

REACH & FREQUENCY



❖ *TAB Out of Home Ratings offers clients an opportunity that they have never had before with Out of Home advertising: the ability to measure the reach and frequency of individual units or entire campaigns.* ❖

SETTING REACH & FREQUENCY GOALS

Reach & frequency are staples of measurement in the advertising industry. They quantify how many people are exposed to a message and how many times these people are exposed. Understanding the dynamics of how reach & frequency grow and work are critical steps towards evaluating the particulars of out of home and multimedia campaigns that are now possible with TAB Out of Home Ratings.

Out of home companies have been selling the potential reach and frequency benefits of out of home for years. Without proper metrics, these claims could only be trusted as far as those making them. Understanding how reach and frequency goals can be tailored to fit a clients' needs has proven itself as an ideal way to show precisely how a campaign is working for their bottom line.

Important note: Accurate reach and frequency measures require a complex algorithm with many factors including the source areas of audiences noticing advertising and must be calculated in software designed specifically for this purpose such as TAB's Audience Delivery System (ADS).

BENEFITS OF HIGH REACH

Media experts set goals emphasizing reach to increase or maximize the number of people exposed to a message. This is the most reliable way to spread ad dollars among as many people as possible with ad campaigns.



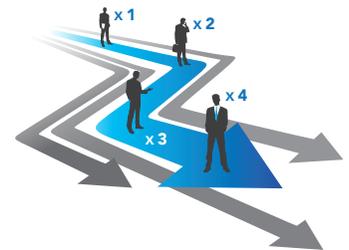
Increasing focus on reach is often considered an effective strategy to use when announcing something new associated with a brand, such as new features, new sales incentives, a seasonal event, new packaging, new service opportunities or a new product after the brand is already established within a market. This "newness" requires a high level of awareness among the target audience, but focusing on repetition of the message may not be necessary because the people viewing the ad can easily associate the new feature, product, or sale to a brand or location they are already familiar with.

High reach is also often desired for reminder advertising for a mass market product because of the universal level of familiarity with the product or when the level of local competition with the brand is relatively neutral or low in the market.

BENEFITS OF HIGH FREQUENCY

There are several situations in which high frequency is valued by advertisers. For example, when a brand is looking to establish itself locally and needs to reach people many times to have a lasting impact. Also, if local competition is heavy, touching an advertiser's potential customers with higher frequency is a reliable way to insure their brand rises above the messages of others.

Media planners evaluate frequency levels of campaigns to ensure that the message is repeated often enough to be remembered and therefore considered effective.



There are many factors on which media experts adjust their standard frequency baseline. When analyzing the market, adjustments are made for things like brand loyalty, length of purchase cycle and usage of the product. Message factors are accounted for to adjust frequency based on the message's complexity, uniqueness and familiarity. Media type factors are taken into account to adjust frequency based on things like clutter, audience attentiveness and scheduling.