



30 Years of Excellence

Happy Birthday Canada!



Where to Invest Advertising Dollars

Last month we shared with you how important it is to advertise during economic downturns or slow periods in your revenue cycle...gains in market share, higher sales growth, lower costs and increased awareness. As important as it is to understand WHY you need to advertise in slower times, the bigger consideration might be on WHERE you should spend your dollars for the greatest impact and ROI.

“When asked to rate which advertising vehicles provide consumers with an incentive to take action, promotional products were regarded as most effective by all generations.

MOST EFFECTIVE ADVERTISING CHANNEL

	MILLENNIALS	GEN Xers	BABY BOOMERS	SILENT GENERATION
1	Promotional Products	Promotional Products	Promotional Products	Promotional Products
2	Broadcast	Broadcast	Broadcast	Print
3	Online	Online	Print	Broadcast
4	Mobile	Print	Online	Online
5	Print	Mobile	Mobile	Mobile