

## Funny advertisements take the lead...

- ▶ According to one out of three respondents (33%), what makes an advertisement their favourite one is the funny side it brings out.
- ▶ Interestingly enough, a higher proportion of those surveyed (37%) cannot explain the feeling they have towards their favourite advertisement.

**Q2. Please take a moment to think about the one advertisement that you would say is your all-time favourite. Why do you like it so much? Base: n=1504**

	%
<b>Because it's funny</b>	<b>33%</b>
Because of its catchy jingle	7%
Because it's true / honest	2%
Because I like the advertised product / I use the advertised product	2%
Because it's colorful / Because it's visually attractive / Because of the presentation	2%
Because it's informative	2%
Because it's straight to the point / Because it's clear	2%
Because it features a celebrity	1%
→ Because it's sexy	1%
Because it features animals	1%
Because it's intelligent / clever	1%
Because it's cute	1%
Because it's original / The creativity of the ad	1%
Because it's catchy / It catches the attention (General)	1%
Because it's well done (General)	1%
Because it relates to me / It touches me	1%
I don't have a favourite advertisement / I don't like advertisement	1%
Other	5%
<b>DK/Refused</b>	<b>37%</b>

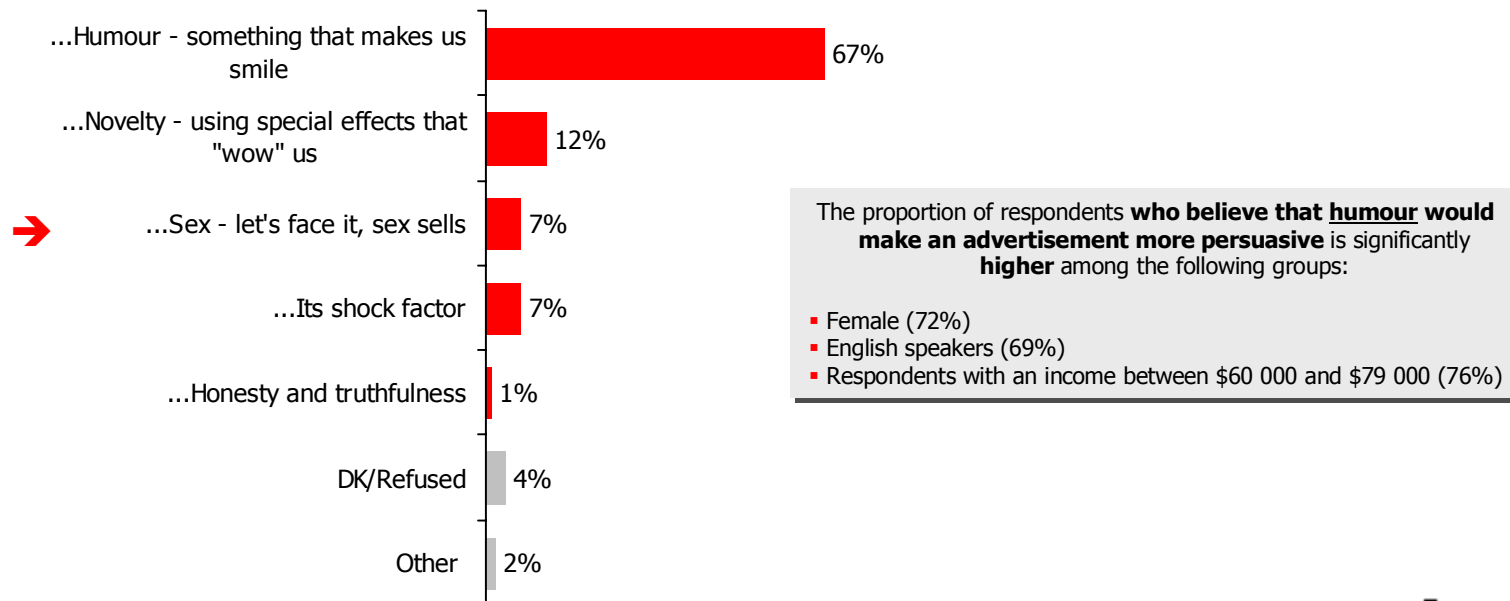
The proportion of respondents **whose favourite advertisements are funny** ones is significantly **higher** among the following groups:

- Respondents between the age of 45 and 54 (39%)
- Residents of Prairies (41%)
- French Speakers (38%)
- Respondents with an income of \$80 000 and more (39%)

# Persuasive advertisements make respondents smile...

- ▶ According to two out of three respondents (67%), the essential ingredient to a persuasive advertisement is humour.
- ▶ Surprisingly, only 1% of respondents believe that honesty and truthfulness would make an advertisement more persuasive, which could lead us to think that more advertisements should increase their credibility as well as their believability.

Q9. What one factor do you think makes an advertisement most persuasive? Base: n=1504



**Cette étude *Léger Marketing*, réalisée en novembre 2008, révèle que très peu de Canadiens sont portés à acheter des produits qui utilisent le « sexe » comme concept de vente; ces résultats vont à l'encontre de la pensée populaire disant que « le sexe fait vendre ».**

- **Que pensez-vous de ces résultats?**
- **Est-ce que les résultats de cette étude remettront en cause l'utilisation de la sexualité et de l'érotisme dans vos concepts publicitaires?**
  - **Si oui, de quelle façon?**
  - **Si non, pourquoi?**

**Contactez-nous pour nous faire part de vos commentaires, de vos idées et de vos suggestions!**