

Everything You Ever Wanted To Know About Frequency

A TV STREAMING META-ANALYSIS



THAT AGE-OLD QUESTION:


**What frequency level
should I aim for?**

THE ANSWER:

There's no short answer.

Many factors, like audience, category, creative, and maturity of the brand, dictate what frequency level is best.

Newer platforms like TV streaming introduce frequency capping at the household level. As a result, old concerns about the one-to-many linear distribution of ads in linear TV do not apply. New rules and research are required to update industry knowledge for the streaming age.



We Conducted A Meta-Analysis

Massive US Scope

- 53 TV Streaming Campaigns*
- 14 Verticals
- 36,832 Survey Responses

Our Metrics

- Aided Ad Recall
- Message Association
- Brand Favorability
- Purchase Intent

Our Approach

MEASURE

IPG TV streaming campaigns ran, exposures tracked, and viewers surveyed to measure branding impact

COMPILE

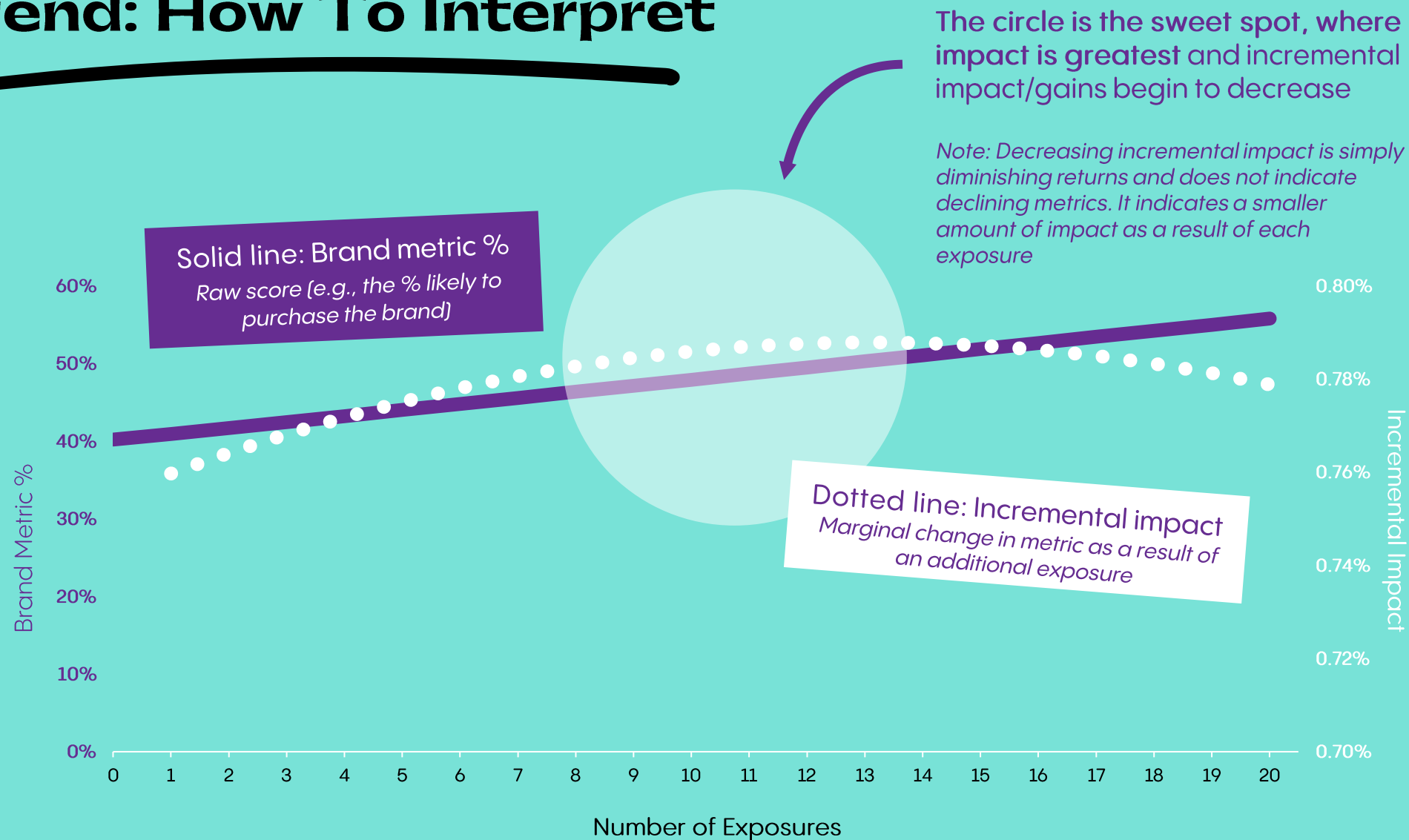
All datasets merged for meta-analysis

ANALYZE

Modelling used to identify optimal frequency levels & incremental impact for each brand metric



