TAKEOVER PORTFOLIO
web
NORTHLANE ANNOUNCE NEW ALBUM ALIEN
Logos + Identity

logos + identity
albums
apparel
infographics + icons
Kiss me dahhling

80% RATE THEIR LAST KISSING PARTNER VERY OR SOMewhat KISSABLE

Canadians kiss their significant other 3 times per day on average.

1 in 5 under age 45 ended a potential relationship because the person was a bad kisser.

The ideal kiss

- Gentle: 64%
- Hard: 11%
- Long: 50%
- Short: 28%
- Eyes closed: 64%
- Eyes open: 14%
- Mouth open: 40%
- Mouth closed: 34%

SOCIAL MEDIA LANDSCAPE

- LIFE
  - DEMO 25-54 WOmens: 2.2M
  - DEMO 25-54 MEns: 2.1M
  - LIES 15M
  - REACH 1.5M
- FAITH
  - DEMO 25-54 WOmens: 2.1M
  - DEMO 18-34 MEns: 43.5M
  - LIES 4M
  - REACH 43.5M
- COMEDY
  - DEMO 25-34 MEns: 500K
  - DEMO 18-44 WOmens: 35K
  - DEMO 25-34 WOmens: 96K
  - LIES 1.1M
  - REACH 1.1M
  - LIES 108K
  - REACH 108K
  - LIES 271K
  - REACH 271K

TOTAL 5.1M

TWITTER 11.1K FOLLOWERS
INSTAGRAM 93.2K FOLLOWERS
Most respondents have at least one concern about facial aging. If they could turn back the clock, most want to look about 10 years younger. Some are hesitant to opt for cosmetic facial injections.

ONTARIO* HAS THE HIGHEST RATES FOR HIGH DOSE OPIOID PRESCRIBING AT 1,382 DOSES FOR EVERY 1,000 PEOPLE

Adapted from: Gomes, T; Mamlad M et al. Can Fam Phy 2014; 60: 826-32. *data as of 2011
contact us

INFO@TAKEOVERSTUDIO.COM
TAKEOVERSTUDIO.COM