

One Ad is Bad

Advertising Results Require At Least Three Exposures

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A substantial number of advertising researchers have conducted useful studies relating the concepts of advertising exposure, frequency, reach and saturation. *In general, the findings support the theory that **three advertising exposures**, delivered to a desired audience over a designated time period, are the most effective way of sending an advertising message to achieve the desired results.* It is important to understand that the number of **exposures** to an advertising message does not necessarily correspond directly with the number of **ads** purchased, because of how consumers use each medium. Some media may require several ads or commercials in order to obtain the desired frequency of three exposures, while others may require much less. In short, it is imperative that the **total average frequency** achieved by your entire media mix **is not less than three.**

Exposure #1: Curiosity: "What is it?"

The reactions to the first exposure of an advertisement are curiosity and an attempt to understand the nature of the message. Anything new, regardless of a person's interest level, invites a response in order for a mental interpretation to occur.

Exposure #2: Recognition: "What of it?"

Knowing "what it is" moves consumers to decide if the message has any personal relevance. This second exposure asks, "Do I want it or not?" This step can occur during the first exposure if the person is absorbing the advertisement with great interest.

Exposure #3: Reminder: "I need/don't need it."

The third exposure becomes a reminder to consumers of whether or not your product or service fulfills their individual needs. Positive responses bring action. Further exposures to your message either reinforce the buying decision or will be ignored if your message is not applicable to them at this time.

The three-exposure concept provides you the opportunity to first create attention and awareness, then understanding and, finally, a buying decision. However, note that consumers will only react to any advertising message when they are "in the market" for your product or service. This "marketplace changes constantly, as people's wants and needs change. Lasting recognition of your advertising message will decline significantly, potentially jeopardizing your business share, available sales and revenue, unless it is consistently reinforced.

Source: Journal of Advertising Research