

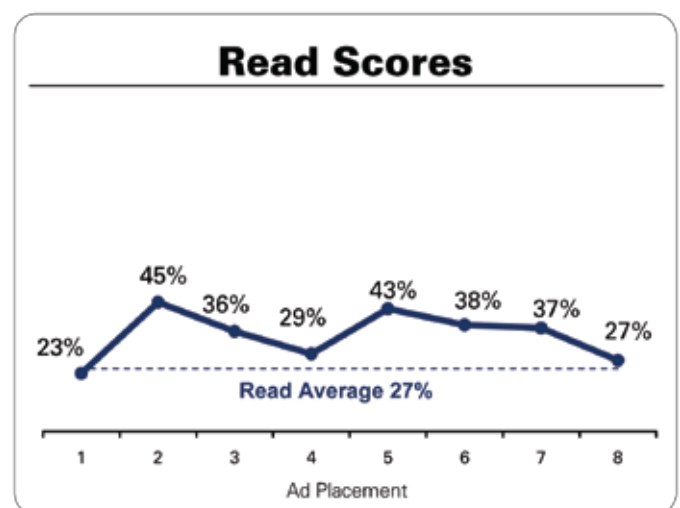
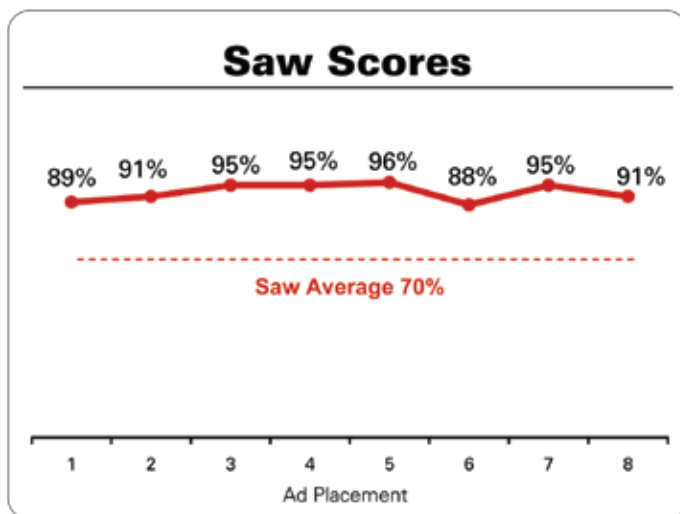
Say It Again: Successful Ads Remain Effective As They're Repeated

Developing an effective ad requires a lot of work and can cost a lot of money if an agency is involved. First the advertiser has to determine the ad's objective. Then, the search is on for the concept that will convey the message at a glance. Finally, it's time for the wordsmithing and final touches that take an ordinary ad to a new level. After the process is complete, the advertiser has probably viewed and re-viewed the ad dozens of times.

Then, the ad runs in a publication and the market sees it for the first time. That's the market's first and only view of the ad despite the advertiser's close relationship with it over time. It may even be a blockbuster, yet many advertisers believe that it's time to start at square one to determine the objective of the next ad. Well, not so fast. In general, successful ads can be repeated without loss of effectiveness for a number of placements. The key is to monitor the ad's performance and the extent to which it continues to meet its objectives.

When advertisers repeat an ad, publishers can also benefit. In addition to the time and effort required to design new ads, advertisers that work with agencies spend a lot of money on ad development. Repeating an ad will save production dollars that could be used to increase frequency in your publication.

The data below illustrates that an ad doesn't necessarily lose viewers and readers as it is repeated. A repeat ad has been measured eight times over the past three years in Readex Red Sticker Studies. The data indicates that readers continue to see and read the ad. In fact, in all but the eighth study, the ad received the highest Saw score of all ads measured in the issue. Furthermore, with each placement, the ad built awareness. Even if readers decided not to read the ad because they saw and read it in a previous issue, additional exposure to the ad reinforced the company in the readers' minds.



A two-page ad was run eight times over three years. As shown in the graphs above, the percentage of readers who reported seeing and reading the ad did not decline during that time. In fact, the scores did not dip below the total average of all ads included in the studies.