Legend: How To Interpret

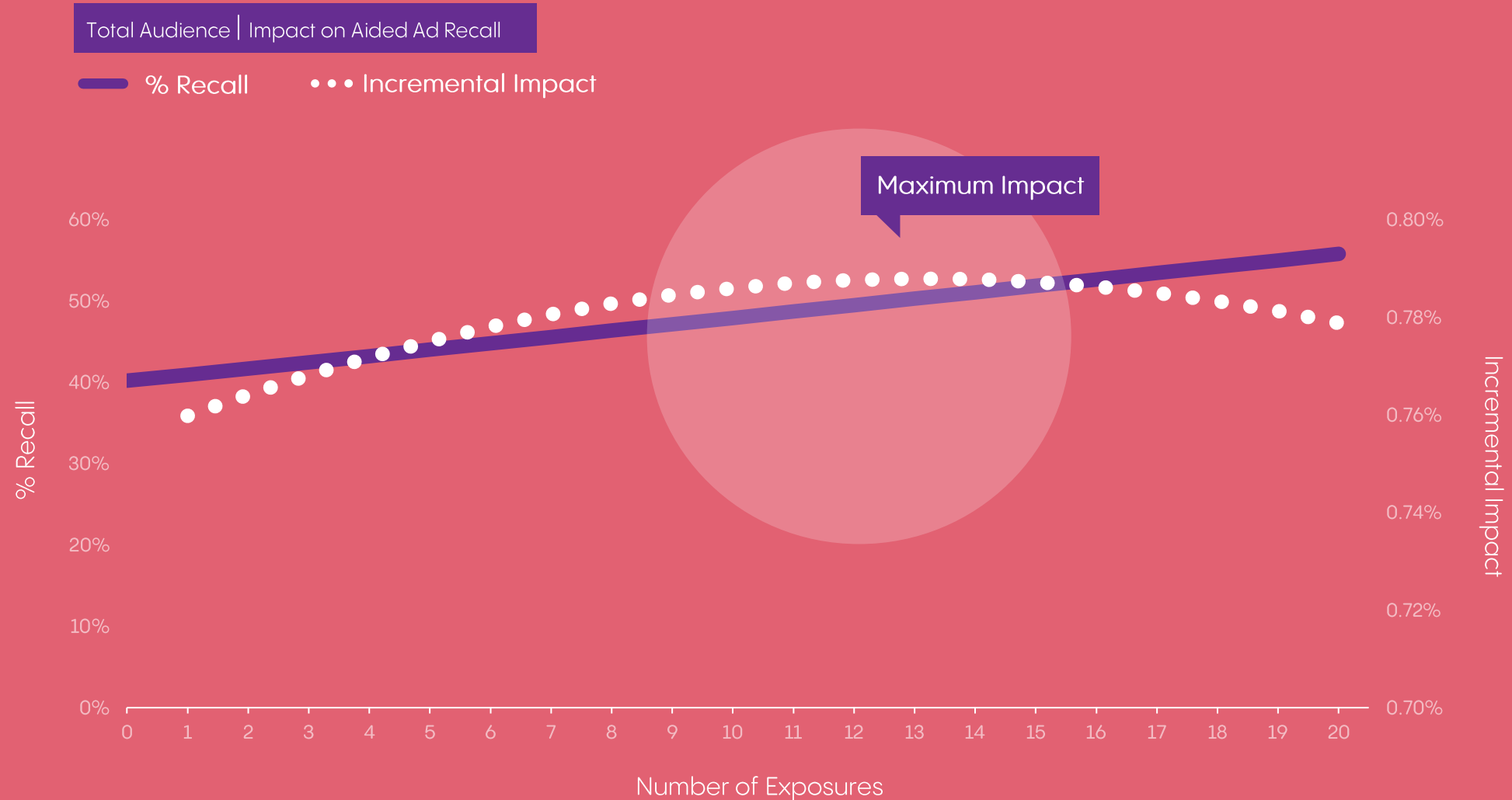


TV Streaming Frequency

A BIRD'S EYE VIEW

Greatest Impact On Ad Recall From 10 – 15 Exposures

In general, aim for 10 – 15 exposures for memorable ad experiences



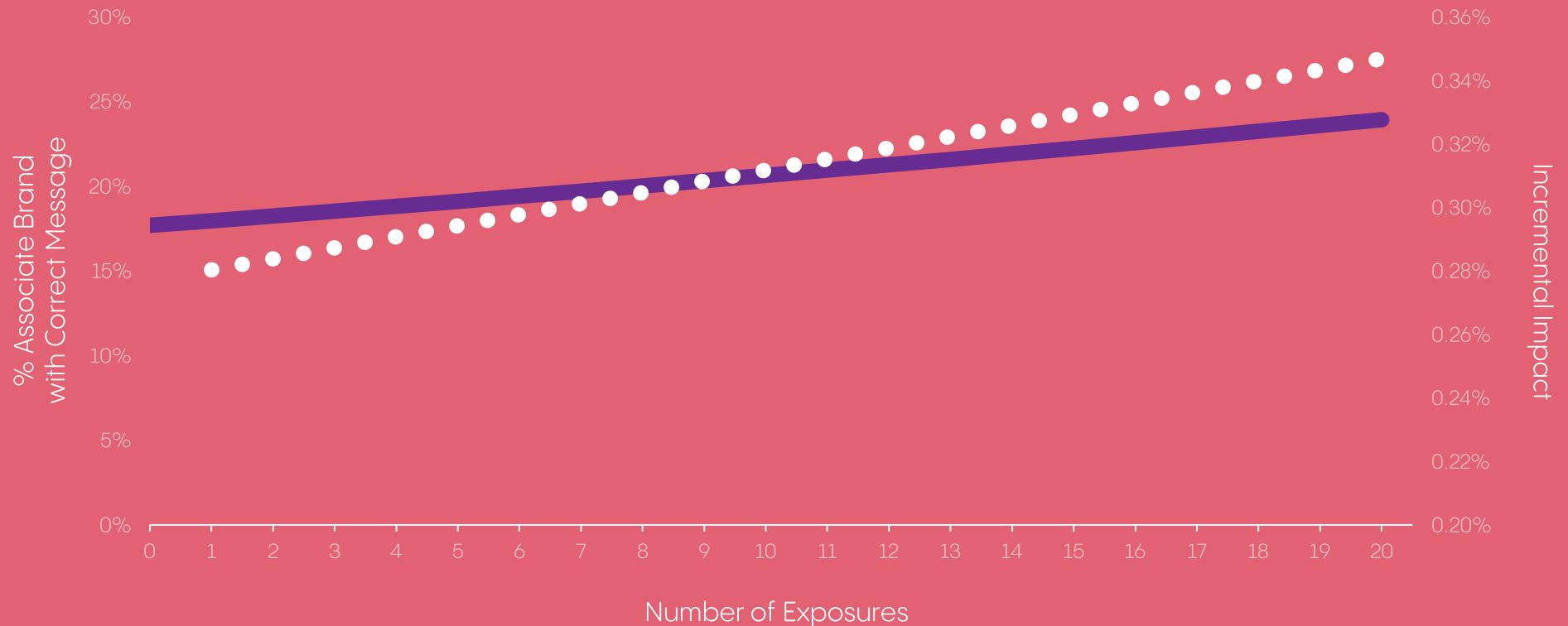
Read as: Higher frequency of exposures result in higher recall. Though greatest impact is attained at 10 – 15 exposures since incremental impact begins to decrease after 15 exposures.
Incremental impact: Marginal change of the target metric as a result of an additional exposure. The white line represents incremental impact.

Incremental Gains Build For Message Association

When aiming to drive home a key message, brands should aim for a high frequency to take advantage of growing impact or explore ways to maximize awareness earlier (e.g., message consistently appearing in all ads, appearing more prominently in ads)

Total Audience | Impact on Message Association

— % Associate Brand with Correct Message ••• Incremental Impact

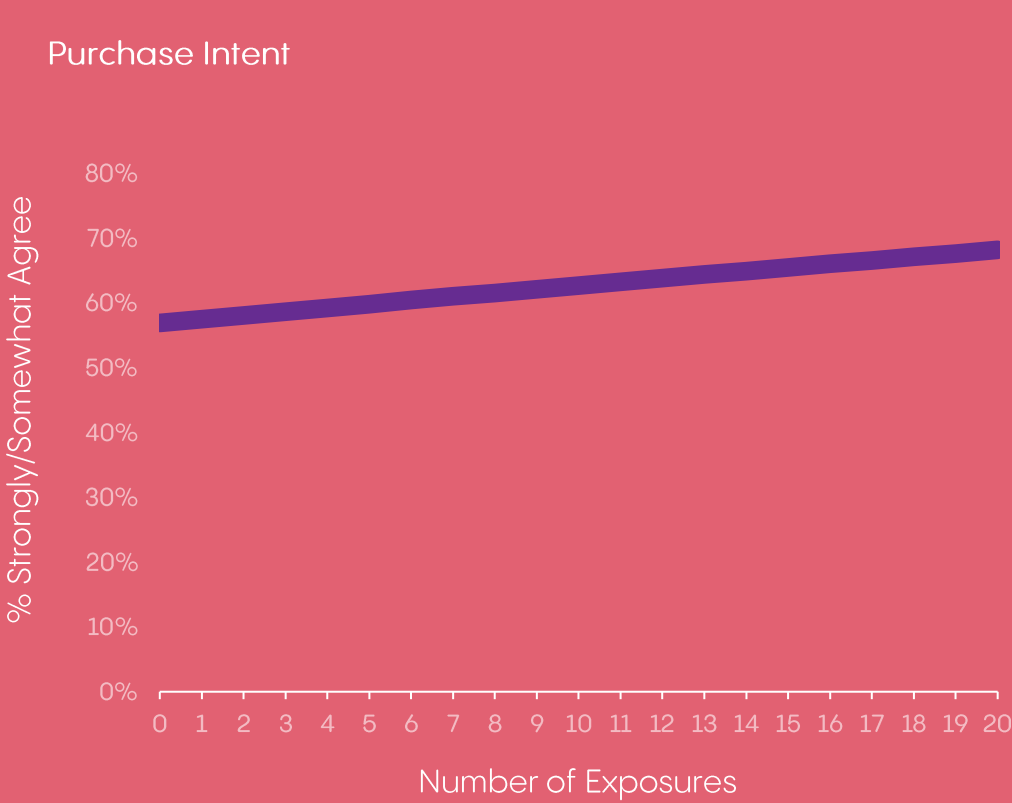
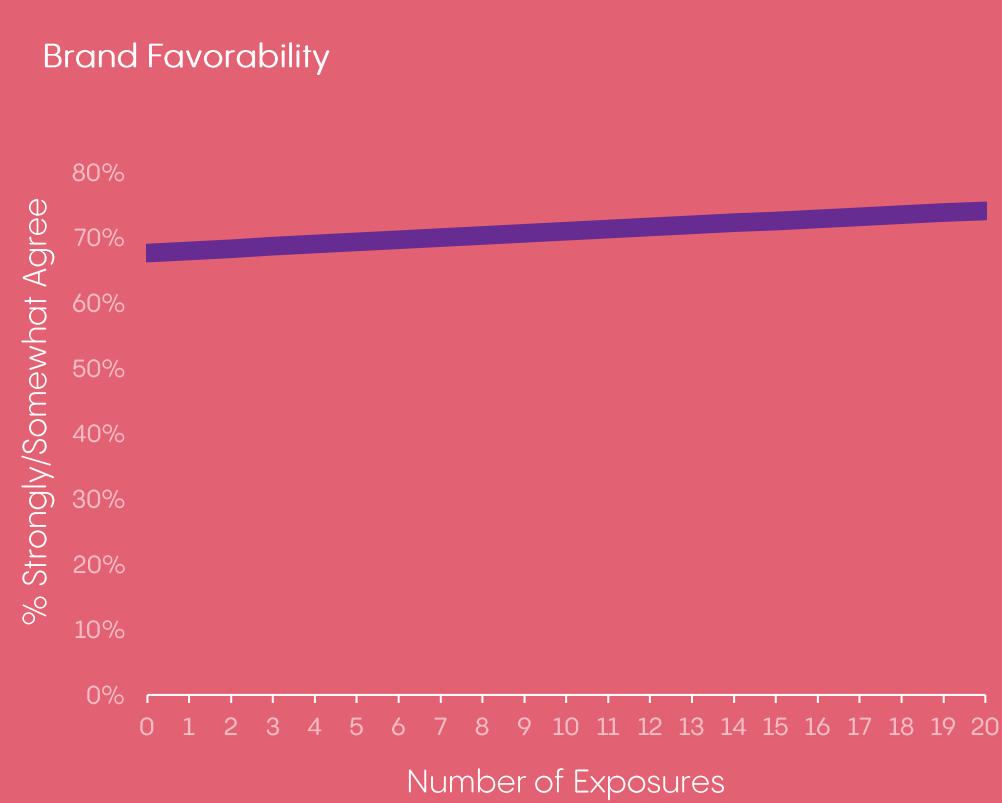


Read as: Higher frequency of exposures result in higher message association. Incremental impact also increases with each additional exposure
Incremental impact: Marginal change of the target metric as a result of an additional exposure. The white line represents incremental impact.

