

How Often Should I Advertise?

The Importance of Effective Frequency



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.

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.



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