

**Canadian Advertising Resources**

This guide focuses on Canadian advertising resources that can be accessed by University of Windsor faculty, staff, and students, free-of-charge. If you need further assistance, please contact [Katharine Ball](mailto:kball@uwindsor.ca) at (519) 253-3000, ext. 3852

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**General**

**Marketing Facts: Statistics and Trends for Marketing in Canada** / Canadian Marketing Association (Leddy Circulating Collection, Main Building, 3rd Floor: HF5415.12 .C2 .M375) 2015 edition is the latest.

It contains a broad range of advertising and marketing statistics on industries, expenditures, channels/media, consumer behavior, segmentation, benchmarking, trends, business issues and human resources.

**Canadian Advertising in Action** / Keith Tuckwell (Leddy Books, Main Building, 3rd Floor: HF5823.T82 2017): a good, recent overview

**Journal articles on all Canadian advertising topics** can be found by searching databases such as:

[**Business Source Complete**](http://led.uwindsor.ca/business-source-complete)

[**Proquest Business**](http://led.uwindsor.ca/proquest-business)  
[**PsycInfo**](http://led.uwindsor.ca/psycinfo)  
[**Communication And Mass Media Complete**](http://led.uwindsor.ca/communication-mass-media)

**Advertising Laws And Standards**

**Advertising And Marketing Law in Canada** / Brenda Pritchard (Law Library Texts, 1st Floor: KF1614.P75 2015): an expert overview

[**Advertising Standards Canada**](http://www.adstandards.com/en)the advertising self-regulatory body; in particular, see:

* [**Canadian Code of Advertising Standards**](http://www.adstandards.com/en/Standards/theCode.aspx)
* [**Gender Portrayal Guidelines**](http://www.adstandards.com/en/Standards/genderPortrayalGuidelines.aspx)
* [**Broadcasting Code for Advertising to Children**](http://www.adstandards.com/en/Clearance/Childrens/broadcastCodeForAdvertisingToChildren.aspx)
* [**Ad Complaints Report**](http://www.adstandards.com/en/Standards/report.aspx)

Two other regulatory bodies that cover aspects of advertising are the [**CRTC**](http://www.crtc.gc.ca/eng/home-accueil.htm) and the [**Competition Bureau.**](http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/home) See, for example, the [**Communications Monitoring Report**](http://www.crtc.gc.ca/eng/publications.htm) which has information and statistics on the Canadian broadcasting and telecommunications industries and markets.

**Advertising Industry, Companies, And Brands**

[**Advertising in Canada**](http://ezproxy.uwindsor.ca/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&jid=W8Q&site=bsi-live) / Marketline: reports from 2003 to the present; has market overview, market data, segmentation, outlook, strategic analysis

[**Advertising in Canada**](http://led.uwindsor.ca/gmid) / Euromonitor: type “Advertising in Canada” in the keyword search box (top right) to get to the report. It covers trends, competitive landscape, prospects, industry overview, future outlook, etc.

[**Advertising Agencies**](http://marketing.welchllp.com/acton/media/6357/advertising-industry-2016) / IBISWorld (via Welch LLP): industry report

[**Advertising And Related Services**](http://www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurveyProduct&Id=273434) / Statistics Canada: an annual overview of trends; see The Daily and the CANSIM statistical tables

[**Internet Advertising Revenue Reports**](https://iabcanada.com/research/annual-internet-advertising-revenue-reports/) / Interactive Advertising Bureau Canada: an annual report that began in 1998

[**Magazines Canada. Resource Centre**](https://magazinescanada.ca/resource-centre-browse/): many articles and reports on the magazine sector of the advertising industry

[**News Media Canada. Industry Information**](https://nmc-mic.ca/about-newspapers/): many articles and reports on the daily and community newspaper sectors of the advertising industry

[**CARDonline: Canadian Advertising Rates And Data**](http://led.uwindsor.ca/card): in the search area, use the pull-down menu to select advertising agencies, media associations, and media representatives; information on the industry, including detailed contact information.

