

More Frequency	Less Frequency
New product	Established product
New campaign	Established campaign
Complex message	Simple message
Non-user prospects (trial objective)	User prospect (repeat objective)
High competitive advertising levels	Low competitive advertising levels
Non-loyal user category- especially with short purchase cycle	Stable/loyal user base
Promotion/sales event	

16

It is usually more successful to reach a smaller % of the total market with greater frequency than to reach a larger % of the total market with a minimum frequency.

Potential Frequency Range	Response	Definition	Judgmental probability of producing response with advertising
1 to 3	Recognition	Recalls advertising when a product shown	Most difficult
3 to 6	Unaided awareness	Names product when asked about	Extremely difficult
4 to 7	Recall	Recalls advertising & identifies	Very difficult
5 to 8	Learning	Associates information about the product with	More difficult
6 to 10	Attitude	Prefers the product, positive attitude	Difficult
10 +	Sales	Purchase	Least difficult

18