

## Reach vs Frequency

An important element of any campaign is to ensure that it is effective.

Frequency is a key component.

- Ad exposure within a purchase cycle matters.<sup>1</sup>
  - 3x is ideal.
    - Three exposures at minimum within a purchase cycle over a 4-8-week period will deliver the greatest effectiveness.
  - There is data that supports that two exposures are sufficient while one exposure may be effective in only the rarest of cases.
  - Three or more exposures will continue to build effectiveness but at a slower pace (and will not diminish impact).
- 3+ frequency influences online and in-store behavior.<sup>2</sup>
  - Based upon a Nielsen study, consumers exposed and recalled 3+ radio ads (vs. those who did not recall):
    - 21% increase in store visits
    - 75% increase in website visits
    - 159% increase in click-throughs
    - 41% increase in additional product information
    - 100% increase in product in-store purchase
    - 300% increase in retailer product web purchase
- How to determine the right frequency level.<sup>3</sup>
  - Use 2+ frequency:
    - Maintain awareness and attitude for a known campaign with unique and newsworthy messaging.
    - Competitive advertising should be at a minimum.
    - Highly recognized brand with low brand loyalty for competitive products/services.
  - Use 4+ frequency:
    - To create/increase awareness and strengthen current brand/product attitudes.
    - Ideal for a new campaign and/or a simple message.
    - Competitive advertising should be moderate.
  - Use 6+ frequency:
    - To create attitudes and for complex messages used in a competitive market and/or a low interest category/product.

(Source: 1) RAB analysis of Mike Naples "Effective Frequency"; 2) Nielsen, 2016 – total 898;3) FCB Research)