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McDonald's stays at the top: AdEase TV

Tim Hortons, Subway and Burger King once again helped make QSRs the most active advertiser last week.

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It was another week with McDonald's being far and away the most active TV advertiser in Canada, according to media monitoring data from AdEase for June 26 to July 2.

The QSR continued to advertise a variety of different offerings and menu items, but the most TV spots went to a masterbrand campaign featuring a pair ordering McNuggets at a drive-thru.

Tim Hortons and Subway were second and third, respectively, increasing their buys from the previous week. Burger King also maintained its buy from recent weeks, with A&W also landing in the top ten in multiple markets, helping QSRs hold on to their spot as the most active TV advertiser by a significant margin.

Dove was the biggest gainer last week, moving into the number four spot. The most frequent individual spot came from Dulux Paints, followed closely by [Molson's ongoing masterbrand campaign](#).

All figures based on total play counts. Number in brackets is the previous week's rankings; (-) denotes an advertiser/category that did not rank the previous week.

Vancouver

Advertisers

McDonald's Corporation: 1100 (1)
 A & W Restaurant: 796 (3)
 Subway Restaurants: 631 (10)
 Uber: 578 (5)
 Leon's Furniture: 565 (2)
 Dulux Canada: 458 (23)
 Tim Horton's: 430 (17)
 Molson Coors Brewing Company: 429 (289)
 Dove: 398 (302)
 Dairy Queen Corporation: 370 (16)

Categories

Quick Serve Restaurants: 4291 (1)
 Furniture Stores: 1240 (2)
 TV & Streaming Services: 874.5 (3)
 Domestic Light Beer: 568 (16)

Online Travel Agency: 501 (7)
Carpooling & Ride-Sharing Services: 479.5 (8)
Paint Stores: 458 (27)
Beer Corporate: 433 (201)
Candy, Candy Bars, Caramels, Chocolate & Fudge: 428 (12)
Imported Regular Beer: 425 (14)

Calgary

Advertisers

McDonalds Corporation: 1099 (1)
The Brick Warehouse Corporation: 672 (5)
Leon's Furniture: 638 (2)
Blue Cross Insurance: 608 (3)
Subway Restaurants: 565 (9)
Dulux Canada: 484 (20)
Calgary Stampede: 457 (8)
Tim Horton's: 428 (16)
A & W Restaurant: 424 (10)
Molson Coors Brewing Company: 424 (342)

Categories

Quick Serve Restaurants: 3856 (1)
Furniture Stores: 1648 (2)
Tv & Streaming Services: 892.5 (4)
Online Travel Agency: 743 (3)
Domestic Light Beer: 621 (15)
Benefit Plan: 608 (6)
Paint Stores: 503 (22)
Mattress Stores: 492 (26)
Beer Corporate: 428 (230)
Imported Regular Beer: 426 (14)

Toronto

Advertisers

McDonalds Corporation: 1174 (1)
Interprovincial Lottery Corporation/ILC: 773 (3)
Leon's Furniture: 652 (2)
Crave TV: 564 (4)
Government of Ontario: 561 (5)
Subway Restaurants: 533 (22)
The Brick Warehouse Corporation: 467 (9)
Dove: 466 (328)
Ontario Lottery and Gaming Corporation: 464 (10)
Tim Horton's: 441 (19)

Categories

Quick Serve Restaurants: 3602 (1)
Furniture Stores: 1580 (2)
TV & Streaming Services: 1449 (3)
Lottery Draws: 966 (4)
Online Travel Agency: 712 (5)
Domestic Light Beer: 592 (26)
Personal Injury Legal Services: 579 (19)
Local Government: 559 (10)
Mattress Stores: 557 (70)
Jewelry Stores: 547 (8)

Montreal

Advertisers

McDonald's Corporation: 828 (1)
Tim Hortons: 658 (11)
President's Choice: 549 (6)

Streaming Services: 947 (4)
Audible: 484 (3)
Subway Restaurants: 474 (15)
Dormez-Vous Sleep Centers: 450 (201)
Dove: 426 (361)
Amazon Canada: 354 (14)
SAQ: 345 (7)
Crave TV: 345 (9)

Categories

Quick Serve Restaurants: 2925 (1)
Furniture Stores: 1044 (2)
TV & Streaming Services: 947 (4)
Online Travel Agency: 897 (3)
Domestic Light Beer: 646 (8)
Mattress Stores: 592 (52)
Festivals: 550 (32)
Tourism Boards: 533 (7)
Candy, Candy Bars, Caramels, Chocolate & Fudge: 532 (14)
Audio & Video Stores: 484 (11)

Canada Specialty

Advertisers

Trivago: 1892 (2)
McDonald's Corporation: 1815 (1)
Tim Hortons: 1669 (7)
Burger King: 1516 (4)
Crave TV: 1420 (3)
Subway Restaurants: 1218 (12)
Winners: 1166 (54)
Special K: 1165 (328)
Cheez-It: 1161 (329)
Dove: 1158 (352)

Categories

Quick Serve Restaurants: 9809 (1)
TV & Streaming Services: 4037.5 (2)
Online Travel Agency: 3096 (3)
Candy, Candy Bars, Caramels, Chocolate & Fudge: 2327 (4)
Specialty Apparel Stores: 1902 (8)
Crackers: 1764 (34)
Mattress Stores: 1632 (83)
Dine-In Restaurants & Bars: 1585 (20)
Cold Cereal: 1562 (202)
Furniture Stores: 1505 (5)

Brunico

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