

PROVING NEWSPAPERS WORK:

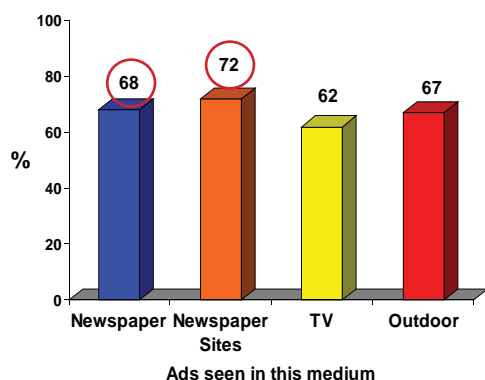
Newspapers and their sites

CASE STUDY

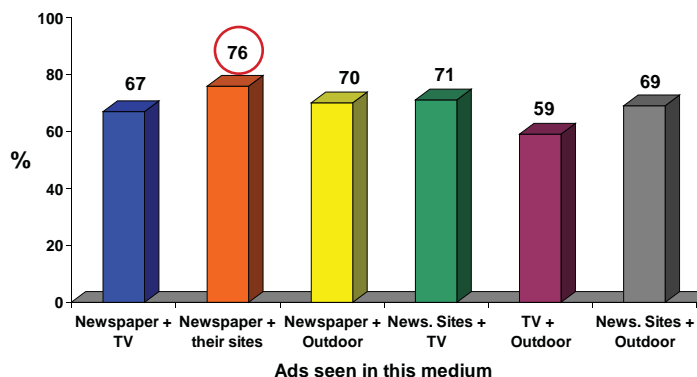
The Results

In a study undertaken by Totum Research, newspaper and online demonstrate they can effectively built spontaneous awareness of Scotiabank. When users of 2 different media are combined, newspapers and online together provide the **biggest boost to spontaneous awareness** – to 76%.

Spontaneous Awareness of Scotiabank

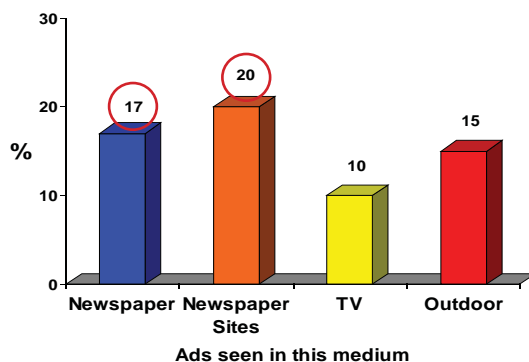


Spontaneous Awareness of Scotia Bank – 2 media



This campaign was designed to not only remind Canadians about their RSPs but to encourage them to use Scotiabank.

Chose Scotiabank as “First choice if looking to invest in an RSP with a bank”



Again when the combine impact of two media are considered, newspaper and online have the greatest combined impact!

Chose Scotiabank as “First choice if looking to invest in an RSP with a bank” - 2 media