Each Added Exposure Contributes To Lower Funnel Metrics

Total Audience | Impact on Persuasion Metrics

— % Strongly/Somewhat Agree

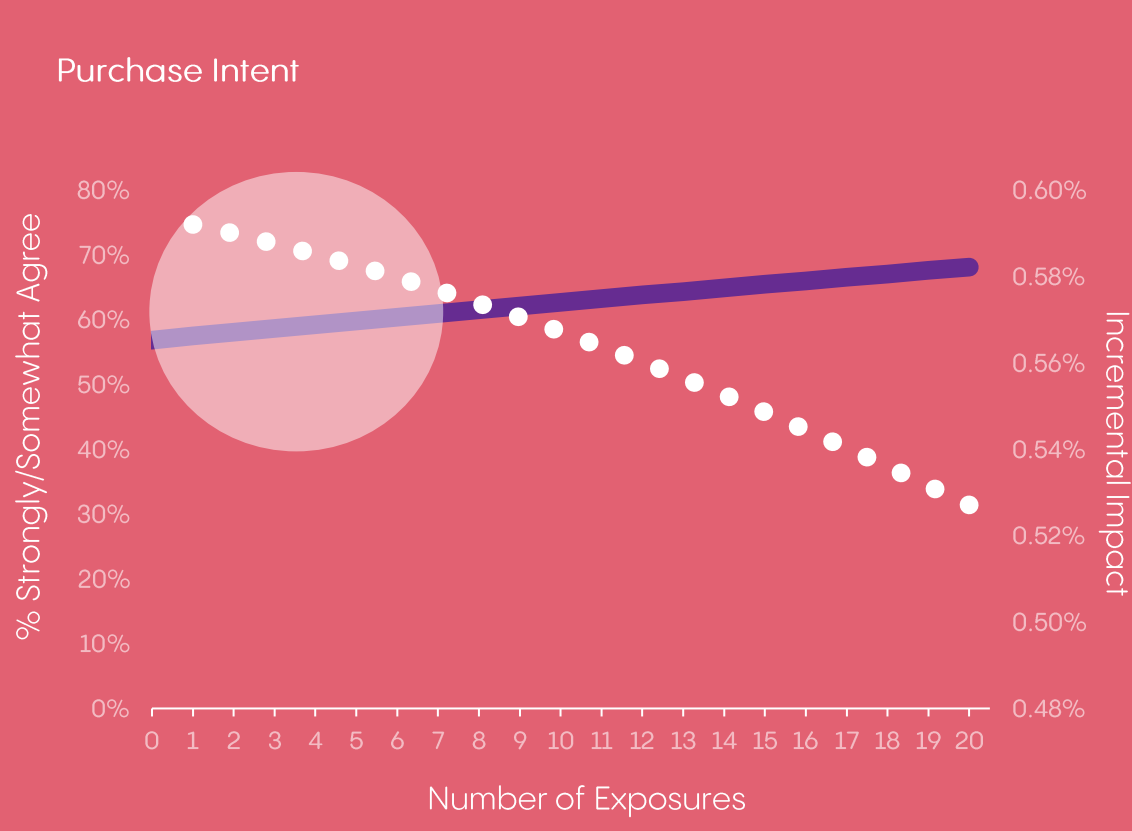
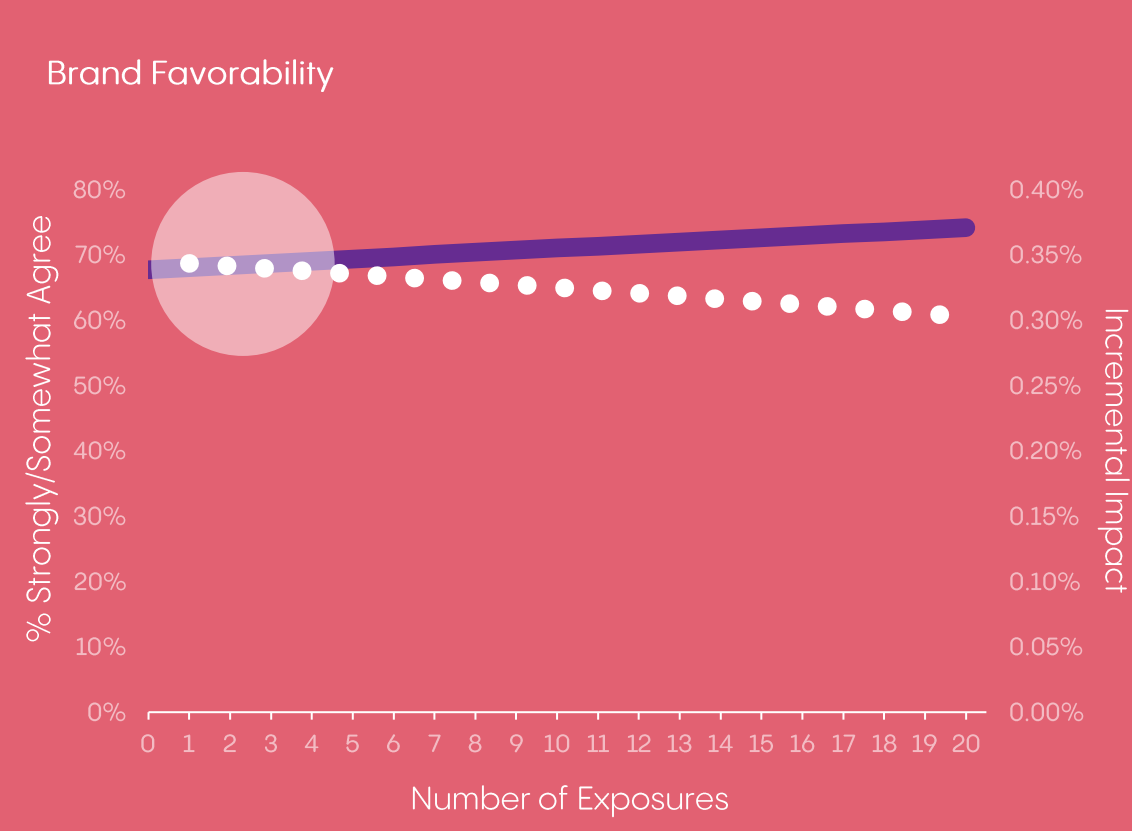


However, Initial Exposures Are Creating The Biggest Impact

Brand should lead with creatives that have a clear call-to-action, given the first few touchpoints can have the biggest impact

Total Audience | Impact on Persuasion Metrics

— % Strongly/Somewhat Agree ••• Incremental Impact



Many Factors Impact Optimal Frequency



Audience

- Who is being reached? Consumers in-market for the product? Potential new customers?

Type of Brand

- How mature is the brand?
- What is the industry vertical?

Campaign Length

- How long is the campaign?

Creative

- How many different versions of creative are being used in the campaign?

