

ADVERTISING FREQUENCY



AD FREQUENCY SUMMARY

Frequency-of-exposure research indicates that print magazine ads build unaided awareness, message association, brand favourability and purchase intent with each successive exposure, at a higher rate than TV and Online.

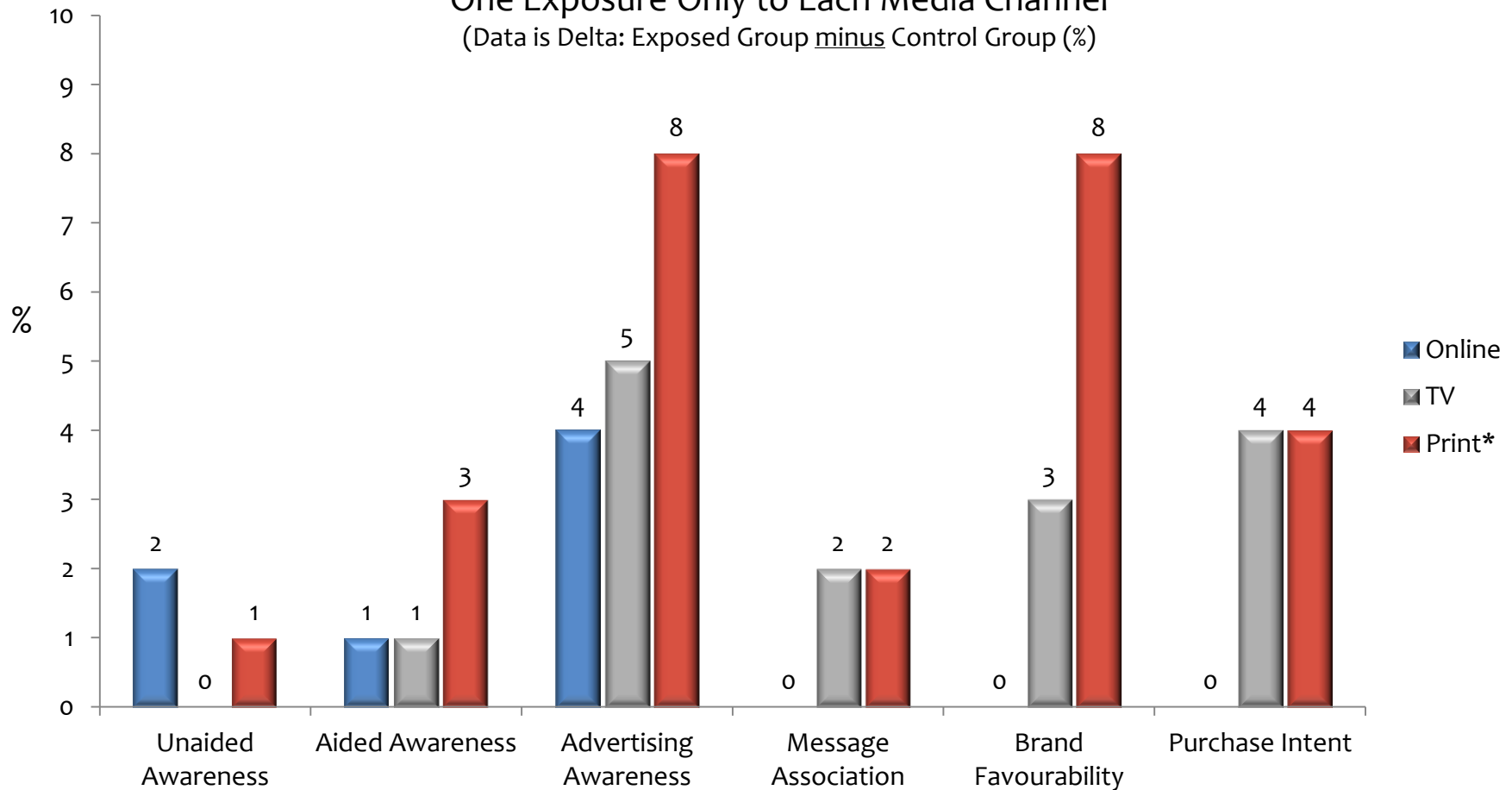
Even with a single exposure, print advertising successfully draws the attention of consumers and persuades them to change attitudes towards a brand. This success is based, in part, on two key magazine benefits:

- There is often no other advertising on the page when the ad is viewed.
- The advertised brand is visible 100% of the time.

