

FREQUENCY

HOW OFTEN TO ADVERTISE IN THE PAPER



What is Frequency?

In order to get your brand's advertising message out, you need to reach your consumers a number of times (i.e. frequency). Too little exposure and audiences will fail to notice the advertising. Too much, and recipients will be saturated.

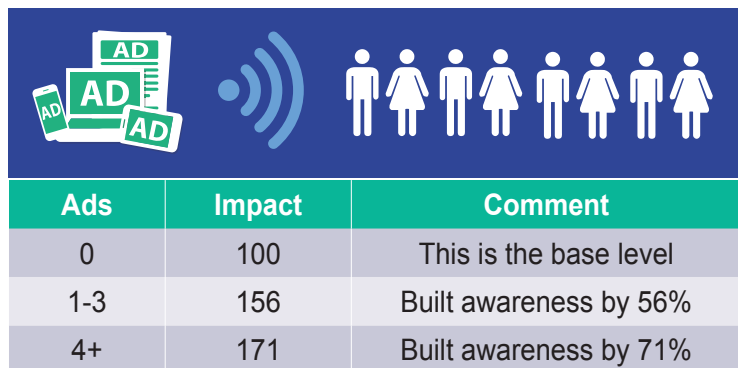


How do Consumers Respond?

Across all media, the first couple of exposures to an ad have more impact than later ads - although they do build.

News Media Canada tracked frequency of newspaper ads as part of ongoing industry research.¹ Aided awareness of advertised brands was noted and compared to those with no exposure to the advertising. The impact of newspaper ad frequency was significant!

Four or more newspaper ads built awareness by more than 70%!



What about Driving Sales?

Based on a variety of studies, there is "convincing evidence that advertising, when it is good enough to work, may have short-term effects of purchase probability."² In other words, good advertising can result in consumer purchases.

The Journal of Advertising Research found "sound experimental evidence that newspaper advertising can stimulate an immediate response observable in purchasing terms."

In a study of 1200, one and a half days after ads for various brands ran in the newspaper:²



14%

more purchases of the brands advertised in the newspaper



10%

greater brand share for the brands advertised in the newspaper



Frequency: Same for all Brands?

There is no agreement by experts on what exact number of ads provides the ultimate level of frequency. Timing of ad exposure is another critical element. Ads that reach targets during a purchase cycle are generally more effective and require less frequency.



New products, lesser known brands and those with lots of competition have to work harder to stand out and get noticed. These brands require greater levels of frequency to build awareness, while dominant brands do not.



Image building ads (usually more subtle), **new campaigns** (which need to be launched) or ads with a **complicated message** can benefit from increased frequency.



In low loyalty categories, where consumers actively switch between brands, frequency can be used as an effective tool to reinforce the brand.



The higher the price, the higher the frequency needs. Big ticket items tend to have a longer purchase cycles and can benefit from advertising more continuously.

For more information, go to www.newsmediacanada.ca

¹ Totum Research, 2013

² Advertising Reach & Frequency: Maximizing Advertising Results Through Effective Frequency, Colin MacDonald

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Frequency: Same for all Communication Situations?

Determining the optimal level of frequency should be based on a wide variety of variables including communication situations. Advertisers need to consider how old their brand is and how well it is already known among the target group. New products, highly competitive categories, high ticket items and image campaigns require more frequency. Simple ad messages, dominant brands or low ticket items generally require less frequency.



| COMMUNICATION SITUATION | FREQUENCY ADJUSTMENT |
|---|----------------------|
| Changing position of brand | More |
| Introduce a new product | More |
| Lots of competition | More |
| Low loyalty categories | More |
| Strong market awareness but low market share | More |
| Weak market awareness | More |
| Image campaign | More |
| Complex story or concept | More |
| High ticket item / long purchase cycle | More |
| Line extension | Average |
| Promotional offers | Average |
| Evolving an ad campaign | Less |
| Simple ad message | Less |
| Teaser ad (i.e. hinting at something to come) | Less |
| Low ticket items or impulse buys | Less |
| Dominant brand | Less |
| Strong market awareness | Less |

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