

**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

**Content**

* **[General](#General)**
* **[Advertising Laws and Standards](#AdvertisingLaws)**
* [**Advertising Industry, Companies, and Brands**](#AdvertisingIndustryAnchor)
* [**Industry Associations**](#IndustryAssociationsAnchor)
* [**Advertising Campaigns**](#AdvertisingCampaignsAnchor)
* [**Advertising Awards**](#AdvertisingAwardsAnchor)
* [**Target Market, Consumer Behaviour and Consumer Trends Research**](#TrendsAndTargetAudienceAnchor)
* [**Media Research**](#MediaResearchAnchor)
* [**Measurement and Monitoring**](#MeasurementAndMonitoringAnchor)

**General**

**Advertising, Consumer Culture, and Canadian Society: A Reader** / Kyle Asquith (Leddy Course Reserves, Main Building, 1st Floor: HF5813.C2 A38 2019)

**Canadian Advertising in Action** / Keith Tuckwell (Leddy Books, Main Building, 3rd Floor: HF5823.T82 2018)

**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)

Try searches such as: advertising AND (roi OR "return on investment")

 "brand loyalty" AND (millennials OR "generation y")

Limit by date, as appropriate.

**Advertising Laws and Standards**

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

[**Ad Standards**](https://adstandards.ca)the Canadian advertising, self-regulatory body

* **[Canadian Code of Advertising Standards](https://adstandards.ca/code%22%20%5Ct%20%22_blank)**
* **[Gender Portrayal Guidelines](https://adstandards.ca/code/gender-portrayal-guidelines/%22%20%5Ct%20%22_blank)**
* **[Broadcast Code for Advertising to Children](https://adstandards.ca/wp-content/uploads/2018/09/broadcastCodeForAdvertisingToChildren.pdf%22%20%5Ct%20%22_blank)**
* **[Ad Complaints Report](https://adstandards.ca/complaints/complaints-reporting/annual-ad-complaints-report/%22%20%5Ct%20%22_blank)**
* [**Influencer Marketing Disclosure Guidelines**](http://adstandards.ca/wp-content/uploads/2019/02/Influencer-Marketing-Steering-Committee-Disclosure-Guidelines-Jan-2019.pdf)

[**Canadian Radio-Television and Telecommunications Commission (CRTC)**](https://crtc.gc.ca/eng/home-accueil.htm)

the administrative tribunal that regulates and supervises Canadian broadcasting and telecommunications

* [**Communications Monitoring Report 2019**](https://crtc.gc.ca/eng/publications/reports/policymonitoring/2019/index.htm)a detailed overview of the Canadian communication industry including revenues, subscriber data, audience measurement, household expenditures, technology penetration and emerging trends and issues.

**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 Analysis; includes the country report: Advertising in Canada which provides an industry overview, cost structure, market structure, trade, etc.

[**IBISWorld**](http://led.uwindsor.ca/ibisworld) has the following reports: Advertising Agencies in Canada, Advertising Agencies in Ontario, 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 the [Canada Internet Ad Revenue Survey](https://iabcanada.com/research/2018-19-iab-canada-internet-ad-revenue-survey/) 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**

Some of the key associations are:

[**Ad Standards Canada**](https://adstandards.ca/)
[**Association of Canadian Advertisers**](https://acaweb.ca/en/)
[**Canadian Association of Broadcasters**](https://www.cab-acr.ca/english/default.shtm)
[**Canadian Broadcast Standards Council**](https://www.cbsc.ca/)
[**Canadian Marketing Association**](https://www.the-cma.org/)
[**Institute of Communication Agencies**](https://theica.ca/)
[**Interactive Advertising Bureau Canada**](https://www.iabcanada.com/)
[**Magazines Canada**](https://www.magazinescanada.ca/)
[**News Media Canada**](https://nmc-mic.ca/)

[**Numeris**](http://en.numeris.ca/)
[**Thinktv**](https://thinktv.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**](https://library.duke.edu/digitalcollections/adviews/) / Duke University: contains over 9,000 television commercials, including English and French language Canadian commercials

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

[**Internet Archive**](https://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**](https://www.youtube.com/) and[**Facebook**](https://www.facebook.com/)

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

**Advertising Awards**

[**Ace Awards**](https://adclubedm.com/awards/) (Edmonton): [2019 Award Winners](http://awards.adclubedm.com/winners/)
[**ADDC: Ad and Design Club**](http://theadcc.ca/) (National): [Award Winners](http://archive.theadcc.ca/)
[**Applied Arts**](https://www.appliedartsmag.com) (National): [Award Winners](https://www.appliedartsmag.com/winners-gallery/)

[**Atomic Awards**](http://atomicawards.strategyonline.ca/) (National): [2019 Award Winners](https://atomicawards.strategyonline.ca/Winners/Winner/2019)
[**Cassies**](http://cassies.ca/Home/Indexhome) (National): [2018 Award Winners](http://cassies.ca/awards/winners/2018)

[**CMA Awards**](https://www.the-cma.org/education-events/awards) (National): [Award Winners](https://www.the-cma.org/education-events/awards#winners)
[**Crystals**](https://thecrystalsawards.com/) (National): [Award Winners](https://thecrystalsawards.com/2019-winners/)
[**ICE Awards**](https://iceawards.ca/) (Atlantic Provinces): [Award Winners](https://issuu.com/targetnl/docs/2019_ice_awards_book_final?fr=sYzBjMjQxNTg5NQ)
[**Marketing Awards**](https://marketingawards.strategyonline.ca/) (National): [Award Winners](https://marketingawards.strategyonline.ca/winners/winner/2019)

[**Media Innovation Awards**](https://mediainnovationawards.strategyonline.ca/) (National): [Award Winners](https://mediainnovationawards.strategyonline.ca/Winners/Winner/2019)

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

Please use the [Consumer Information](http://leddy.uwindsor.ca/consumer-information) guide.

**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.

[**eMarketer Pro**](http://led.uwindsor.ca/emarketer-pro)provides reports and forecasts in areas such as media, advertising, digital marketing, retail and e-commerce, social media, demographics; global and some country coverage.

[**Mintel**](http://led.uwindsor.ca/mintel)Canadian reports; perhaps select Technology and Media; they cover market size, including a 5 year forecast, brand share, category trends, consumer attitudes and behaviours; each report also includes downloadable consumer survey data.

On the Internet, some organizations provide free access to media research. See for example: [Thinktv: Research Reports](https://thinktv.ca/research/), [Interactive Advertising Bureau Canada: Research Archives](https://iabcanada.com/iab-resources/research/iab-research/), [Comscore](https://www.comscore.com/Insights/Presentations-and-Whitepapers),and [CMDC: Media Review](https://www.cmdc.ca/media-review)

**Measurement and Monitoring**

Most detailed audience measurement data is only available for a fee from companies such as those listed below. In some cases, top level data and a few consumer behaviour reports and case studies are available.

[Nielsen Canada](https://www.nielsen.com/ca/en/)

[Vividata](https://vividata.ca/)

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

[COMMBS](https://www.commb.ca/) (out-of-home)

[**eMarketer Pro**](http://led.uwindsor.ca/emarketer-pro)has some ad spending, media usage, audience measurement data, mainly for digital media

Updated February 2020