

Newspapers Work for Frequency

www.newspaperscanada.ca



NEWSPAPERS CANADA

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.

Newspapers Canada undertook research tracking frequency of newspaper ads.

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!

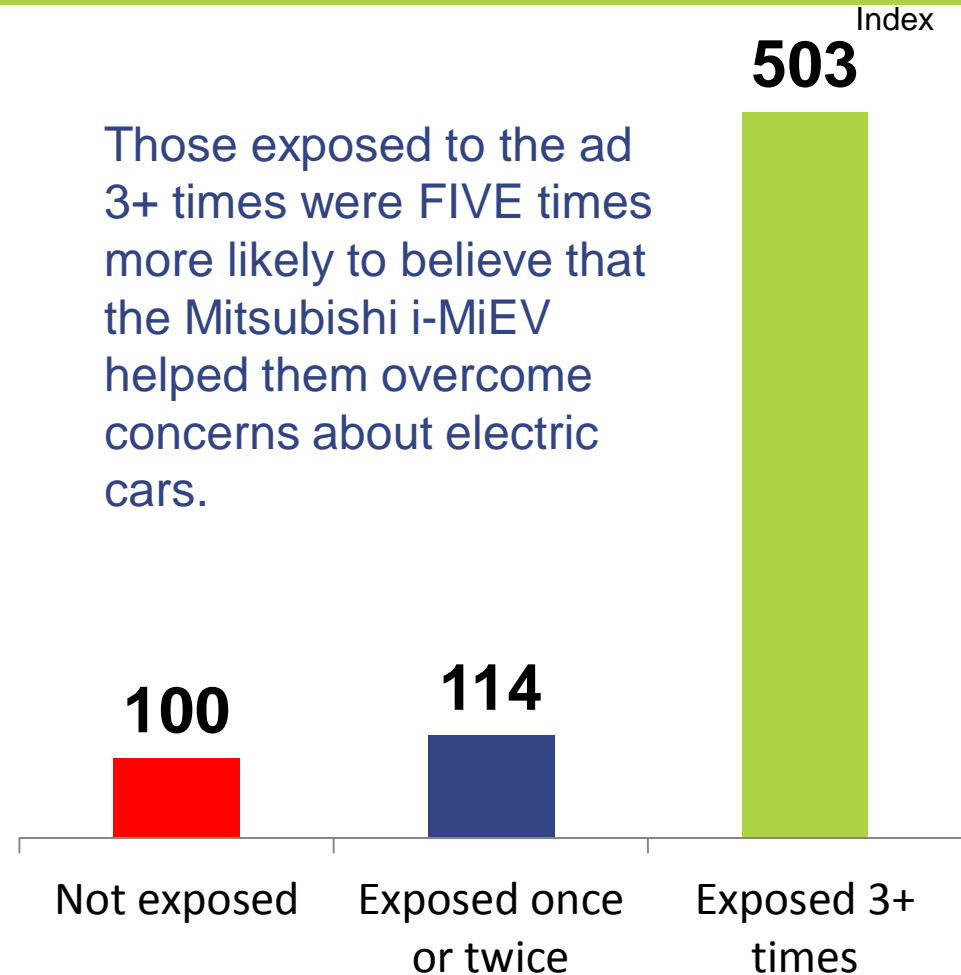


Frequency Works in Newspapers

Newspaper advertising for Mitsubishi was very effective, particularly for those exposed to the message more often.



Those exposed to the ad 3+ times were FIVE times more likely to believe that the Mitsubishi i-MiEV helped them overcome concerns about electric cars.



Frequency Works in Newspapers

Newspaper advertising for Mitsubishi was very effective, particularly for those exposed to the message more often.

