

How Often Should I Advertise?

The Importance of Effective Frequency

One of the many decisions successful marketers must make is how often to advertise. With the proliferation of media fragmentation, retailers must cut through the clutter with message repetition. It takes time for consumers to recognize and react to brand messaging, and higher advertising frequencies are required to impact behaviors such as purchase intent.

what is frequency?

- Frequency is the **number of times a consumer or household is exposed** to an advertising message.
- The objective of higher advertising frequency is to **increase interest** in a product or service.
- Higher frequency **helps to drive ad recall**, and influence purchase decisions.

increase frequency when:

- **Introducing** a new product, brand, or company.
- **Launching** a new campaign message.
- The ad message includes **complex copy**.
- **Competitors** are actively advertising.
- The offer is **time sensitive** or seasonal.

frequency by the numbers

3 A minimum of **three exposures** is required before a consumer will even consider a product or service.

4-12 An ad frequency **between 4 and 12** is optimal.

13 When running **13 or more ad insertions**, be sure to change the copy so consumers don't develop ad exhaustion.

affordable frequency

- **Keep the message recognizable** by running it in one media, and focus on repetition.
- **Run a smaller-sized ad** unit more frequently instead of a one-time larger ad.
- **Add frequency around the first and 15th** of the month (paydays) to increase effectiveness of advertising in terms of sales. People usually have spending money when they receive their paychecks.



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