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			INTERRUPTIVE	OVERABUNDANT	NOT ADAPTED TO MY NEEDS	INFORMATIVE	CONVINCING	ENJOYABLE
<b>IN HOME</b>		DIRECT MAIL						
		DOOR-TO-DOOR						
<b>TRADITIONAL</b>		MAGAZINES						
		DAILIES						
		FREE SHEETS						
		TV						
		RADIO						
		OUTDOOR						
		CINEMA						
<b>DIGITAL</b>		ONLINE BANNER						
		PRE-ROLL VIDEO						
		MID-ROLL VIDEO						
		EMAIL						
		SOCIAL MEDIA						
		SEARCH						
<b>OTHER</b>		TELEMARKETING						

 BETTER PERFORMANCE  
 AVERAGE PERFORMANCE  
 LOWER PERFORMANCE



# In-Home Advertising is welcomed by the consumer



			INTERRUPTIVE	OVERABUNDANT	NOT ADAPTED TO MY NEEDS	INFORMATIVE	CONVINCING	ENJOYABLE
<b>IN HOME</b>		DIRECT MAIL	3 %	10 %	82 %	12 %	9 %	18 %
		DOOR-TO-DOOR	3 %	12 %	85 %	22 %	15 %	28 %
<b>TRADITIONAL</b>		MAGAZINES	7 %	23 %	89 %	17 %	12 %	24 %
		DAILIES	6 %	20 %	92 %	15 %	15 %	20 %
		FREE SHEETS	4 %	15 %	86 %	16 %	12 %	23 %
		TV	39 %	49 %	94 %	10 %	9 %	14 %
		RADIO	26 %	32 %	96 %	9 %	8 %	17 %
		OUTDOOR	8 %	25 %	94 %	15 %	11 %	26 %
		CINEMA	13 %	18 %	94 %	15 %	12 %	34 %
<b>DIGITAL</b>		ONLINE BANNER	32 %	39 %	84 %	8 %	6 %	10 %
		PRE-ROLL VIDEO	32 %	41 %	96 %	7 %	4 %	7 %
		MID-ROLL VIDEO	47 %	36 %	95 %	4 %	5 %	4 %
		EMAIL	18 %	34 %	85 %	9 %	8 %	9 %
		SOCIAL MEDIA	21 %	36 %	86 %	9 %	6 %	9 %
		SEARCH	23 %	33 %	90 %	6 %	5 %	5 %
<b>OTHER</b>		TELEMARKETING	45 %	35 %	97 %	3 %	2 %	4 %

