

# FREQUENCY

## HOW OFTEN TO ADVERTISE IN THE NEWSPAPER



### 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 has been tracking frequency of newspaper ads as part of ongoing annual industry research.<sup>1</sup> 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!

Ads	Impact	Comment
0	100	This is the base level
1-3	156	Built awareness by 56%
4+	171	Built awareness by 71%

### 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."<sup>2</sup> 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:<sup>2</sup>

- 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?

First, there is no agreement by experts on what exact number of ads provides the ultimate level of frequency.

New product introductions, 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.



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Adjusting frequency to communication situation is recommended.

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

1 Totum Research, 2013

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

