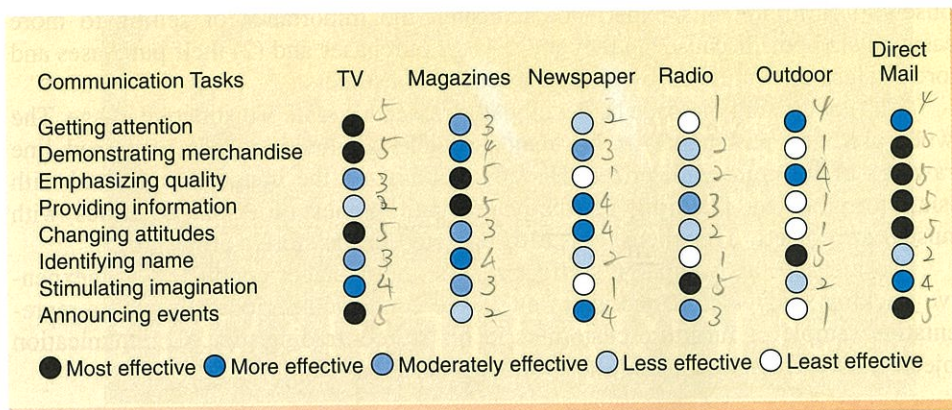


Effectiveness of Media on Communications Objectives**EXHIBIT 14-10**

SOURCE: Adapted from Michael Rothschild, *Advertising: From Fundamentals to Strategies* (Lexington, MA: D.C. Heath, 1987), pp. 449, 452.

Frequency. Frequency is how many times the potential customer is exposed to an ad. The appropriate frequency depends on the ad's objective. Typically, several exposures to an ad are required to influence a customer's buying behavior. Thus, campaigns directed toward changing purchase behavior rather than creating awareness emphasize frequency over reach. Ads announcing a sale are often seen and remembered after one exposure. Thus, sale ad campaigns emphasize reach over frequency.

Timing. Typically, an ad should appear on, or slightly preceding, the days consumers are most likely to purchase merchandise. For example, if most consumers buy groceries Thursday through Sunday, then supermarkets should advertise on Thursday and Friday. Similarly, consumers often go shopping after they receive their paychecks in the middle and at the end of the month. Thus, advertising should be concentrated at these times.

Retailers should avoid advertising during periods of limited demand. Seasonal merchandise should only be advertised during the periods when it's bought—lawn mowers at the beginning of summer and skimobiles at the beginning of winter. Advertising isn't very effective during bad weather because customers are reluctant to leave their homes to visit a store. But these might be good times for direct-mail retailers to advertise.

Here's an example of the use of market research to evaluate an advertising program.

South Gate West is one of several specialty import furniture stores competing for upscale shoppers in Charleston, South Carolina. The store has the appearance of both a fine antique store and a traditional furniture shop, but most of its merchandise is new Asian imports.

The owner realized his advertising budget was considerably less than the budget of the local Pier 1 store. (Pier 1 is a large national import furniture chain.) He decided

Evaluating Advertising Programs