

Home » Radio, Research »

McDonald's jumps to the top: Media Monitors

The QSR, as well as Bell, are once again the most active radio advertisers in Toronto as things in Montreal remain relatively unchanged.

By Josh Kolm

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Two brands that have maintained a strong presence on Toronto's radio airwaves the last few months have once again boosted their buys, according to Media Monitors data for the week of Oct. 25 to 31.

McDonald's re-took its place as the most active radio advertiser in Toronto after falling to eighth last week. Bell also jumped back into the upper ranks at second, as advertising behind its mobile phone service from previous weeks this fall was replaced by a new push for its internet service.

HSBC dipped from third to seventh, giving Telus, Ontario Tourism, Desjardins and Ford room to move up one spot each.

Categorically, banks and financial service providers increased their spots to become the most active group of radio advertisers overall, followed by public services and QSRs.

In Montreal, the charts were largely the same as last week, with the Government of Quebec, Virgin and GM again being the three most active radio advertisers, followed by McDonald's and Nissan shuffling up one spot each after Bell slipped from fourth to sixth. Categorically, banks and financial services bought slightly more spots than government ministries, followed by business and consumer services.


  SPOT TENTM CANADA TORONTO October 25 - 31, 2021			
Monitored data from top-rated radio stations in Toronto, Canada..			
LW	TW	ACCOUNT	PLAY COUNT
8	1	McDonald's	1077
-	2	Bell Internet	940
4	3	TELUS Friendly Future Foundation	931
5	4	Ontario CA Tourism	871
6	5	Desjardins Insurance	818
7	6	Ford	809
3	7	HSBC	743
-	8	Capital One	676
10	9	the Bay	674
71	10	Scotiabank	674
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  SPOT TENTM CANADA TORONTO October 25 - 31, 2021			
Monitored data from top-rated radio stations by category in Toronto, Canada.			
LW	CATEGORY	SPOTS TW	SPOTS LW
1	Banks-Credit Unions-Mortgage-Finance Svc	3623	2338

2	Public Service & Organizational Adv	3274	3033
3	Fast Casual-Quick Service Restaurants	2269	1462
4	Business & Consumer Services	1570	1531
5	Cars & Trucks, Domestic Factory	1424	1343
6	Cars & Trucks, Asian Factory	1129	1510
7	Cars & Trucks, Dealer Association	1100	3713
8	Wireless & Internet Service	992	1441
9	Internet Service Provider	942	917
10	Tourism Promotion	918	837

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SPOT TEN™

CANADA


MONTREAL

October 25 - 31, 2021

Monitored data from top-rated radio stations in Montreal, Canada.


LW	TW	ACCOUNT	PLAY COUNT
1	1	Gouvernement Du QB	630
2	2	Virgin Plus	447
3	3	General Motors Of Canada	397
5	4	McDonald's	291
6	5	Nissan	282
4	6	Bell Canada	265
-	7	Hyundai	257
32	8	Directeur Général Elections Québec	227
26	9	Desjardins	224
9	10	HydroSolution	201


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SPOT TEN™

CANADA


MONTREAL

October 25 - 31, 2021

Monitored data from top-rated radio stations by category in Montreal, Canada.

LW	CATEGORY	SPOTS TW	SPOTS LW
1	Banks-Credit Unions-Mortgage-Finance Svc	909	618
2	Government-Unions	857	969
3	Business & Consumer Services	669	674
4	Cars & Trucks, Asian Factory	544	732
5	Wireless Carrier	509	487
6	Cars & Trucks, Local Dealers	497	898
7	Cars & Trucks, Domestic Factory	483	466
8	Wireless & Internet Service	448	445
9	Fast Casual-Quick Service Restaurants	381	387
10	Pharmacy	381	375

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