

In March 2025, the **Halifax Thunderbirds** campaign struck a chord with local residents, boosting game attendance, game viewership, website traffic, and ticket/merchandise sales



Close to 2 in 5 Halifax residents recalled seeing the **Thunderbirds** digital billboard and exterior transit campaign across the region

53% of parents with kids under 18 yrs

52% of Millennials (28-43 yr olds)

47% of those with over \$100K HHI

47% of weekly transit riders

45% of weekly commuters travelling 75km+

...also recalled the campaign

Of which, **71%** took an action after seeing these advertisements

17% planned to attend a game

15% watched a game online or on TV

14% visited the Halifax Thunderbirds website (www.halifaxthunderbirds.com)

11% purchased tickets for a game

12% attended a game

9% purchased merchandise