

Televisions Are Us

Pre Christmas Media Plan

Presented by



MEDIA PLANNING & BUYING

Fall 2005

Introduction

- For today's 'Sneak Preview', we are presenting some findings from our initial research as well as some media preliminaries to show where our media direction will take Televisions Are Us in the busy Pre-Christmas period.
- We caution this is not meant to be construed as final, as media negotiations are still ongoing which could alter our mix.
- It should however demonstrate our Top-Line thinking and mid next week, we expect to unveil a full schedule to you to be implemented quickly

Media Research

- The following research was conducted to more accurately define who is purchasing which products in the consumer electronics category.
- This information helps us better isolate which vehicles will make the best impact and memorability for the Televisions Are Us brand.
- Through the combination of PMB (Print Measurement Bureau) and BBM (Bureau of Broadcast Measurement) we have extracted some highlights for consideration.

Research

- Through PMB (The Print Measurement Bureau), we determined who is buying which products in which quantities.

Demographic & Product Purchased

Purchasers

- English Adults aged 18+ Bought Digital Camera in last 12 Months
Represents 8.18% of Population base of 19,179,000 1,568,000
- English Adults aged 18+ Bought Television in last 24 Months
Represents 14.74% of Population base of 19,179,000 2,827,000
- English Adults aged 18+ Bought Home Theatre System in
last 24 Months Represents 4.61% of Population base of 19,179,000 885,000
- English Adults aged 18+ Bought DVD in last 24 Months
Represents 16.36% of Population base of 19,179,000 3,138,000

Background

Delving further into these numbers, we have isolated several highlights for consideration.

Digital Camera: Adults aged 25-34 who purchased a **Digital Camera** in the last 12 months indexed at 138%. That means digital camera purchasers were 38% more likely to be in the age bracket of 25-34.

However, the 35-49 age bracket accounted for 34% more purchases

TV: The highest index of **TV** purchasers was 115% for Adults aged 18-24, but the most TV purchasers are Aged 35-49 and they index at 113%

DVD: The highest index for Bought **DVD** in past 2 years is 148% for Adults aged 18-24, but again, Adults 35-49 (120%) and Adults 25-34 (128%) made more purchases than the 18-24 age group

Home Theatre System: As for bought **Home Theatre System** in past 2 years, the highest index is 181% for adults aged 18-24. Adults 35-49 index at 123% and account for almost twice as many sales as the 18-24 bracket.

Background

- Supporting this PMB data, we also accessed BBM (Bureau of Broadcast Measurement)

<ul style="list-style-type: none"> Digital Cameras 	<ul style="list-style-type: none"> Home Theatre Purchasers 	<ul style="list-style-type: none"> Spend \$1,000+ on Video Equip (Incls. TV, DVD, Video Camera)
% of Sales	% of Sales	% of Sales
<ul style="list-style-type: none"> Ontario @ 41.6% Quebec @ 18.8% Prairies @ 17.5% B.C. @ 15.3% Atlantic @ 6.7% 	<ul style="list-style-type: none"> Ontario @ 37.5% Quebec @ 21.2% Prairies @ 20.7% B.C. @ 13.7% Atlantic @ 6.9% 	<ul style="list-style-type: none"> Ontario @ 33.4% Quebec @ 23.6% Prairies @ 22.2% B.C. @ 16.6% Atlantic @ 4.2%
Age	Age	Age
<ul style="list-style-type: none"> 35-44 @ 25.3% 25-34 @ 21.9% 45-54 @ 20.6% 55-64 @ 11.3% 18-24 @ 8.4% 12-17 @ 5.7% 	<ul style="list-style-type: none"> 35-44 @ 25.1% 25-34 @ 23.1% 45-54 @ 19.0% 55-64 @ 8.0% 18-24 @ 13.1% 12-17 @ 6.7% 	<ul style="list-style-type: none"> 35-44 @ 28.6% 25-34 @ 25.8% 45-54 @ 18.4% 55-64 @ 9.7% 18-24 @ 8.1% 12-17 @ 3.1%
Gender	Gender	Gender
<ul style="list-style-type: none"> Male @ 55.3% Female @ 44.7% 	<ul style="list-style-type: none"> Male @ 58.4% Female @ 41.6% 	<ul style="list-style-type: none"> Male @ 64.1% Female @ 35.9%

- Additional PMB & BBM highlights for income, occupation, province, household composition, media habits can be provided for review.

Research Summary

- From the preceding, we can express that our purchasers are predominantly (not exclusively) but mainly:
- Male
- Between 67% & 73% of sales are in the 25-54 age brackets with ages 35-44 being the most prominent purchaser in all product categories.
- 57%-60% of sales are in Ontario and Quebec

It's important in our consumer marketing that we ensure we target not just our end user, but also the ultimate purchaser.

The message and the media mix must be tailored to reach them respectively.

These findings will be incorporated into our media recommendations.

Opportunities we are negotiating

Report on Business -November and December issues
plus Holiday Gift Guide Issue in December
\$65,000 value for estimated \$47,000

- **Globe & Mail Newspaper**
November 24th - TECH Gift Guide and
Boxing Day Supplement- ads run Dec 24 & 26 at two for one
Rates in negotiation
- **National Post Business Magazine** November and December issues
Page per issue - Total Value of \$35,000, negotiating to \$26,000
- **National Post Newspaper**
Minimum 10 insertions at 7" X 10' Size (Mag page format)
Value of \$21,510/ad. We will secure for \$ 7,000/ad based on 10
ads

Opportunities we are negotiating

- **CHILL The magazine of The Beer Store** . - Copies available in 437 Ontario only Beer Stores . Perfect Male audience. 200,000 Copies. In Negotiation
- **Time Magazine:** Page 4 Colour costs of \$28,600, We're negotiating to \$21,000
 - Key issues:
 - Oct 24th- What's Next - Trends
 - Nov 14th -Gift Guide
 - Nov 21st -Coolest Inventions
 - Dec 19th- Picture of the Year

Opportunities we are negotiating

- **Canadian Business Magazine**
Approximately 6 issues we can still make. Special issue of PURSUIT in Nov 24th issue.
- **Reader's Digest - Gift Guide in December**
Special Bonus: Run full page ad. Secure full Page advertorial.
- Rate in Gift Guide usually \$39,842. We are close to deal at \$28,000
- Also pursuing Inside Entertainment, NUVO Magazine, and several other candidates

