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# Subway displaces McDonald's at the top: AdEase Radio

Meanwhile, Rona and Lowes both increased their presences for summer.

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July 4, 2023



QSRs once again had the most radio ads in Canada, but it was a different restaurant at the top, according to media monitoring data from AdEase for the week of June 26 to July 2.

Subway pushed McDonald's out of its long-held top spot after putting a big boost in the radio buy behind its "Subway Series" menu revamp. McDonald's remained the second-most active radio advertiser, remaining in the top ten in Ottawa, Montreal and Quebec City.

Rona, Lowes, Specsavers and IHeartRadio also significantly increased their radio plays last week, pushing them all into the top ten nationally. Spence Diamonds and Wendy's both maintained the strength of their radio buys from recent weeks.

Categorically, the radio presence from Subway, McDonald's and Wendy's helped keep QSRs as the most active advertiser category across markets.

## Vancouver

### Advertisers

- Subway Restaurants: 1441 (152)
- Lowes Companies Inc: 1002.5 (22)
- Vancouver City Savings Credit Union: 910 (-)
- Wendy's Restaurant: 860 (7)
- Uber: 860 (6)
- Spence Diamonds Ltd: 843 (5)
- Rona Inc: 833.5 (20)
- HSBC Banking Services: 833 (-)
- Government of British Columbia: 788 (424)
- Pacific National Exhibition: 757.83 (55)

### Categories

- Quick Serve Restaurants: 2982 (1)
- General Home Improvement Stores: 1844 (5)
- Grocery Stores & Supermarkets: 1770 (6)
- Dine-In Restaurants & Bars: 1349 (4)
- Credit Union: 1344 (32)
- Local Government: 1158 (39)

Lottery Draws: 1052 (30)  
Plumbing/Septic Services: 931 (12)  
Jewelry Stores: 895 (7)  
Carpooling & Ride-Sharing Services: 860 (10)

## Calgary

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### Advertisers

Calgary Stampede: 1313 (2)  
Toyota Dealers Association: 1065 (3)  
Subway Restaurants: 1060 (103)  
iHeartMedia, Inc: 924 (58)  
Calgary Co-operative Association Limited: 715 (6)  
Spence Diamonds Ltd: 684 (9)  
Specsavers Canada Inc: 667 (57)  
Wendy's Restaurant: 662 (7)  
Family Braces: 615 (11)  
RONA Inc: 609.5 (26)

### Categories

Grocery Stores & Supermarkets: 2631 (2)  
Quick Serve Restaurants: 2485 (1)  
General Home Improvement Stores: 1208 (12)  
Automotive Imports General: 1069 (11)  
Dine-In Restaurants & Bars: 1061 (10)  
Mobile Application: 959.33 (53)  
Beer, Wine and Liquor Stores: 905 (9)  
Dental Clinic: 896 (6)  
Eyewear & Optical Stores: 809 (40)  
Exhibitions: 790 (4)

## Edmonton

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### Advertisers

Spence Diamonds Ltd: 918 (3)  
Toyota Dealers Association: 833 (4)  
Subway Restaurants: 642 (101)  
Tim Horton's: 607 (5)  
Wendy's Restaurant: 575 (10)  
Sobeys: 571 (40)  
Freshco: 558 (6)  
Rona Inc: 529 (24)  
Coast Appliances: 515 (9)  
Lowes Companies Inc: 511 (26)

### Categories

Quick Serve Restaurants: 2772 (1)  
Grocery Stores & Supermarkets: 1960 (2)  
RVs & Trailers Retailers: 1107 (4)  
General Home Improvement Stores: 1040 (12)  
Jewelry Stores: 1023 (3)  
Automotive Imports General: 833 (18)  
Heating & Cooling Services: 785 (7)  
Dine-In Restaurants & Bars: 646 (14)  
Eyewear & Optical Stores: 560 (19)  
Airlines: 547.5 (17)

## Ottawa

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### Advertisers

McDonald's Corporation: 757 (1)  
Canadian Automobile Association (CAA): 661 (3)

