



NEW FROM BELL MEDIA MIX



5 second spots on CTV



5 second spots on specialty television



5 second spots on radio



5 second ad rotation on digital OOH

5 second digital video big boxes

A FIRST OF ITS KIND

A week-long mass awareness campaign featuring five second ads everywhere you need to be!



Why is this a powerful media option?

- **Media Multiplier Effect:** Awareness builds when creative synergies are shared between radio and television and visual elements are common among out-of-home, digital and television.
- **Short-term ad stimulus (STAS):** Multiple messages support impulse sales within short purchase windows.
- **Incremental Reach:** Multiple media messages deliver more reach where the light users of any one medium might be missed.



National to local, media to production, leave it to Bell Media Mix.

For more information please contact

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