

PLANNING MEDIA TO MAXIMIZE PENETRATION AMONG BRAND BUYERS

QUESTION ANSWERED

- “How many exposures are need to generate a purchase?”

INSIGHT REVEALED

- Most consumers were unexposed or underexposed to the advertising campaign
- During key seasons, optimal penetration is achieved with 16 exposures in 16 weeks, or one exposure per week

ACTION TAKEN

- Client and media agency agreed to up-weight the following year’s media buy