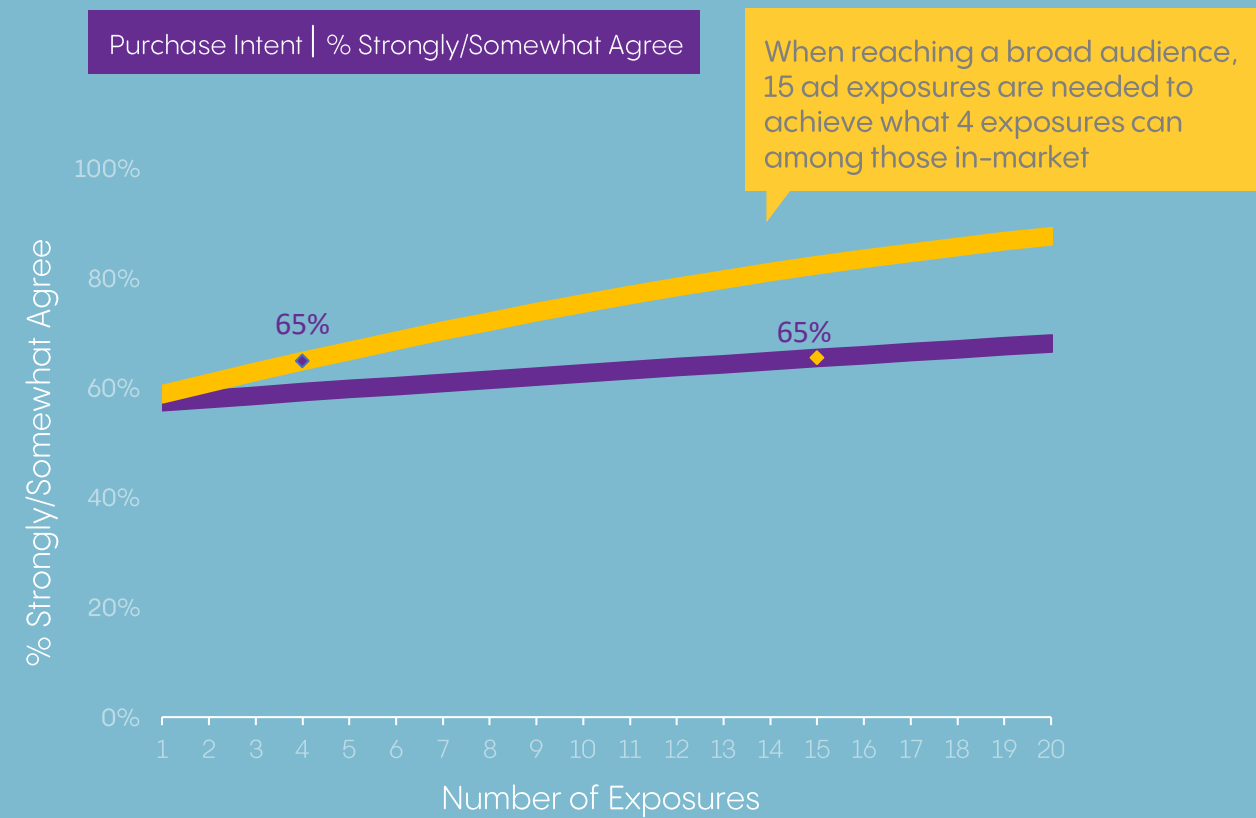
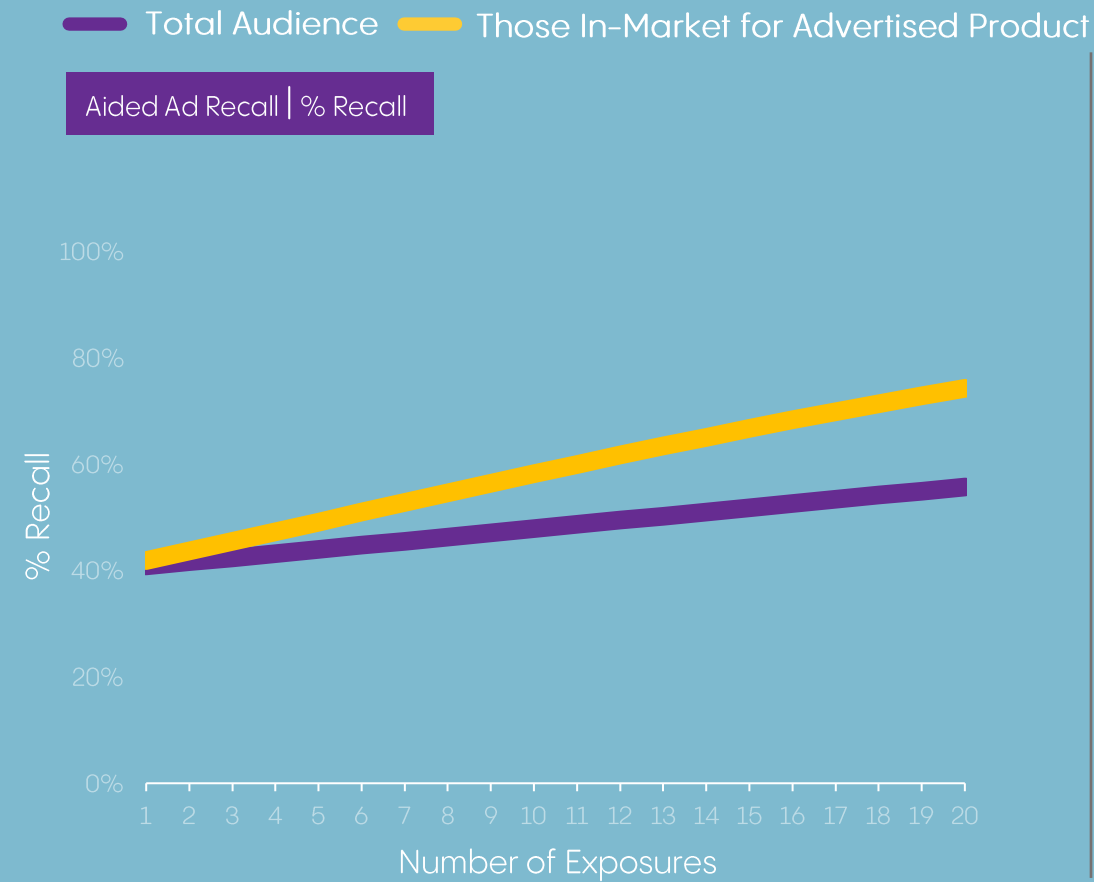


PLANNING BY

Audience Strategy

With Relevant Targeting, Brands Can Achieve More At A Lower Frequency

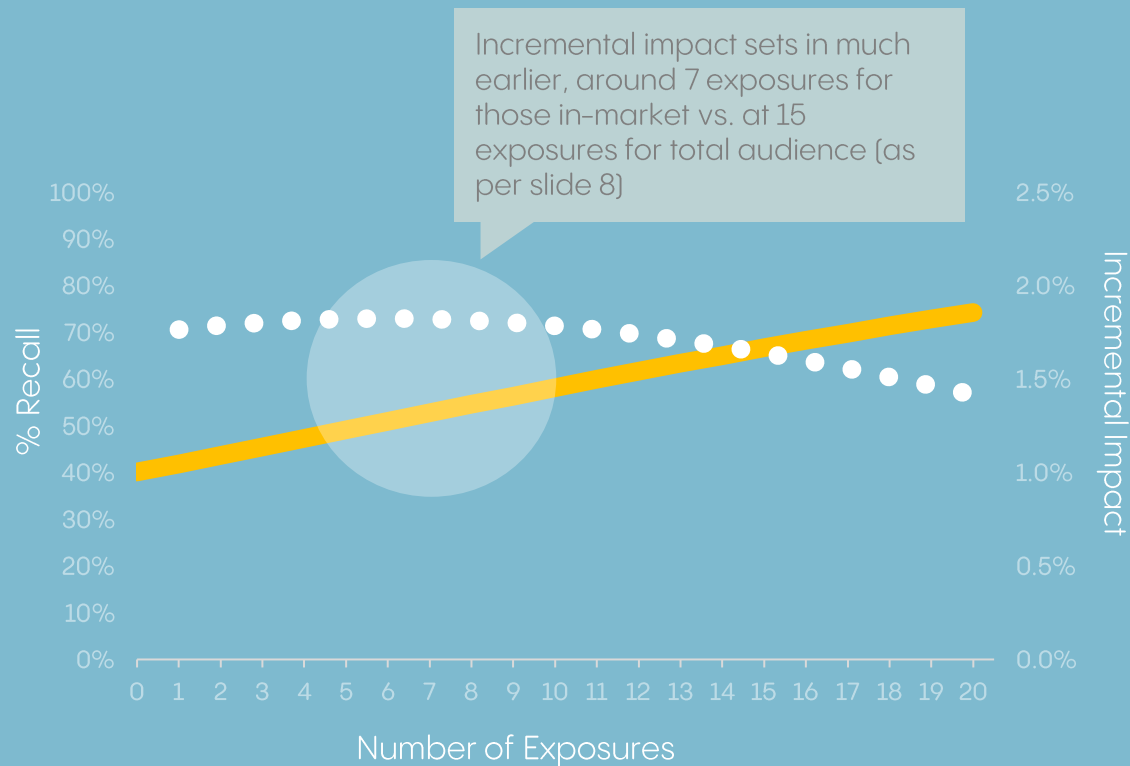
Brands can leverage 3P data to reach viewers who are in-market for the advertised product and save on frequency