[**Institute of Communication Agencies. Publications and Studies**](http://www.icacanada.ca/aarc/Publications%20and%20Studies.aspx): e.g. **Magic And Logic**, and **Come Together**; best practice reports for advertisers

**Industry Associations**

[**Advertising Standards Canada**](http://www.adstandards.com)   
[**Association des Agences de Communication Creative**](https://a2c.quebec)   
[**Association of Canadian Advertisers**](http://www.acaweb.ca/en)   
[**Association of Internet Marketing and Sales**](http://www.aimscanada.com)  
[**Canadian Association of Broadcasters**](http://www.cab-acr.ca)   
[**Canadian Association of Professional Image Creators**](http://www.capic.org)  
[**Canadian Broadcast Standards Council**](http://www.cbsc.ca)   
[**Canadian Marketing Association**](http://www.the-cma.org)   
[**Canadian Media Directors Council**](http://www.cmdc.ca)   
[**Canadian Out-of Home Measurement Bureau**](http://www.comb.org)   
[**Canadian Public Relations Society**](http://www.cprs.ca)   
[**Hebdos Quebec**](http://www.hebdos.com)   
[**Institute of Communication Agencies**](http://icacanada.ca)   
[**Interactive Advertising Bureau Canada**](http://www.iabcanada.com)   
[**Magazines Canada**](http://www.magazinescanada.ca)   
[**News Media Canada**](https://nmc-mic.ca)

[**Numeris**](http://en.numeris.ca/)  
[**Professional Photographers of Canada**](http://www.ppoc.ca)   
[**Promotional Product Professionals of Canada**](http://www.promocan.com)   
[**Society of Graphic Designers of Canada**](http://www.gdc.net)   
[**Thinktv**](http://thinktv.ca)  
[**Trans-Canada Advertising Agency Network**](http://www.tcaan.ca)   
[**Western Association of Broadcasters**](http://wab.ca)

**Advertising Campaigns**

[**Ad\*Access**](https://repository.duke.edu/dc/adaccess) / Duke University: an image database of over 7,000 advertisements printed in U.S. and Canadian newspapers and magazines between 1911 and 1955. Covers the following categories: beauty and hygiene, radio, television, transportation, and World War II

[**Adviews**](http://library.duke.edu/digitalcollections/adviews/) / Duke University: contains over 9,000 television commercials, including English and French language Canadian commercials

[**ROAD**](http://library.duke.edu/rubenstein/findingdb/road) / Duke University: 30,000 images of outdoor advertisements, including Canadian ads

[**Vintage Ad Browser**](http://www.vintageadbrowser.com/): includes advertisements from a variety of sources and from many countries, including Canada

[**Adforum**](http://www.adforum.com/creative-work/): a large database of advertisements in many media and from many countries, including Canada. Most are free to view.

[**Internet Archive**](http://www.archive.org): contains a variety of historical advertisements. For example: type Commercials OR advertisements in the search box.

See also: social media such as [**YouTube**](http://www.youtube.com/) and[**Facebook**](http://www.facebook.com/)

See also:  **Advertising Awards** for examples of award winning Canadian ads

**Advertising Awards**

[**Ace Awards**](http://adclubedm.com/awards) (Edmonton)  
**ADDC: Ad and Design Club** (National)  
[**Ad Rodeo/Anvil Awards**](https://www.facebook.com/AdRodeo) (Prairie Provinces): [2017 Award Winners](http://anvil2017.icebergapp.com/winners)  
[**Applied Arts**](https://www.appliedartsmag.com/winners_gallery/) (National)

[**Atomic Awards**](http://atomicawards.strategyonline.ca) (National)  
[**Cassies**](http://cassies.ca/Home/Indexhome) (National)

[**CMA Awards**](http://www.the-cma.org/education-events/awards) (National)  
[**Crystals**](https://www.facebook.com/TheCrystalsAwards) (National): [2016 Award Winners](https://thecrystalawards.bandcamp.com/)  
[**ICE Awards**](https://iceawards.ca) (Atlantic Provinces)  
[**Infopresse**](https://concours.infopresse.com/) (Quebec)  
[**Lotus**](http://www.lotusawards.com) (British Columbia)   
[**Marketing Awards**](http://marketingawards.strategyonline.ca/) (National)

[**Media Innovation Awards**](http://mediainnovationawards.strategyonline.ca) (National): [2016 Award Winners](http://marketingmag.ca/media/2016-media-innovation-awards-the-complete-winners-list-186931/)  
[**News Media Canada**](https://nmc-mic.ca/programs/awards/) (National)

