

# Canon

Delighting You Always

Canon is certainly well associated  
as a brand for cameras.

## 56%

of respondents think of **Canon first**  
when asked about camera brands.

Campaign  
Canon IXUS 210 Digital Camera

Category  
Photographic

Media Type  
NEL HarbourFront Station (Wall Mural)

Target Audience  
People aged 15 and above

Duration  
16th May 2010 – 30th July 2010



## The new IXUS 210 with **SmartTouch**

Base: 250 respondents. Surveyed by Consumer Probe commissioned by Moove Media