Peak Impact Occurs Between 1 – 7 Exposures For Those In-Market

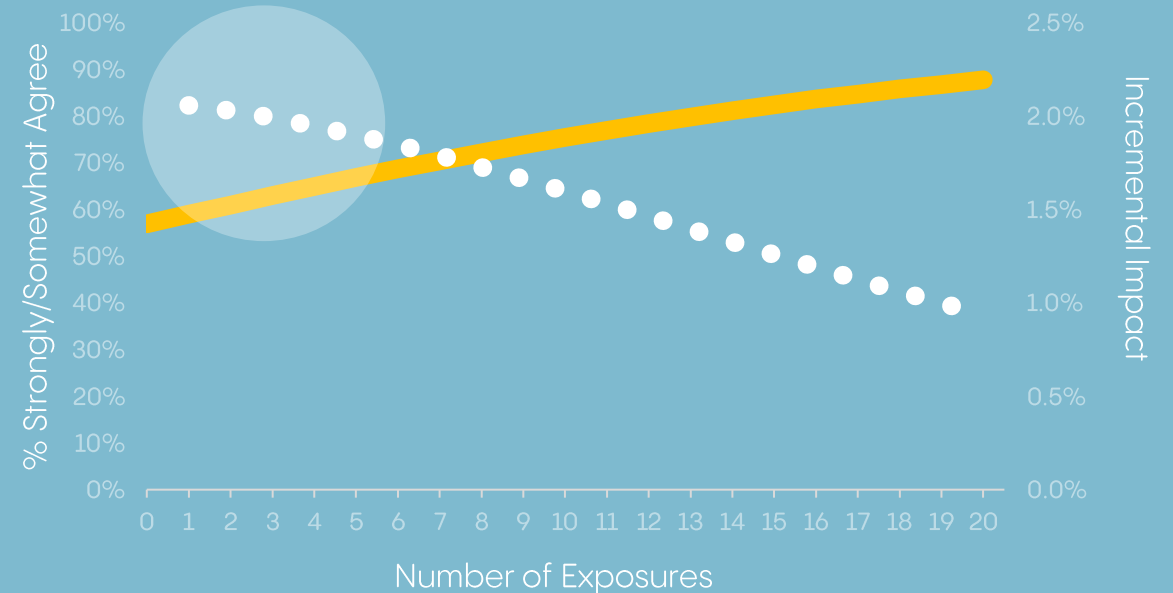
Those In-Market For Advertised Product | Aided Ad Recall

— % Recall ••• Incremental Impact



Those In-Market For Advertised Product | Purchase Intent

— % Strongly/Somewhat Agree ••• Incremental Impact



Total Audience (P2+ Data) CPM
At Frequency = 15

67%
Savings

In-Market Audience (3P Data) CPM
At Frequency = 4

**Cost Savings
Outweigh The Higher
CPMs For Advanced
Targeting Due To
More Efficient
Frequency Impact**

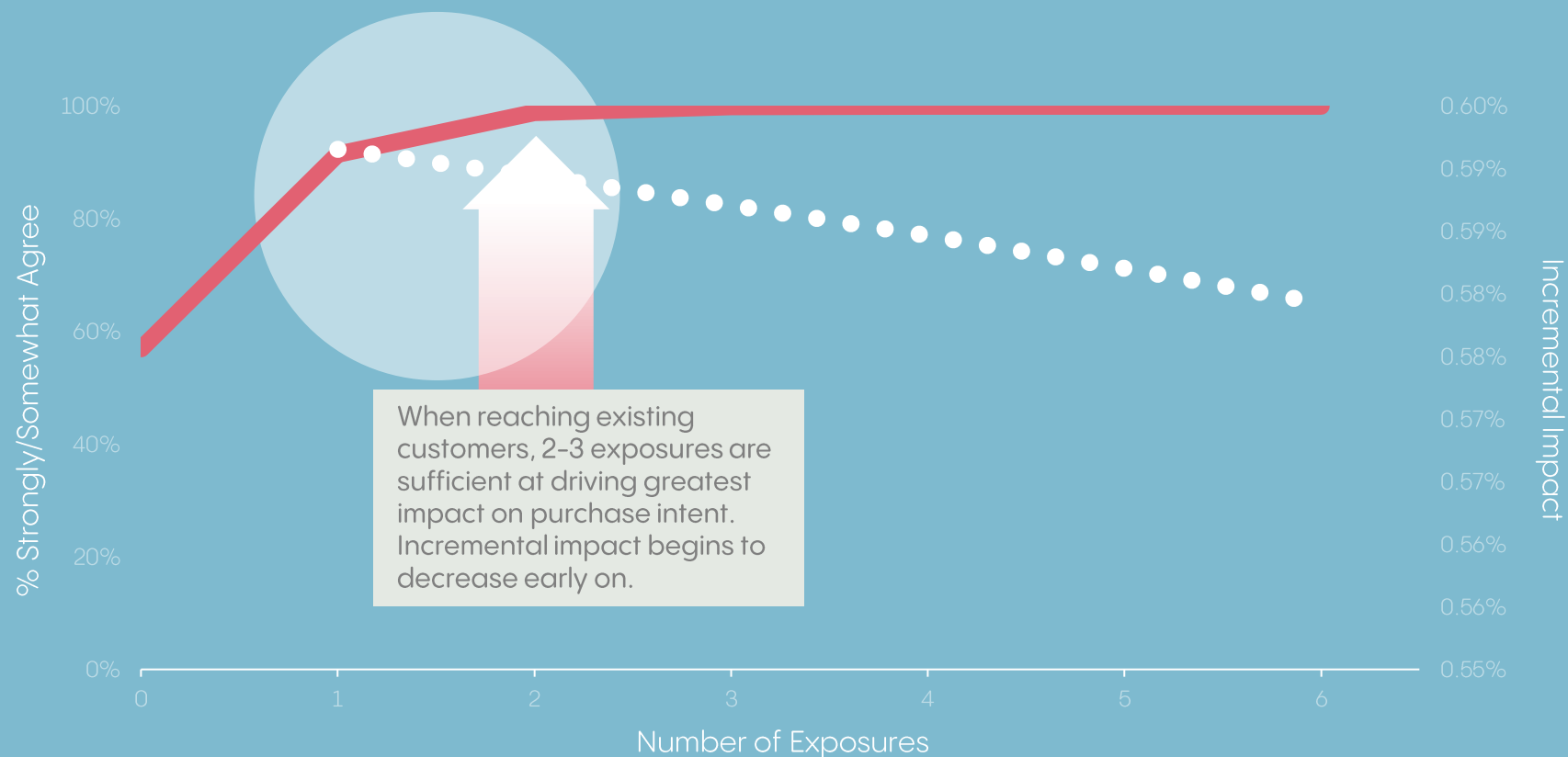
For Existing Customers, Impact Peaks Especially Quickly

Brands should aim for 2-3 exposures to persuade those who may only need a refresher exposure

Existing Customers | Purchase Intent

— % Strongly/Somewhat Agree

••• Incremental Impact



Existing Customers = People who've purchased the brand before
Existing Customers were identified from the survey questionnaire
Incremental impact: Marginal change of the target metric as a result of an additional exposure. The white line represents incremental impact.

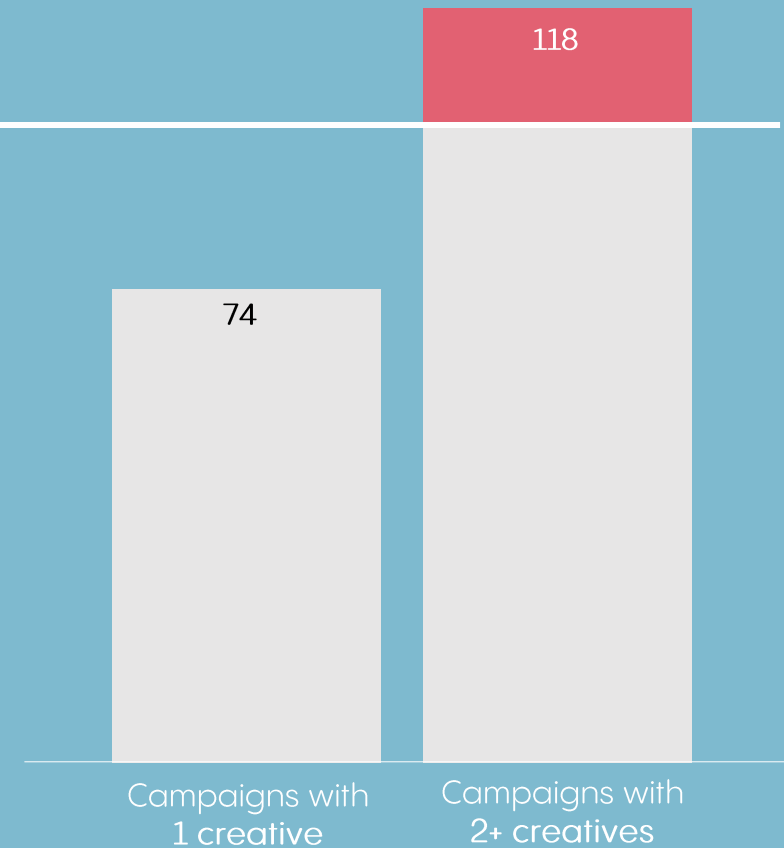
When Reaching Existing Customers, Leverage Multiple Creatives

Among existing customers, multiple creative campaigns prove significantly more effective than a single creative campaign in driving purchase intent

Existing Customers | Purchase Intent

ABOVE

Indexed to
average (100)