**Frequency of Ad Exposure Matters,
Increasing Brand Performance Throughout the Purchase Funnel**

SINGLE EXPOSURE TO MULTIPLE MEDIA CHANNELS

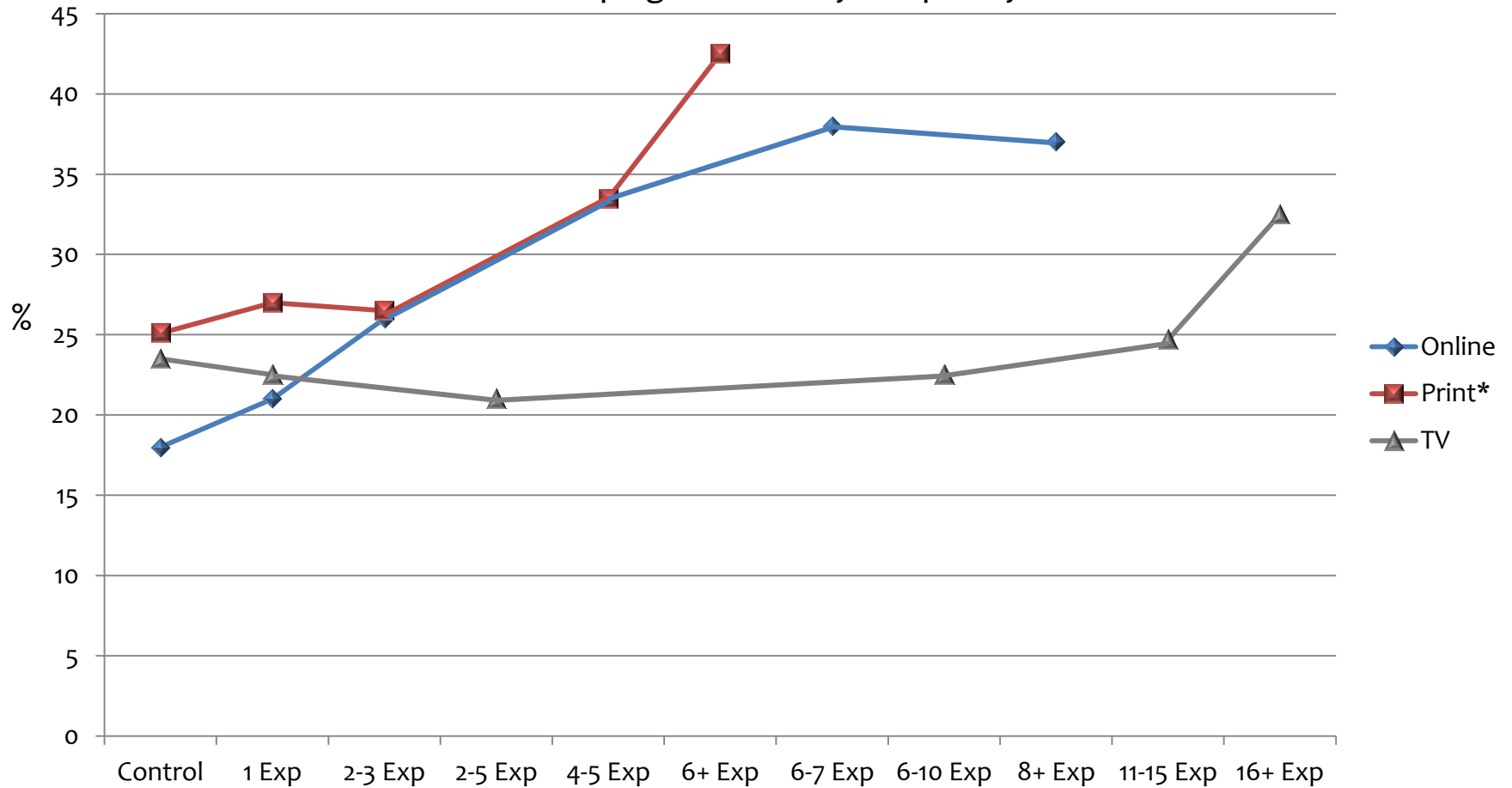
One Exposure Only to Each Media Channel
(Data is Delta: Exposed Group minus Control Group (%))



