other (individual products/brand names mentioned by less than 0.7% of respondents)	41.4
None/don't know	36.4

*Note: Includes both national and regional milk campaigns

Within the beer group, Molson's is the most often mentioned advertiser, followed by Labatt's and then Fosters, a Carling O'Keefe brand. Kokanee and Laurentide are regional brands which stand out in their respective areas of Canada.

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