



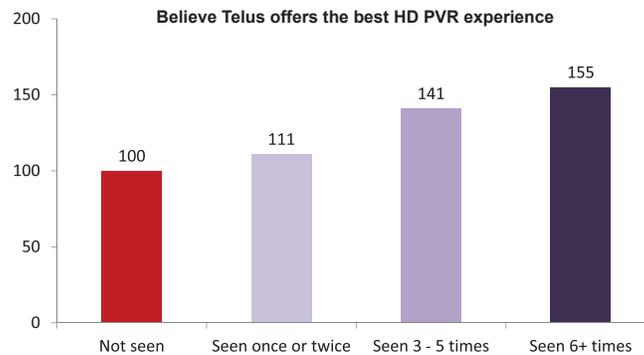
# CASE STUDY

## PROVING NEWSPAPERS WORK: FOR TECHNOLOGY ADVERTISERS

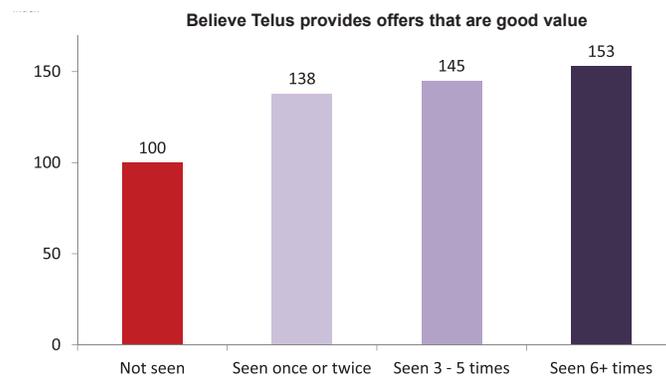
### The Results

Totum Research undertook a study to determine the impact of the newspaper advertising. The Telus campaign was extremely effective with two-thirds of readers having seen it.

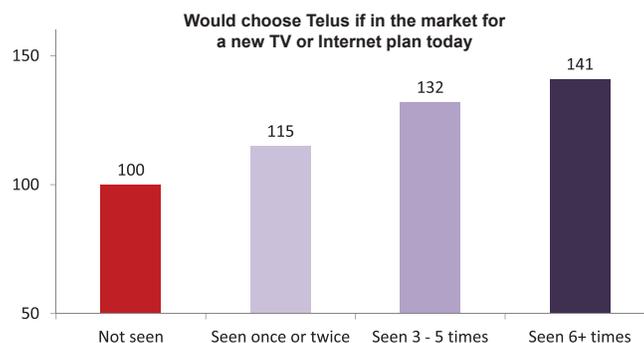
The newspaper ad campaign reinforced the company's positioning of offering the best HD PVR experience – and the level of belief grew with increased exposure to the ads.



Canadians that saw the newspaper ads also believe that Telus provides offers that are good value.



Finally, exposure to the newspaper ad campaign significantly increased the choice of Telus if in the market for a new TV or Internet plan today.



**The newspaper ad campaign effectively delivered Telus' message and the more it was seen the more it resonated!**

For further industry information, go to [www.newspaperscanada.ca](http://www.newspaperscanada.ca)