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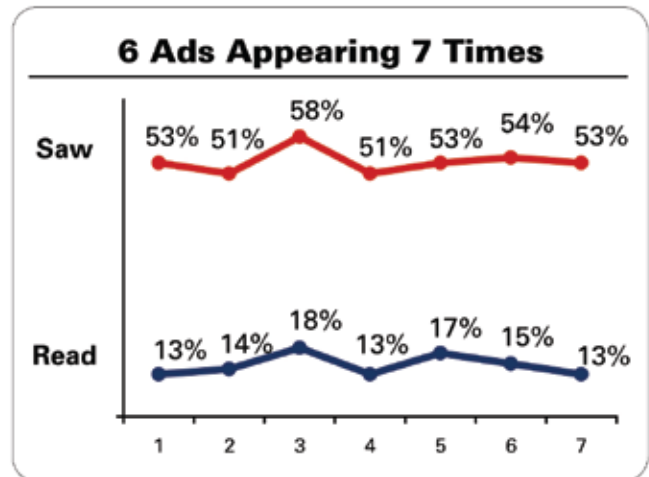
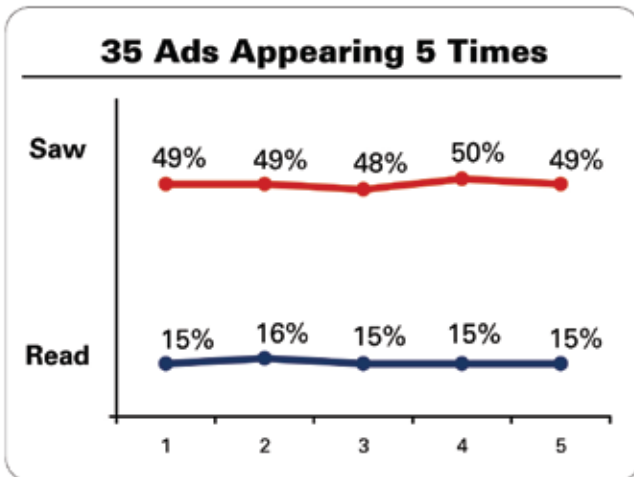
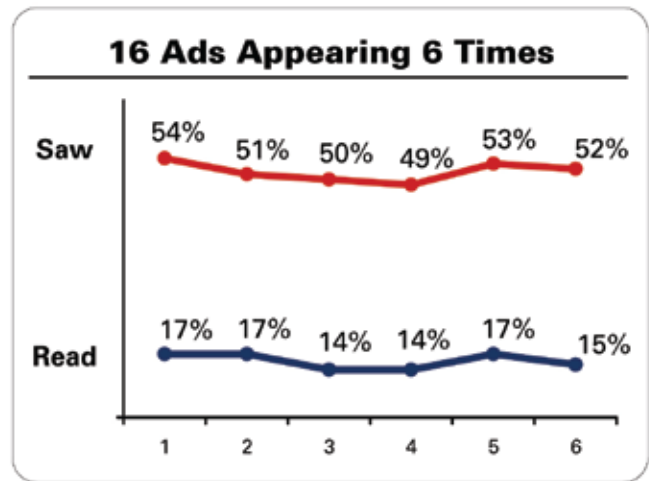
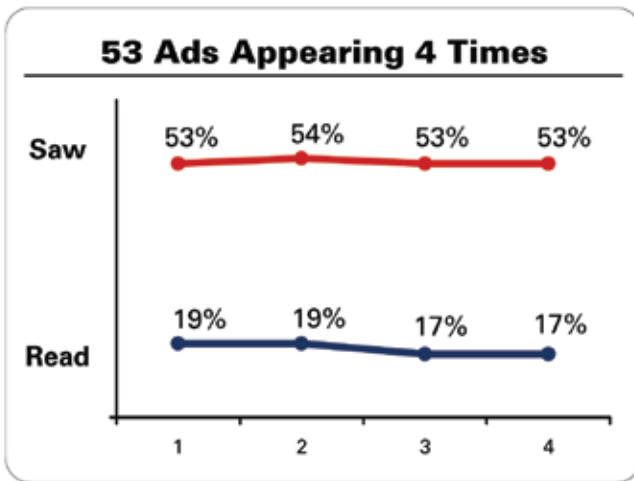
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Saving Production Costs by Repeating a Successful Ad (Continued)

Successful repetition is nothing new. Past data also supports that, in general, ads will be seen and read consistently from one placement to another. Analysis of 110 ads that appeared in a publication between 4 and 7 times shows that readers will continue to consistently see and read an ad when it is repeated.

All in all, readers do not tire of an ad's creative as quickly as an advertiser does. If an ad continues to be effective and still meets the company's objectives, it should continue to run. On the other hand, an unsuccessful ad shouldn't be expected to improve drastically with repetition. Using Ad Readership results will help advertisers stick with a winner and move on when the ad isn't on target.



In the first example, data was taken from Readex Red Sticker Studies in which readers were asked, "When you first looked through this issue did you... see this article or advertisement but not read any of it? See and read any of this article or advertisement?"

The data for the 110 ads was taken from Readex Ad Readership Studies in which readers were asked, "Which describes your readership of that item when you first looked through the issue...Recall seeing, Started to read, Read half or more?"

Readex Research is pleased to provide calendar-year subscriptions to publications conducting Ad Readership Studies with us in 2010. Copyright ©2010.



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