* Print: Predominantly magazine data

FREQUENCY BY MEDIA CHANNEL

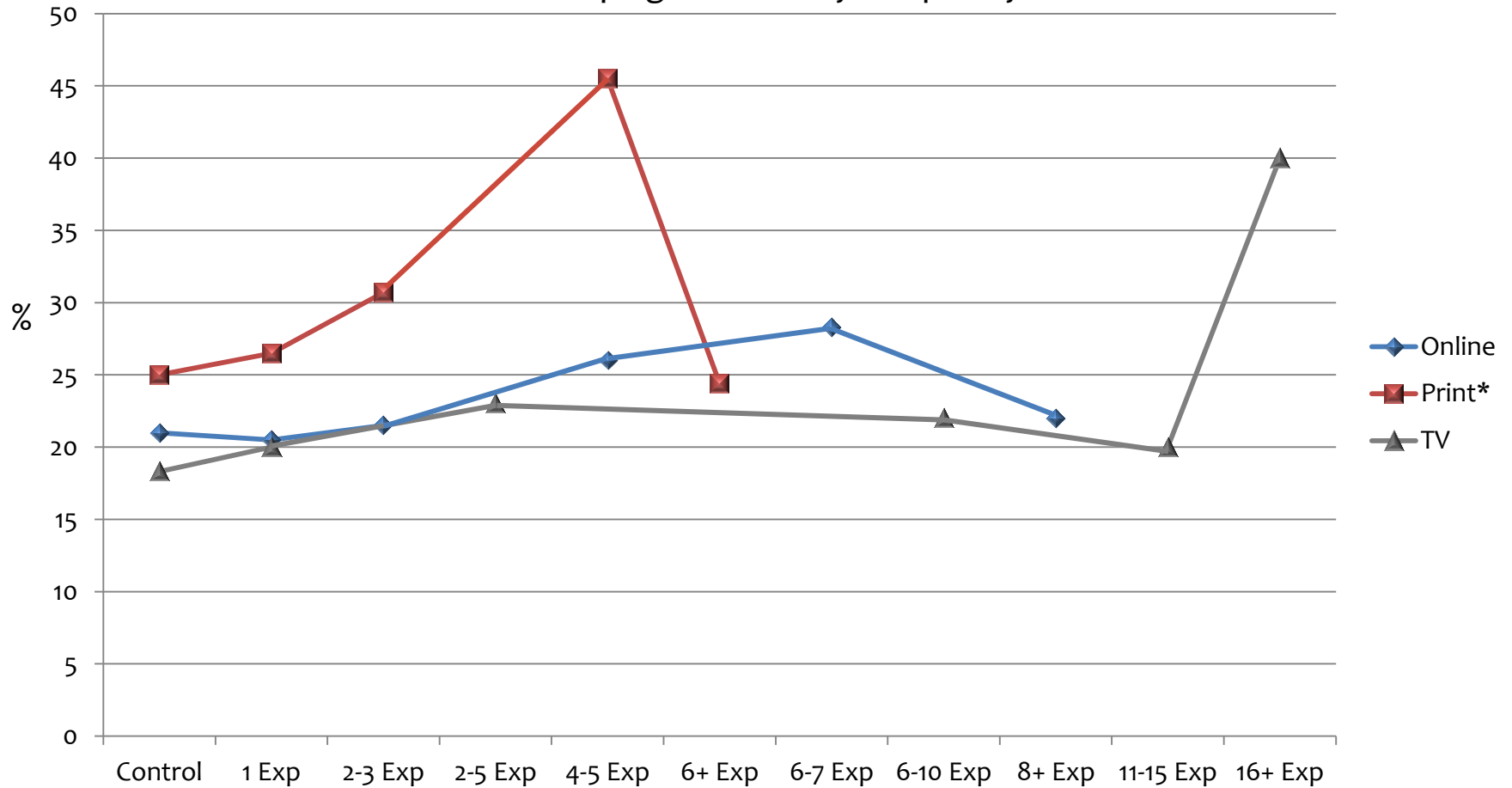
Unaided Awareness (%)
Campaign Results by Frequency



