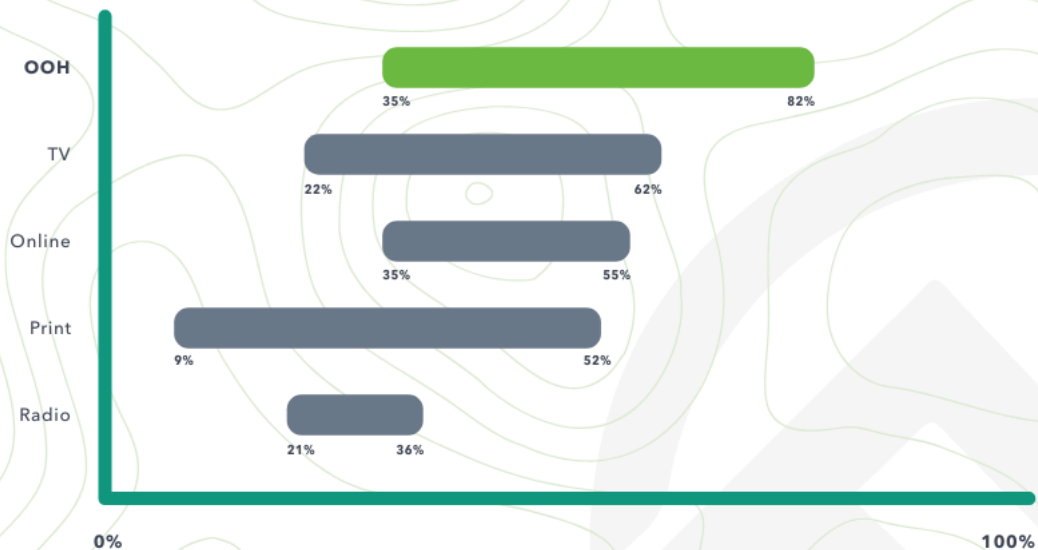




US Advertising Effectiveness Recall Comparison

Best unaided and aided recall in media



Unaided and Aided Recall. Source: PJ Solomon & Wall Street Research, 2021