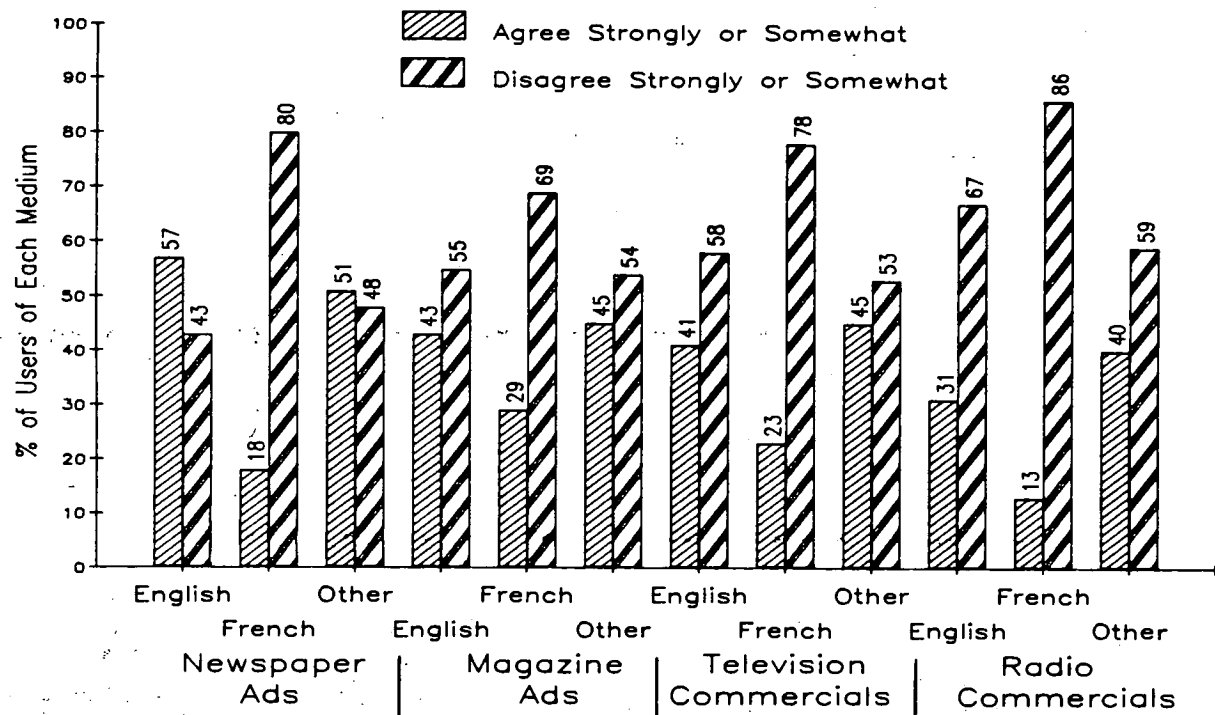


DEGREE TO WHICH THE ADVERTISING ON EACH MEDIUM IS SEEN AS OFTEN INFLUENCING PURCHASING DECISIONS

By Language Spoken At Home



6.2 Most Memorable Ad

Canadians were asked: "Of all the advertising that you have seen, heard or read in the past month, which ad or commercial sticks in your mind the most?" Since interviewing was conducted last November, the time reference for "most remembered advertising" is the autumn of 1986.

Sixty-four per cent of all adult Canadians were able to recall a memorable ad, commercial or advertiser. Answers were grouped by product category, by brand name and, when there were a sufficient number of responses, by specific ads or advertising campaigns.

Beer advertising is the largest single category of remembered commercials followed by advertising for packaged food, other packaged goods and non-alcoholic beverages. An aggregate total of between seven and eight per cent of Canadians mentioned advertising in each of these product categories.