

The Value of Consistent Advertising

Study after study has proven conclusively that the more people are exposed to your advertising, the more they will like your product – and the more likely they will be to buy your product. Furthermore, the value of repetition is cumulative; advertising is often pulled or replaced just as it's beginning to work.

The significance of repetition was demonstrated by a joint project of The Advertising Research Foundation and The Association of Business Publishers. They found that low levels of advertising did not significantly increase awareness, but higher levels of advertising did.

The impact of advertising repetition goes far beyond awareness – especially during a down economy. A recent study from Ad-ology finds that advertising appears to play a key role in consumers' view of how a business is doing, and by not advertising, businesses may be sending a warning signal to current and potential customers.

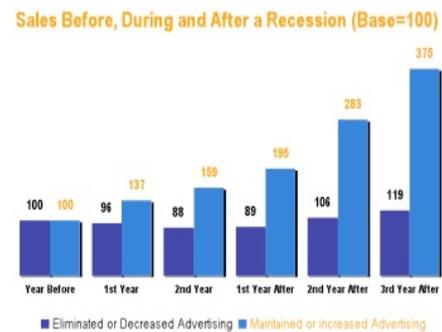
In addition, increased product usage has been shown to be directly linked to advertising exposure. A study conducted by W.R. Simmons & Associates Research found that people who had seen an ad for a certain shampoo two or more times used significantly more of it than those who had seen it only once.

Other studies have found that low levels of advertising yield minimal sales gains, while higher frequency can trigger gains of up to 600 percent!

It's clear that creating a strong advertising message is only a start. The more you repeat it, the stronger it gets.

During a time of shrinking budgets, it's easy to perceive advertising as a luxury or indulgence. In fact, advertising is one of the most effective and economical

Businesses that advertise through tough times grow faster than those that don't.



Source: McGraw-Hill Research, American Assn. of Advertising Agencies.

ways of introducing yourself to your prospective customers and clients. People familiar with a company are five times more likely to have a positive opinion of it, according to Opinion Research Corporation.

Of course, advertising does much more than just break the ice. A well-planned and well-executed media campaign – in print and online – can take an unknown company and give it the persuasive aura of a "winner." And numerous studies have demonstrated that once such a reputation has been secured, it quickly and repeatedly pays dividends for the advertiser.

Sources: Ad-ology Research, Experian/ Simmons Consumer Research