



New Canadian Buyers Guide

Canadian Population growth is being driven by new Canadians

According to the 2021 census there are over 8.3 million recent immigrants in Canada, **around one-quarter of the entire Canadian population.**

The Canadian government has committed to bringing in nearly **1.5 million more permanent residents by 2025.**

These newcomers bring a wealth of talent, innovation, and financial investment to Canada and are significantly younger than the wider Canadian population.



8.3M
immigrants reside in Canada

80%
of recent immigrants are under 45 years old

Newcomers present new opportunities to brands...

However, 25% of new Canadians report feeling underrepresented in ads, both linguistically and visually.



1 in 4 Canadians speak a language other than English or French as their mother tongue, with 12.5% of Canadians overall speaking neither of the two official languages at home.



More than half of newcomers consume their media in languages other than English or French, with Hindi, Cantonese, Punjabi, and Mandarin as the most cited languages.

If you want to connect with new Canadians, make sure they're represented in your campaigns...and be sure you're speaking their language. Literally!

Sports plays a valuable role in newcomers' lives

Sports are important to new Canadians. **One-in-five sports coaches in Canada are newcomers.**



Close to 2/3 of new Canadians watch live professional sports, 50% follow at least one professional sport and newcomers are 36% more likely to purchase products from sponsoring companies.



Our main takeaway: companies and brands that engage in sports activation for their campaigns will connect to newcomers more quickly and effectively.

Community plays a vital role in helping newcomers adjust to their new life

Communities are very important to newcomers for acclimating to their new surroundings.

64% of newcomers agree that participating in cultural events and activities gives them a sense of belonging, and more than 2/3 cite the importance of local news in their community.



57% of newcomers agree that they are more likely to remember ads featuring people from their own culture or marketing surrounding culturally relevant events.

How to Activate against new Canadians

- » **Consult with an expert**
An OMNI team member can help you to select appropriate languages, events, and available programming to ensure campaign success.
- » **Develop your plan**
Work with RSM and OMNI to build in-language, culturally resonant assets to deploy at key cultural moments
- » **Build on success**
Partner with RSM and OMNI to expand successful marketing campaigns into new communities

Partner with OMNI TV to reach new Canadians

- » **Reach more than 1M Canadians**
Across a diverse range of new Canadian communities
- » **Deliver your message in-language**
OMNI offers programming in more than 40 different languages allowing marketers to customize messaging across Arabic, Cantonese, Filipino, Italian, Mandarin, Portuguese, Punjabi and more
- » **Reach OMNI audiences in their prime spending years**
The average OMNI viewer is 46 years old and 59% of audiences are parents