

In May 2025, **RAM** generated awareness among Toronto and Edmonton residents, leading them to seek more information, read reviews, and discuss the brand with others.



1 in 3 Toronto and Edmonton residents recalled seeing the **RAM** digital billboard campaign

- 48%** of parents with kids under 18 yrs
- 42%** of weekly commuters travelling 75km+
- 39%** of Millennials (age 28-43)
- 36%** of weekly downtown visitors
- 34%** of Gen X (age 44-59)
- 33%** of those with \$100k+ HHI

...also recalled the campaign

Of which, **51%** took an action after seeing these advertisements

- 17%** Talked to friends/family about RAM
- 14%** Visited the RAM website
- 13%** Read reviews or vehicle information about RAM
- 10%** Compared RAM vehicle with other automotive brands
- 9%** Searched online for more information about RAM vehicles
- 8%** Recommended RAM to others

In May 2025, **RAM** generated awareness among Toronto residents, prompting actions such as discussing the brand with friends and family and expressing interest — including reading reviews and visiting the website.



1 in 3 Toronto residents recalled seeing the **RAM** digital billboard campaign

- 52%** of parents with kids under 18 yrs
- 44%** of past month Onroute visitors
- 41%** of weekly commuters travelling 75km+
- 39%** of Millennials (age 28-43)
- 38%** of weekly downtown visitors
- 35%** of Gen X (age 44-59)*
- 32%** of those with \$100k+ HHI

...also recalled the campaign

Of which, **64%** took an action after seeing these advertisements

- 20%** Talked to friends/family about RAM
- 20%** Visited the RAM website
- 15%** Read reviews or vehicle information about RAM
- 14%** Compared RAM vehicle with other automotive brands
- 11%** Purchased other RAM vehicle
- 11%** Searched online for more information about RAM vehicles
- 11%** Recommended RAM to others



Source: PATTISON Recall Tracker Study, n=402 interviews conducted in the Toronto CMA among the General Population in May 2025 via Dynata online panel.

* Caution: Low sample size



In May 2025, **RAM** generated strong awareness among Edmonton residents, which led to actions such as talking to friends and family, showing interest in the brand — including reading reviews and visiting the website.



1 in 3 Edmonton residents recalled seeing the **RAM** digital billboard campaign

- 43%** of parents with kids under 18 yrs
- 43%** of weekly commuters travelling 75km+
- 39%** of Millennials (age 28-43)
- 35%** of weekly downtown visitors
- 35%** of those with \$100k+ HHI
- 32%** of Gen X* (age 44-59)

...also recalled the campaign

Of which, **38%** took an action after seeing these advertisements

- 13%** Talked to friends/family about RAM
- 11%** Read reviews or vehicle information about RAM
- 9%** Visited the RAM website
- 7%** Searched online for more information about RAM vehicles
- 7%** Compared RAM vehicle with other automotive brands
- 6%** Recommended RAM to others