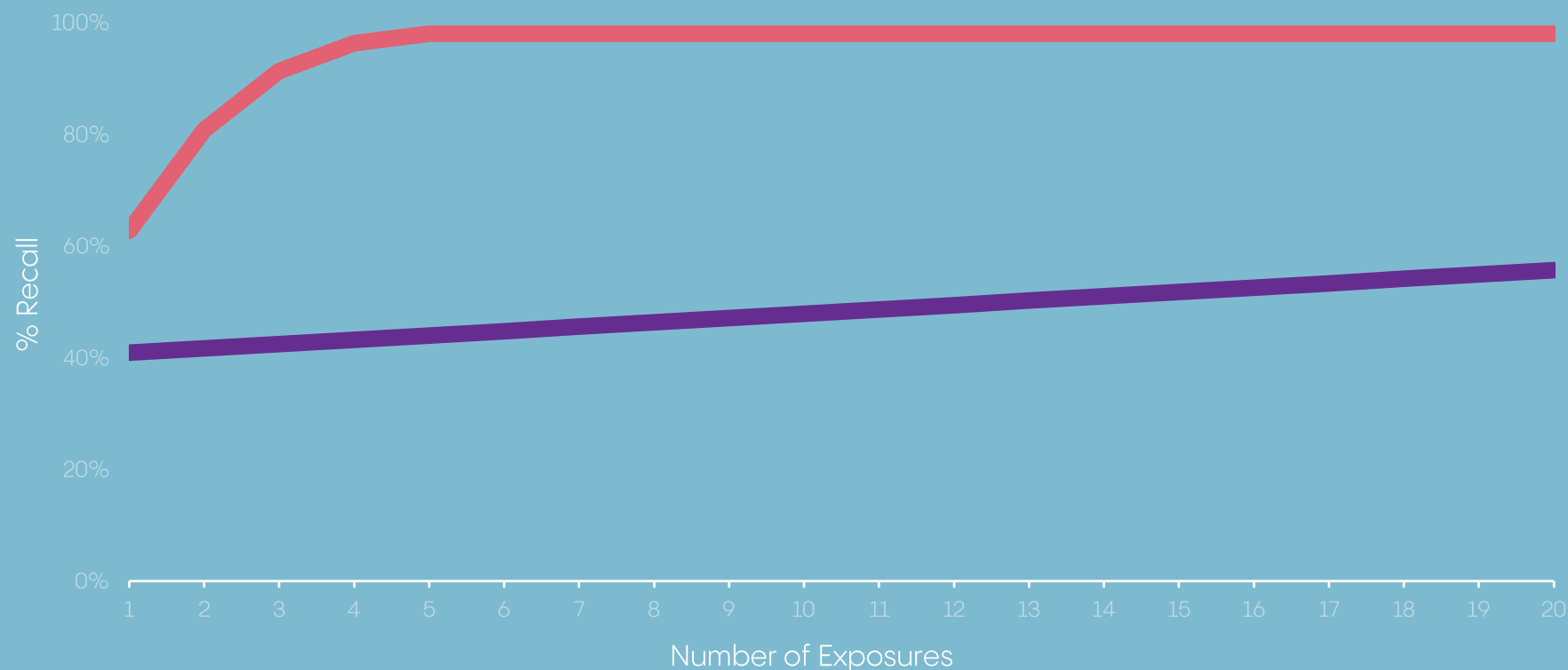
Existing Customers = People who've purchased the brand before
Existing Customers were identified from the survey questionnaire
Based on impact at 3 exposures

Continue Building Frequency To Break Through To Potential New Customers

When using an acquisition strategy, aim for a high frequency

Aided Ad Recall | % Recall

Potential New Customers Existing Customers



Potential New Customers - People who've never purchased the brand before
Existing Customers - People who've purchased the brand before
Existing Customers were identified from the survey questionnaire

When Reaching Potential New Customers, Plan By Campaign Length

- For short-term (seasonal) activations, leverage 2 – 3 creatives to avoid repetitive exposures in a short time frame
- For on-going campaigns, where the timing of each exposure is more spread out, brands can use a single creative. Serving many versions of creative over a longer time frame may miss out on synergy from exposure to exposure. If brands want to leverage more creatives, we recommend ensuring condensed repeat exposures over time

Potential New Customers | Recommended Campaign Specs

Campaign Length	Ad Mix		
1- 2 Months	Any # of Creative	=	Effective at Driving Brand Favorability
3 – 4 Months	2-3 Creatives	=	Approximately 2X as Effective at Driving Brand Favorability
5+ Months	1 Creative		

The background is a solid light green. Scattered across it are several pairs of sunglasses and various green geometric shapes. The sunglasses include a pair with orange frames and dark lenses, a pair with tortoiseshell frames and light lenses, a pair with yellow and brown patterned frames and brown lenses, a pair with dark tortoiseshell frames and dark lenses, and a pair with round brown frames and light lenses. The geometric shapes include a large green triangle, a small green square, a medium green square, a small green triangle, a medium green triangle, a large green rectangle, and a small green rectangle.

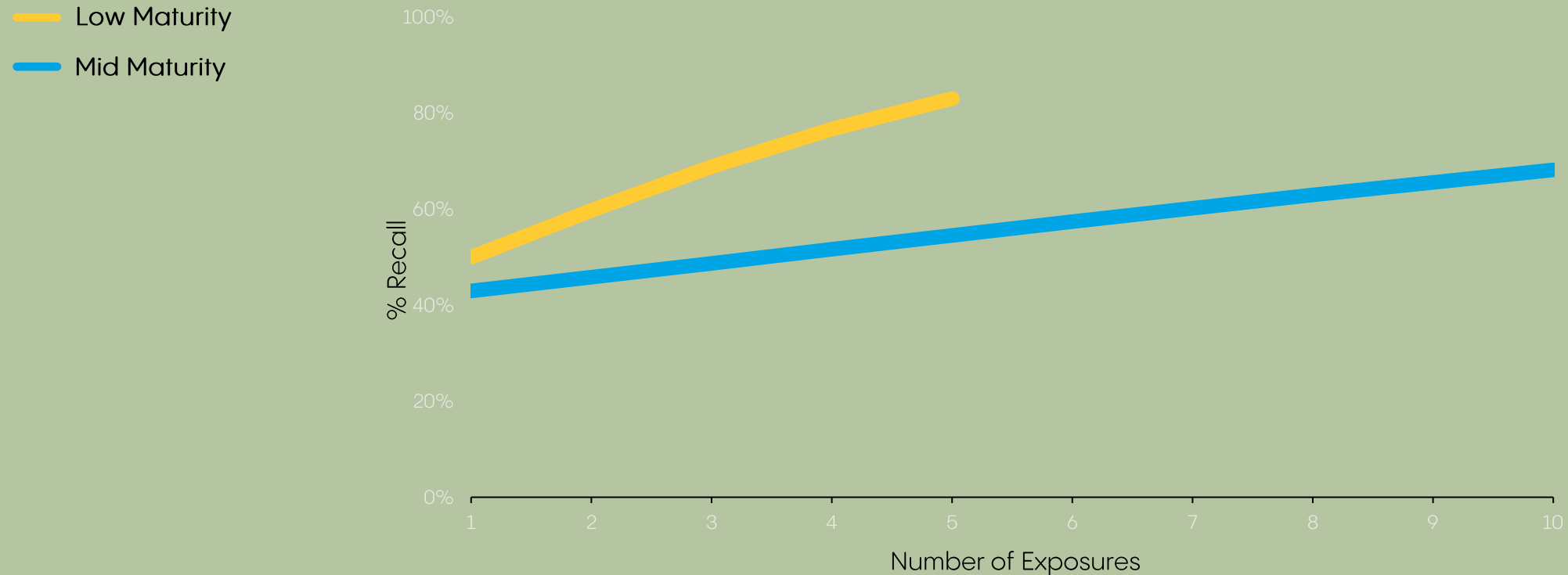
HOW FREQUENCY DIFFERS BY

Type of Brand

Low Frequency Is Enough To Make An Impact For Less Mature Brands

Ads for less mature brands are memorable at lower frequencies, as they are novel. Conversely, ads for more mature brands are consistently memorable regardless of frequency due to their firmly established presence

Total Audience | Aided Ad Recall by Brand Maturity



Low Maturity: Brands with aided brand awareness baselines at less than 30%. Projected up to 5 exposures based on available sample size