* Print: Predominantly magazine data

FREQUENCY BY MEDIA CHANNEL

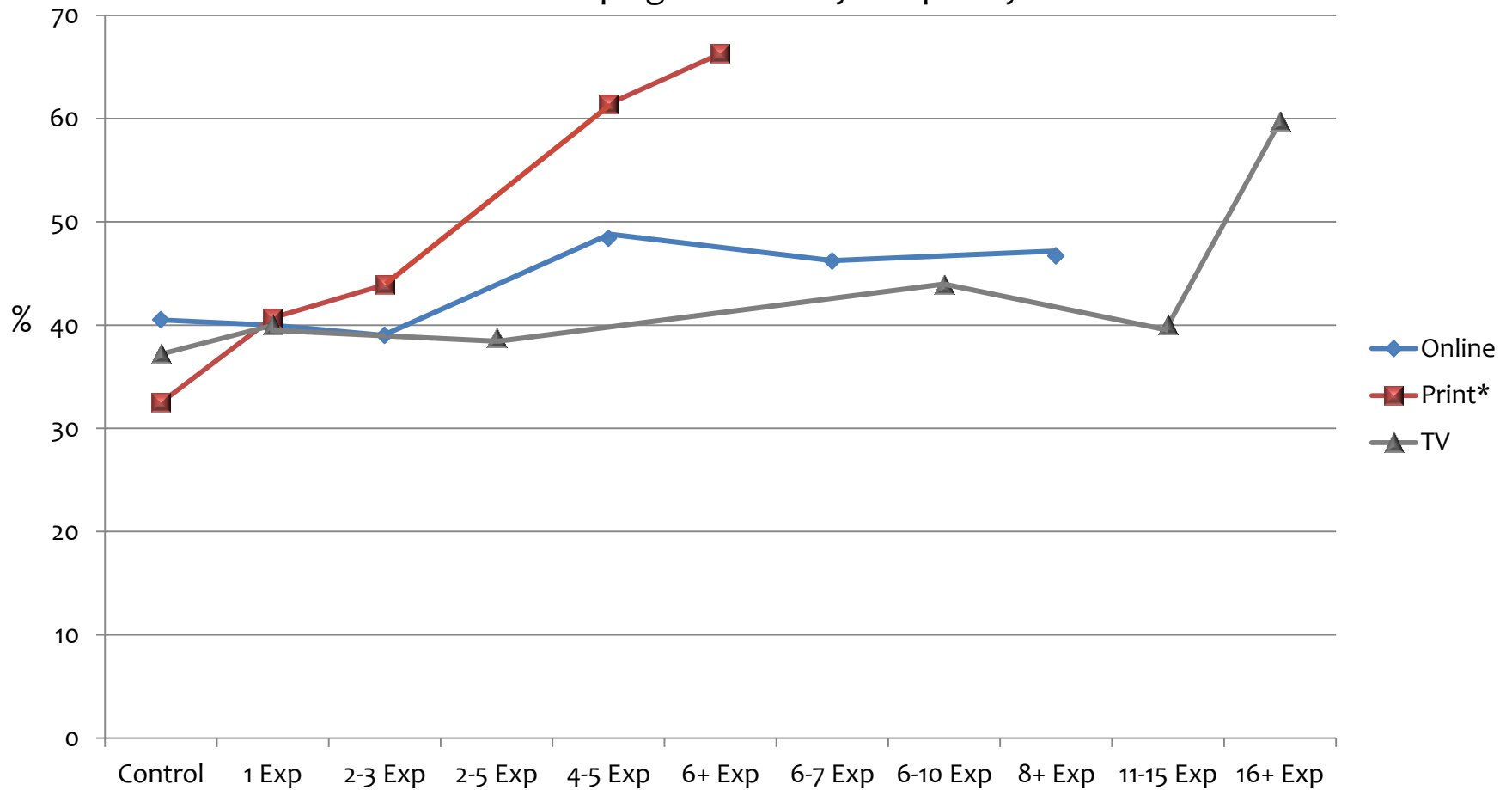
Message Association (%)
Campaign Results by Frequency



