

MOST MEMORABLE AD
- By Product Category -

	<u>% of Adult Canadians</u>
None/don't know	36.4%
Alcoholic beverages (beer 7.8%)	8.0
Packaged foods (cereals, cheese, eggs, sliced meats, condiments and spreads, desserts, confectionery, snack foods)	7.6
Other packaged goods (non-food) (detergents, cleaners, paper products, disposable diapers, pet foods, garbage bags, other household products)	7.4
Non-alcoholic beverages (soft drinks, coffee, tea, milk, orange juice, other beverages)	7.3
Stores (drug, grocery, furniture/appliance, department, discount, hardware, home improvement)	5.3
Automotive (cars 3.7%)	4.7
Fast food restaurants	4.1
Personal care products (feminine hygiene 1.4%)	2.7
Home entertainment	2.5
Public service	1.7
Children's toys	1.6
Insulation	1.0
Clothing	0.9
Telecommunications	0.8
Airlines/travel	0.8
Media (ads for radio and television stations, newspapers, movies)	0.7
Small household appliances	0.6
Financial services/products	0.4
Health/fitness/diet centres	0.2
Other	5.0

Coca Cola and Pepsi Cola are in a dead heat as the most often mentioned advertisers. Coca Cola recall tends to be associated with the computer animated Max Headroom character while Pepsi commercials are most identified with personalities such as Tina Turner, Michael J. Fox and Lionel Ritchie.

McDonald's, Molson's and Sony Trinitron are also near the top of the list in terms of the popularity or memorability of their advertising.

The most memorable single ad campaign, however, is the generic "Cheese Please" series of commercials featuring Scott and Joey in English; François and Rémy in French. These ads follow the venerable tradition of using children as product presenters, a technique which still has considerable potency if the children are seen as natural and engaging.