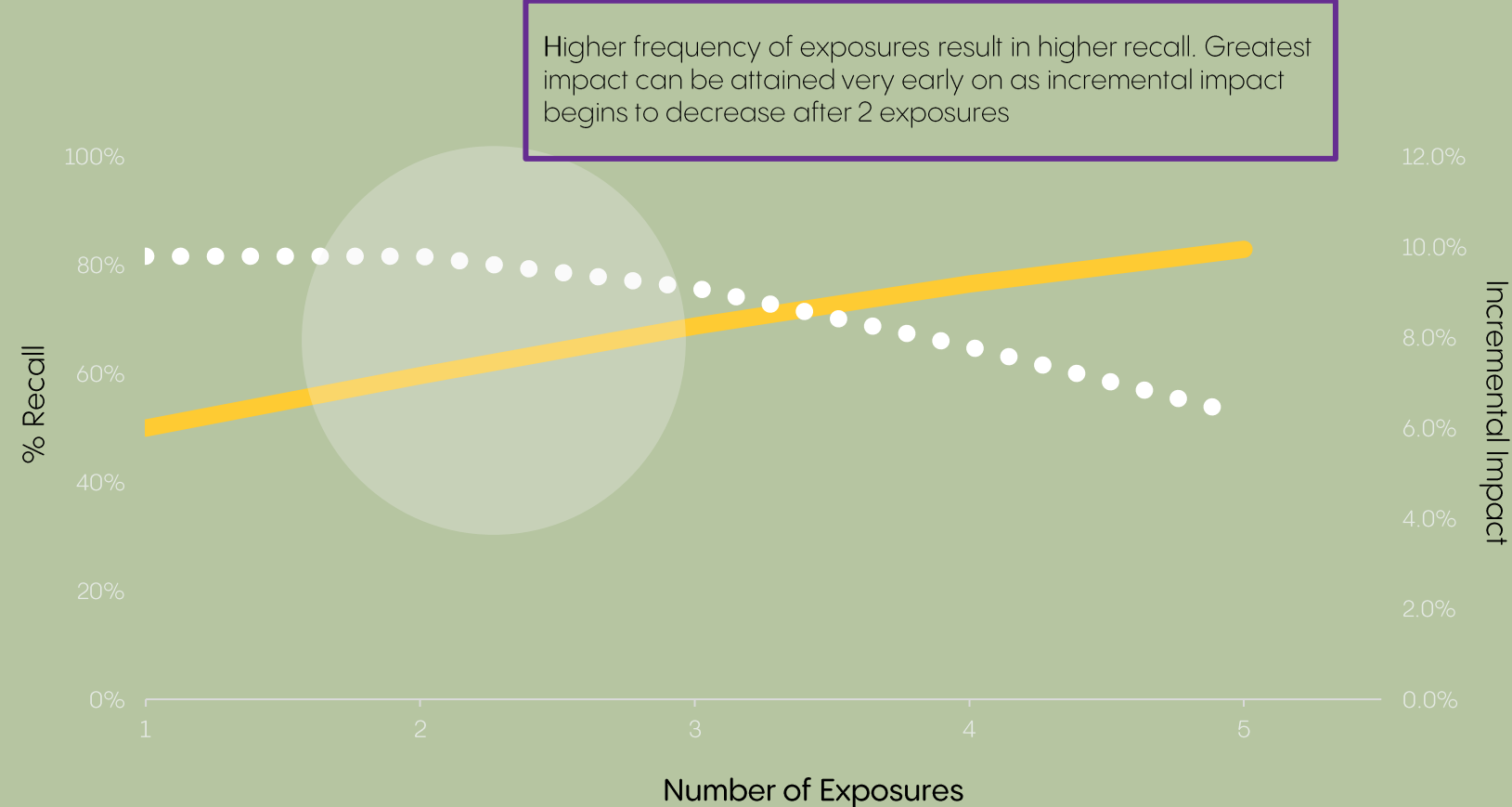
Mid Maturity: Brands with aided brand awareness baselines between 30% - 60%

High Maturity: Brands with aided brand awareness baselines 60% or above

Diminishing Returns Also Set In Very Early For Less Mature Brands

Total Audience | Aided Ad Recall - Low Maturity Brands

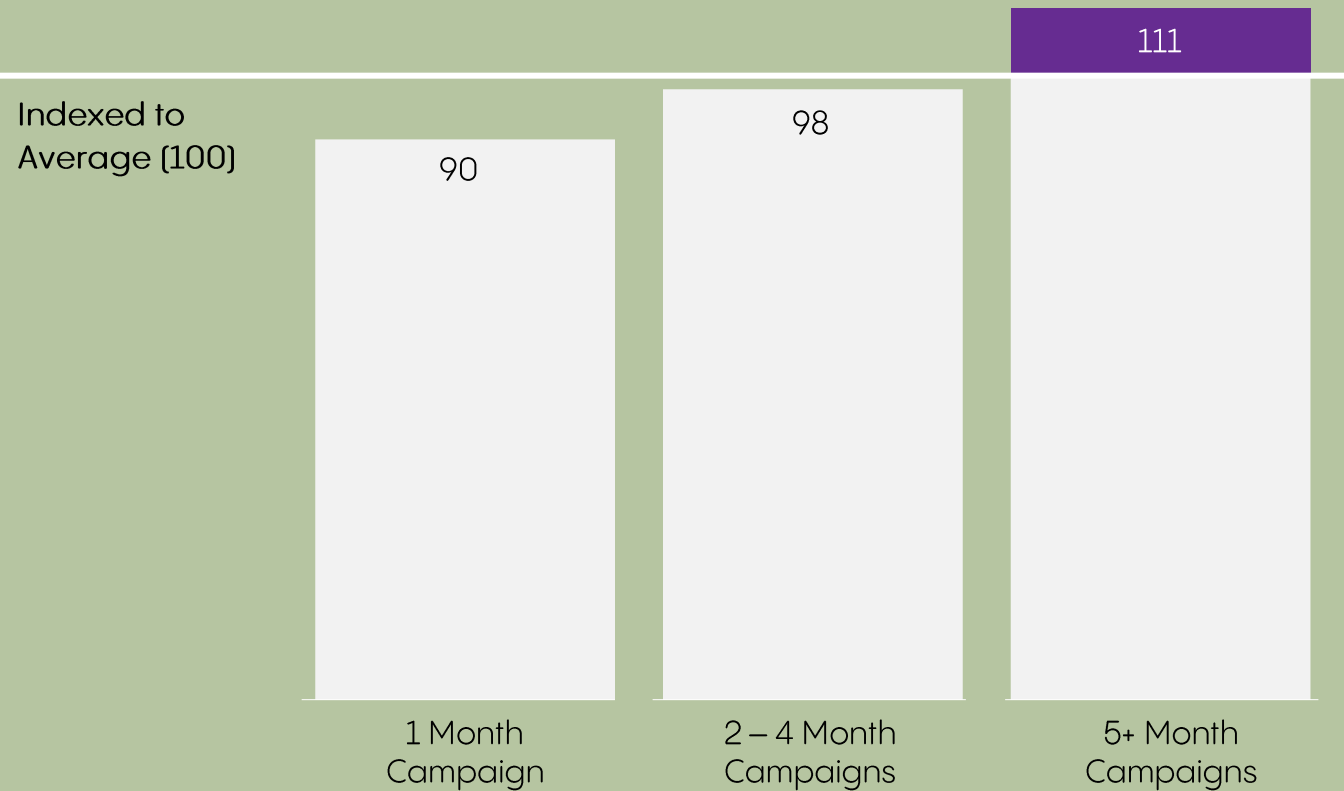
- % Recall
- Incremental Impact



More Established Brands Should Plan For A Longer Campaign

For high maturity brands, 5+ month campaigns are significantly more effective at driving ad recall compared to 1 month and 2-to-4-month campaigns

Total Audience | Aided Ad Recall - High Maturity Brands



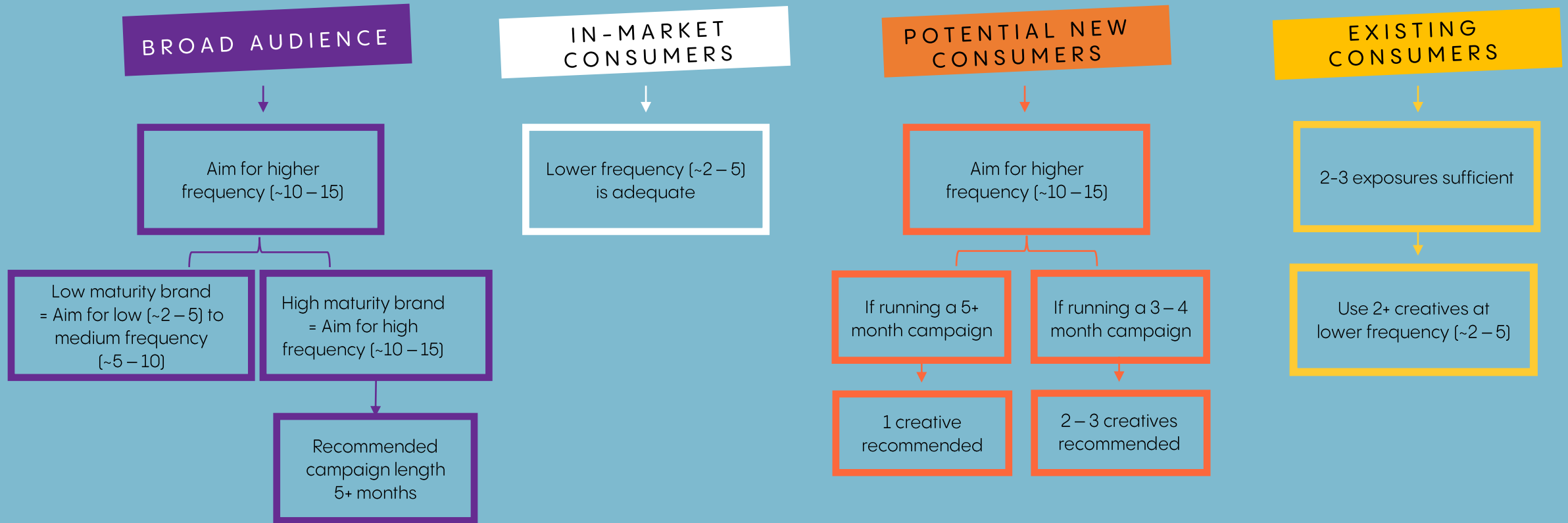
The Implication

Details Matter

In planning frequency, start with your audience strategy, while also considering other factors such as brand maturity, vertical, etc.