[**Promo Awards**](https://promoawards.strategyonline.ca) (National)

**Target Market, Consumer Behaviour And Consumer Trends Research**

[**Statistics Canada: Census Profiles 2016**](http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E&TABID=2):  for each Canadian community, there is a profile that includes: population and dwelling counts, age, marital and common-law status, dwelling characteristics, family and household characteristics, languages, ethnicity, immigration and citizenship, mobility and migration, education, labour force and occupation, income. Canadian cities are broken down into small areas called census tracts (2,500 - 8,000 people); there is the same profile for each of these census tracts.

For additional information, start at the [**Statistics Canada**](http://www.statcan.gc.ca/eng/start) home page and/or contact: [**Katharine Ball**](mailto:kball@uwindsor.ca)

**Consumer Lifestyles In Canada** / Euromonitor in the [**Passport: Global Market Information Database**](http://led.uwindsor.ca/gmid). Type “Consumer Lifestyles in Canada” in the search box (top right) to get the report.

[**CORA: Canadian Opinion Research Archive**](http://www.queensu.ca/cora/): contains hundreds of commercial and independent surveys collected by major commercial Canadian firms dating back to the 1970s. They include Canadians’ opinions and outlook on a wide variety of social, economic, and political issues.

[**ODESI**](http://led.uwindsor.ca/odesi): see under Public Opinion Polls (left-hand side); contains the Canadian Gallup polls, as well as Canadian polls from various other organizations.

For more information on the characteristics and values of Canadians, check the [**Library Catalogue**](http://tcna.primo.hosted.exlibrisgroup.com/primo_library/libweb/action/search.do?vid=UWINDSOR) for books. Do subject searches for: National characteristics - Canada, Social prediction - Canada, Social values – Canada

[**Thinktv. Research Reports**](http://thinktv.ca/research/research-reports/): they tend to focus on consumer behaviour issues in advertising

**Media Research**

[**CARDonline: Canadian Advertising Rates And Data**](http://led.uwindsor.ca/card) contains advertising information and rates for Canadian newspapers, magazines, radio, television, out of home advertising, interactive and other media.

[**Media Digest**](http://www.cmdc.ca/resources/useful-links) / Canadian Media Directors Council: information on television, radio, newspapers, magazines, out-of-home and transit advertising, internet and mobile media, and direct response advertising.

[**Canadian Multi-Platform Landscape**](https://www.comscore.com/Insights/Presentations-and-Whitepapers/2017/Canadian-Multi-Platform-Landscape) / CMA and Comscore: covers trends in web usage, multi-platform engagement, online video, and digital advertising.

[**Interactive Advertising Bureau Canada. Research Archives**](https://iabcanada.com/iab-resources/research/iab-research/): see reports such as **Canadian Media Usage Trends** and **Cross-Media Optimization Studies**

[**Consumer Magazine Media Fact Book**](https://magazinescanada.ca/pdf/consumer-magazine-media-fact-book/) / Magazines Canada: content relating to trends, ad positioning, ad effectiveness and the new digital landscape.

[**Digital Magazine Media Fact Book**](https://magazinescanada.ca/pdf/digital-magazine-media-fact-book/) / Magazines Canada: current research pertaining to digital editions, ereaders, smartphones, social media, videos and more.

[**Thinktv. Research Reports**](http://thinktv.ca/research/research-reports/): they tend to focus on consumer behaviour issues in advertising

**Measurement And Monitoring**

Most detailed audience measurement, market share, ad expenditure data, etc. is only available for a fee from companies such as [**Nielsen Canada**](http://www.ca.nielsen.com) and the [**Vividata**](https://vividata.ca). However, some summary level data is available from the following:

[**Numeris: Topline Data**](http://en.numeris.ca/media-and-events/overview)

[**Magazines Canada. Category Quick Hits**](https://magazinescanada.ca/resource-centre/?fwp_tags=quick-hits)

[**News Media Canada. Community Newspaper Readership and Audience Measurement**](https://nmc-mic.ca/research-statistics/connecting-to-canadians-with-community-newspapers-2/)

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