* Print: Predominantly magazine data

FREQUENCY BY MEDIA CHANNEL

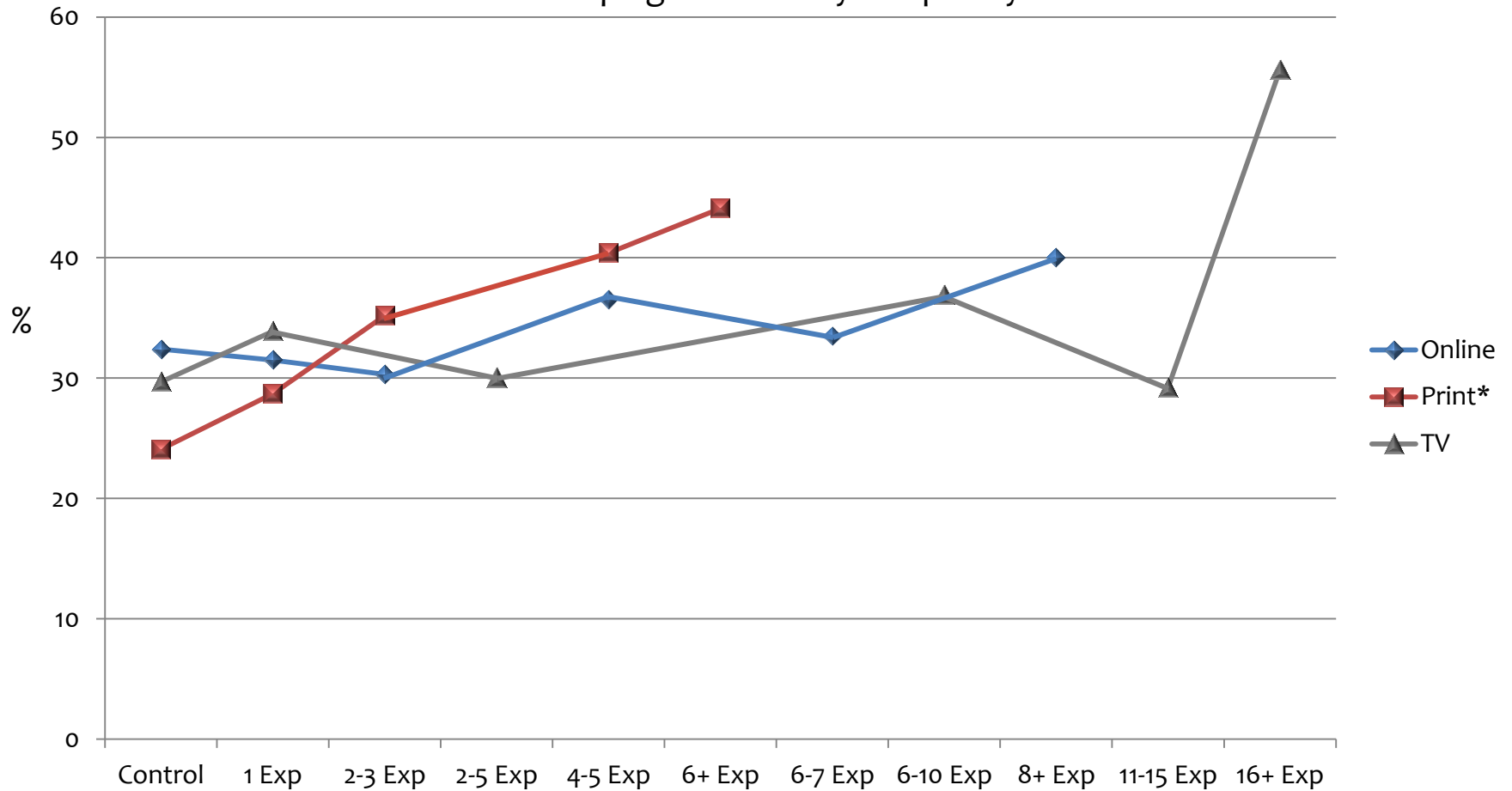
Brand Favourability (%)
Campaign Results by Frequency