Subaru Dealers Association: 649 (-)  
Subway Restaurants: 644 (67)  
Intact Insurance Company: 634 (-)  
Spence Diamonds Ltd: 601 (8)  
Ontario Lottery and Gaming Corporation: 551 (6)  
Specsavers Canada Inc: 543 (43)  
Interprovincial Lottery Corporation/ILC: 534 (13)  
Desjardins Group: 523 (2)

#### Categories

Quick Serve Restaurants: 2246 (1)  
Grocery Stores & Supermarkets: 1640.5 (6)  
TV & Streaming Services: 987.17 (11)  
Casinos: 893 (3)  
Dine-In Restaurants & Bars: 849.67 (19)  
Lottery Draws: 776 (17)  
Insurance Brokers: 668 (144)  
General Home Improvement Stores: 666 (63)  
Automotive Imports General: 654 (35)  
Wealth Management: 654 (25)

#### Toronto

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##### Advertisers

Subway Restaurants: 1503 (85)  
Liquor Control Board of Ontario (LCBO): 1362 (-)  
RONA Inc: 1268.5 (20)  
Lowe's Companies Inc: 1239.5 (21)  
Subaru Dealers Association: 1128 (386)  
Spence Diamonds Ltd: 1086 (6)  
HSBC Banking Services: 1085 (-)  
Metro Inc: 952 (36)  
Ontario Lottery and Gaming Corporation: 929 (73)  
Intact Insurance Company: 873 (-)

##### Categories

Quick Serve Restaurants: 3594 (1)  
General Home Improvement Stores: 2809 (4)  
Grocery Stores & Supermarkets: 2787 (5)  
Beer, Wine and Liquor Stores: 1951 (21)  
Airlines: 1727 (7)  
Dine-In Restaurants & Bars: 1272 (31)  
Jewelry Stores: 1258 (11)  
Department Stores: 1135 (13)  
Automotive Imports General: 1130 (12)  
Sports Betting: 1094 (75)

#### Montreal

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##### Advertisers

Federation des Chambres de Commerce du Quebec: 1007 (4)  
Gouvernement du Quebec: 950 (8)  
McDonald's Corporation: 811 (1)  
Subway Restaurants: 731 (99)  
Qualinet: 570 (11)  
L'International des Feux Loto Quebec: 557.5 (19)  
Hydro Quebec: 550 (15)  
Playground Poker Club/Montreal: 509 (24)  
Desjardins Group: 503 (2)  
IGA Food Stores: 496.5 (55)

##### Categories

Quick Serve Restaurants: 2035 (1)

Quick Serve Restaurants: 2000 (1)  
Casinos: 1114 (8)  
Furniture Stores: 1053 (9)  
Festivals: 1018.5 (12)  
Grocery Stores & Supermarkets: 1016.5 (11)  
Business Associations: 1007 (13)  
Dine-In Restaurants & Bars: 1002 (6)  
Local Government: 859 (18)  
General Local Dealerships: 827 (3)  
Mattress Stores: 644 (22)

Quebec City

Advertisers

Ville de Quebec: 454 (5)  
McDonalds Corporation: 444 (1)  
Gouvernement du Quebec: 388 (307)  
Dormez-Vous Sleep Centers: 329 (7)  
Armoires PMM Inc.: 307 (9)  
Ameublements Tanguay Inc: 285 (20)  
Matelas Dauphin: 282 (17)  
Les Capitales de Quebec Baseball Club: 268 (6)  
Crave TV: 258 (14)  
Tourisme Wendake: 258 (21)

Categories

Dine-In Restaurants & Bars: 1146 (1)  
Festivals: 1036 (3)  
Local Government: 881 (5)  
Quick Serve Restaurants: 829 (2)  
Grocery Stores & Supermarkets: 630 (9)  
Mattress Stores: 611 (6)  
Kitchens and Bathrooms: 588 (10)  
Furniture Stores: 447 (16)  
Heating & Cooling Services: 387 (8)  
General Points Programs: 354 (64)

Brunico

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