



TELEVISION BUREAU OF CANADA  
BUREAU DE LA TÉLÉVISION DU CANADA

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### **Ad Campaign Sells Broccoli and the Power of Television**

**Toronto: September 21, 2010** — Despite reports of TV advertising's apparent demise, the television-only "Miracle Food" campaign for broccoli that aired in January 2010 not only raised awareness and increased sales, but also led to fan-created Facebook pages and over a dozen spoof commercials on YouTube. The most impressive part of this advertising campaign was that it wasn't a campaign for broccoli at all; it was a campaign for the power of television. If TV could sell something as mundane as broccoli, it could sell anything.

The five-week TV campaign commissioned by the Television Bureau of Canada (TVB) pitted broccoli's "miraculous" health benefits against so-called miracles in life. The campaign garnered a lot of attention and proved to be very successful. Sales of broccoli were up 8% in the two tracked regions of Ontario and British Columbia over the previous year, and 13% of consumers said they had purchased at least one more bunch of broccoli in their last shopping trip compared to the pre-campaign period. The most rewarding metric, however, was the extra 188,574 pounds of broccoli that was sold across Ontario that month.

Aided awareness for the campaign was nearly ubiquitous at 90% of respondents, while unaided ad awareness reached 65%, nearly 20 points ahead of research supplier norms for similar tactical campaigns. In addition, top-of-mind awareness for broccoli went from receiving no mentions to being the second most recalled item in the product aisle. In total, average mentions were up an astounding 444%. Fan-created Facebook pages were also launched which attracted over 20,000 followers, while 15 spoof commercials were posted on YouTube. Full results for the campaign can be found at: <http://www.tvb.ca/>.

"This case study definitively proves the ongoing power of television advertising," says Theresa Treutler, president and CEO of the Television Bureau of Canada. "It also demonstrates the effectiveness of television as the foundation for multi-screen communication strategies."

The Television Bureau of Canada (TVB) is the industry association for commercial television broadcasters in Canada. TVB was incorporated in 1962 in Canada and is in the business of providing

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leading edge research and information about television advertising, as well as video services to its member stations, network and sales rep organizations, agencies and advertisers.

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