

**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 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 2018): 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)

[**Google Scholar**](http://led.uwindsor.ca/google-scholar)

**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)
* [**Broadcast 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)
* [**Influencer Marketing Disclosure Guidelines**](http://www.adstandards.com/en/Standards/Influencer-Marketing-Disclosure-Guideline.pdf)

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. Select Statistics and Analysis; includes the country report: Advertising in Canada

[**IBISWorld**](http://led.uwindsor.ca/ibisworld) has the following reports: Advertising Agencies in Canada, Billboard and Outdoor Advertising in Canada, and Direct Mail Advertising in Canada

[**Advertising and Related Services**](https://www150.statcan.gc.ca/n1/en/surveys/2437) / Statistics Canada: an annual overview of trends

[**Interactive Advertising Bureau Canada**](https://iabcanada.com)see under Resources; includes annual [**Internet Advertising Revenue Reports**](https://iabcanada.com/research/annual-internet-advertising-revenue-reports/) as well as other reports

[**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): use the search box and the pull-down menu to select advertising agencies, media associations, and media representatives; information on the industry, including detailed contact information.

**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)
[**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 Marketing and Measurement Bureau**](https://www.commb.ca)
[**Canadian Public Relations Society**](http://www.cprs.ca)

[**Graphic Designers of Canada**](https://gdc.design)
[**Hebdos Quebec**](http://www.hebdos.com)
[**Institute of Communication Agencies**](https://theica.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)
[**Thinktv**](https://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**](http://theadcc.ca/awards) (National)
[**Ad Rodeo/Anvil Awards**](https://www.facebook.com/AdRodeo) (Prairie Provinces): [2018 Award Winners](http://anvil2018.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://thecrystalsawards.com/2018-winners) (National)
[**ICE Awards**](https://iceawards.ca) (Atlantic Provinces)
[**Infopresse**](https://concours.infopresse.com/) (Quebec)
[**Marketing Awards**](http://marketingawards.strategyonline.ca/) (National)

[**Media Innovation Awards**](http://mediainnovationawards.strategyonline.ca) (National)
[**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**

**[Passport: Global Market Information Database](http://led.uwindsor.ca/gmid)** see under the Consumers tab. Consult reports such as Consumer Lifestyles in Canada which have consumer trends and segmentation information

[**ODESI**](http://led.uwindsor.ca/odesi): click on Browse; see under Public Opinion Polls (left-hand side); contains Canadian polls from Angus Reid, CROP, Decima, Environics, Gallup, Ipsos Reid, and many other organizations

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

[**Consumer Perspectives on Advertising**](http://www.adstandards.com/en/ASCLibrary/consumerResearch.aspx) an annual survey by Advertising Standards Canada

**Journal articles on Canadian consumers** 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)

[**Google Scholar**](http://led.uwindsor.ca/google-scholar)

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

**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.

[**Comscore**](https://www.comscore.com/Insights/Presentations-and-Whitepapers) has reports such as [**Canadian Multi-Platform Landscape**](https://www.comscore.com/Insights/Presentations-and-Whitepapers/2017/Canadian-Multi-Platform-Landscape): 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, including media habits

**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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