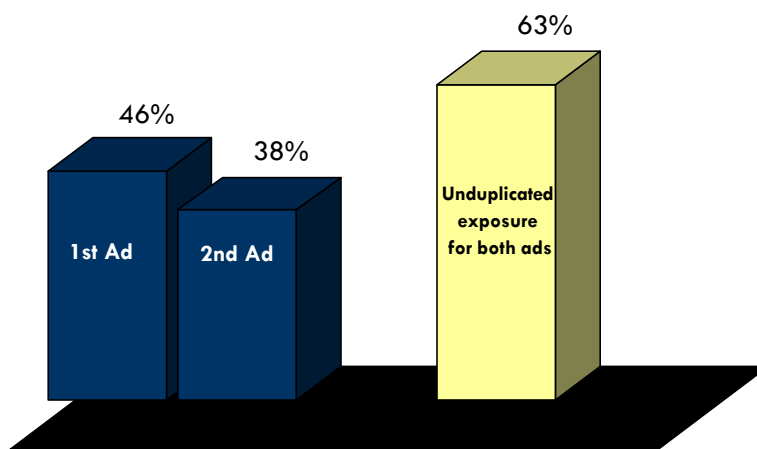


Ad Effectiveness

Increase Readership of Your Message – Run Two Ads in the Same Issue

Two Ads for the Same Product in a Single Issue

Data taken from those who said they read the ad



Repetition is the foundation of communications. Studies have shown that more readers see ads when they are repeated over time (see Ad Effectiveness Memos 3 & 4), but how do readers respond when an advertiser runs two different ads with the same sales message in the same issue?

Logic would say that adding a second advertisement to an issue would bring additional readers to the message. Some readers who read the first ad would pass on the second, and some who didn't read the first ad would stop and read the second. If the unduplicated readership of both ads is higher than the readership of the first ad, then the second ad brings incremental readers to the message.

In the case above, taken from two 1-page, 4-color ads running in a single issue, 46% of respondents read the first ad and 38% read the second. The unduplicated readership though, shows that 63% of respondents read at least one of the ads. Running the second ad

increased readership of the message by more than one-third over the first ad.

Keep in mind that the message and creative of an ad strongly contributes to whether or not a reader will see or read it. *Simply running two ads in a single issue will not bring a significantly higher number of readers to the message.*

Nonetheless, running two ads in an issue can help maximize readership of a sales message. Utilizing this strategy is ideal for:

- New product introductions
- Immediate release information about product improvements or updates
- To support a sales push or promotion

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