* Print: Predominantly magazine data

FREQUENCY BY MEDIA CHANNEL

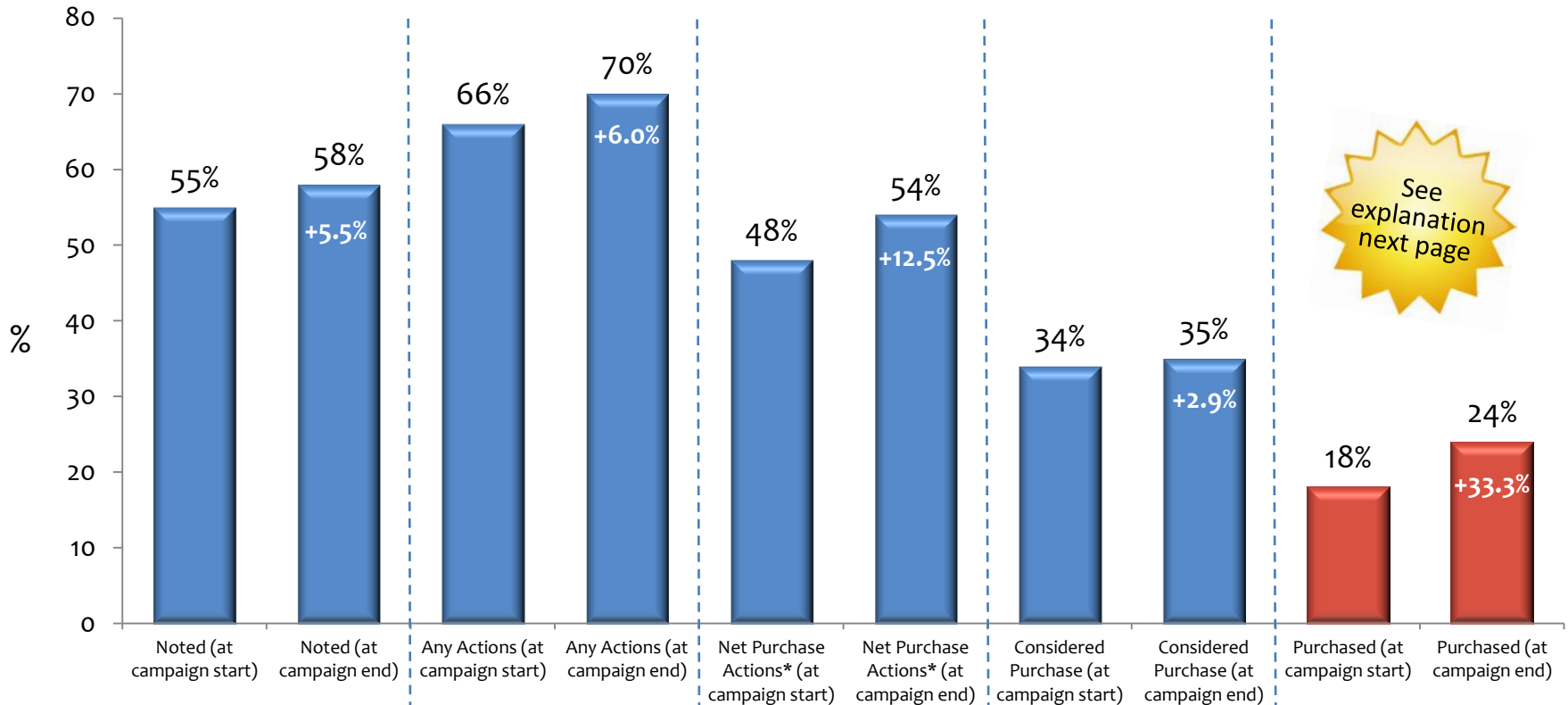
Purchase Intent (%)
Campaign Results by Frequency



* Print: Predominantly magazine data

PRODUCT LAUNCH CAMPAIGN SUCCESS

Campaign Results: Campaign Start vs. End (%)



A new product launch. Measurement of magazine ad placements between Q2 2012 and Q3 2013

* Net purchase actions = "considered purchase" and "purchase"

ADVERTISING CONTINUITY DRIVES PURCHASE

- “Recency planning” suggests that the best way to maximize ad exposure is to increase frequency (continuity) of the ad campaign to catch those who enter the “ready-to-buy” cycle, i.e. I’ve run out of cereal so it’s time to buy; I need a new cell phone.
- Looking at “considered purchase” on the previous chart, the level remains flat from the start to the end of the campaign as different consumers enter the “ready to buy” cycle every day and exit once they’ve bought a product.
- However, as campaign frequency increases, advertising continuity ensures the campaign is seen by more and more consumers as they enter the “ready to buy” phase. **Timing is everything!**
- This is proven out by the previous chart that shows **product “purchase” rose 33.3%** from the start of the campaign to the end of the campaign.

**Higher Advertising Frequency Increases the Odds that Your Campaign
will be Seen when Consumers are Ready-to-Buy**



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