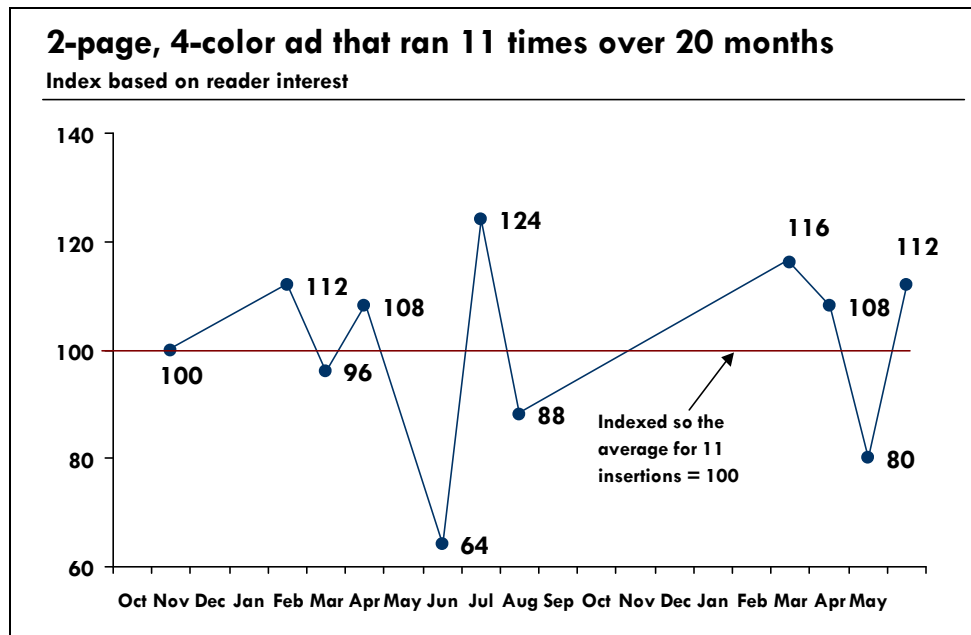


Ad Effectiveness

Repeat Ads Can Sustain Reader Interest



Advertisers can repeat a well-constructed ad and still sustain overall reader interest, as illustrated by this case study of a 2-page, 4-color ad that was repeated 11 times over a 20 month period. During this time, its average reader interest rating was equal to its reader rating on its first appearance. The ad's ratings were equal to or above average for 7 of the 11 placements, contradicting the myth that repeated ads bore readers.

While the chart above tracks reader interest ratings throughout the 20 month time span, a closer look at the findings reveals that:

- The ad generated 12% more interest in its eleventh insertion than its first; 20 months after its initial appearance.
- On average, the second year's scores were higher than those in the first year (104 vs. 99).

In addition to this case study, other studies illustrate the success of repeat ads. No significant reduction in saw or read scores was observed when tracking repeat ads running from 4 to 7 times (see Ad Effectiveness memo #3).

Advertisers truly benefit from repeating ads that perform well. In addition to reducing production costs, advertisers can increase familiarity with their sales message and product. Repetition, though, will not improve a poorly constructed ad.

Advertisers may find that spending time and money to design one strong ad and repeating it frequently throughout the year (or longer) is a better budgeting strategy than designing several ads with less frequent ad appearances.

If you have any questions or need further information regarding the use of readership data, please contact us.