Recommended Path When Planning By Audience

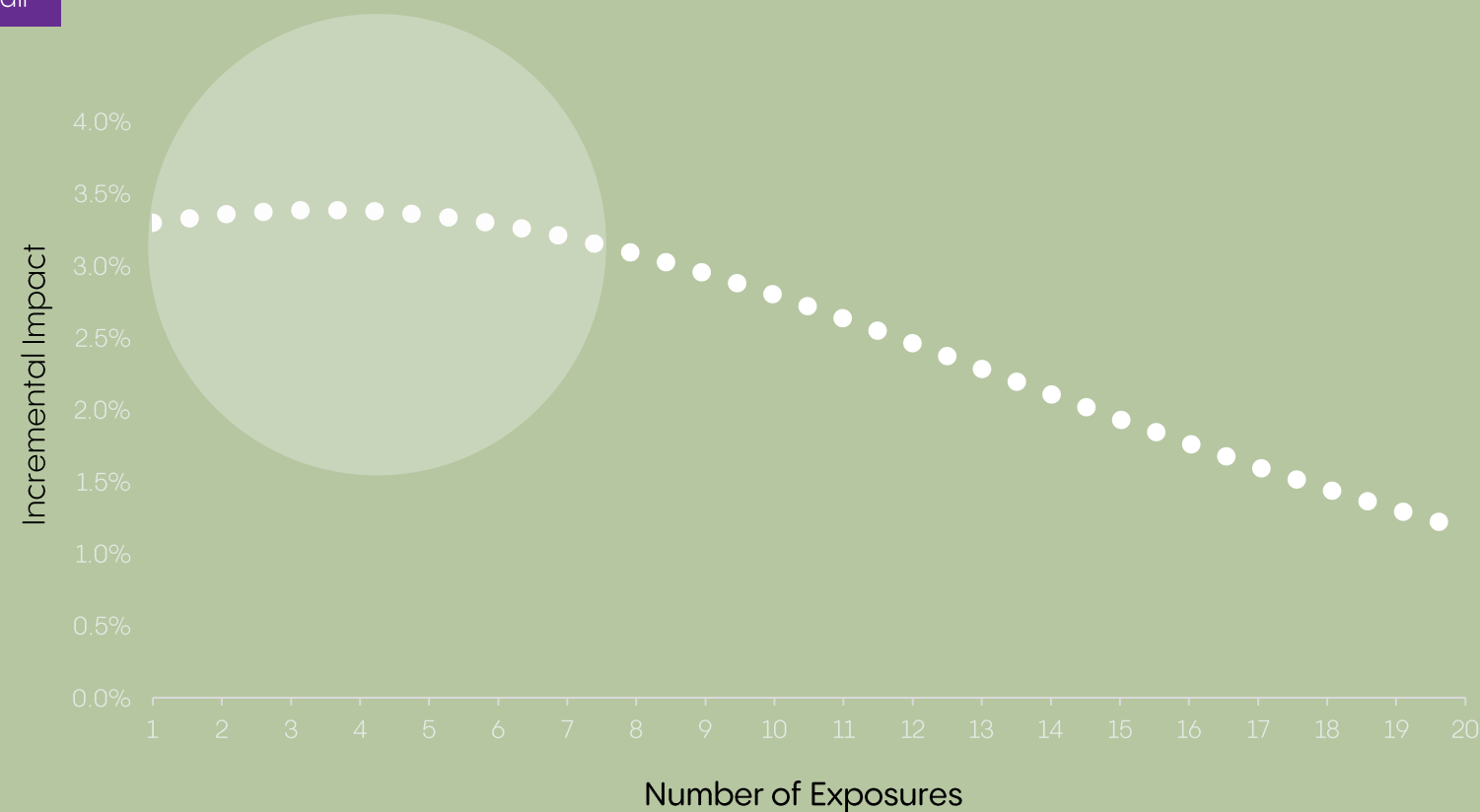


Each Fin-serv ad is highly memorable up to approximately 6 exposures

Fin-serve brands may want to explore more creative iterations to avoid diminishing returns

Financial Services | Aided Ad Recall

• • • Incremental Impact



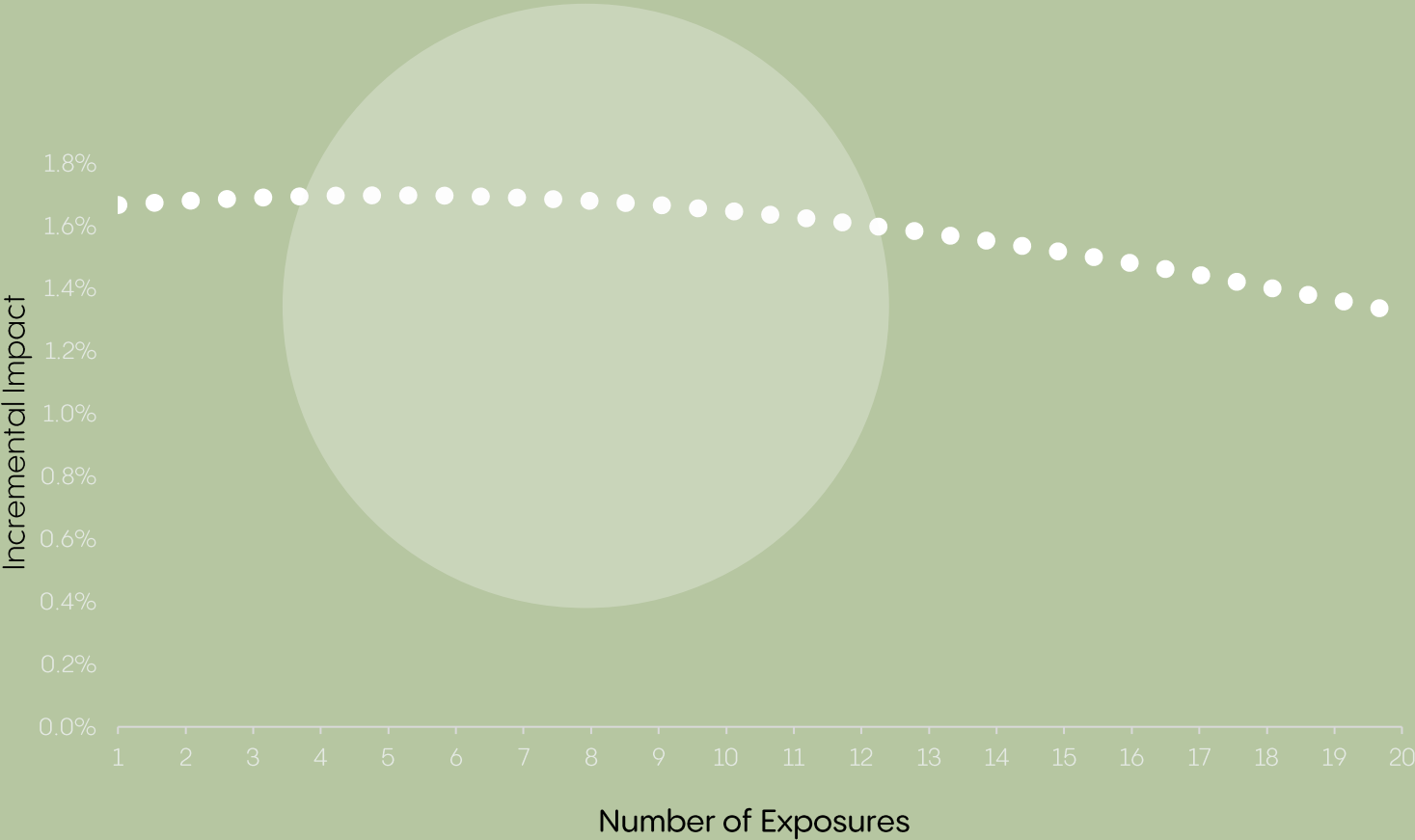
Incremental impact: Marginal change of the target metric as a result of an additional exposure. The white line represents incremental impact

CPG ads continue to create similar levels of impact up to approximately 10 exposures

Consistent strong impact for CPG may be related to the short purchase cycle

CPG Brands | Aided Ad Recall

Incremental Impact

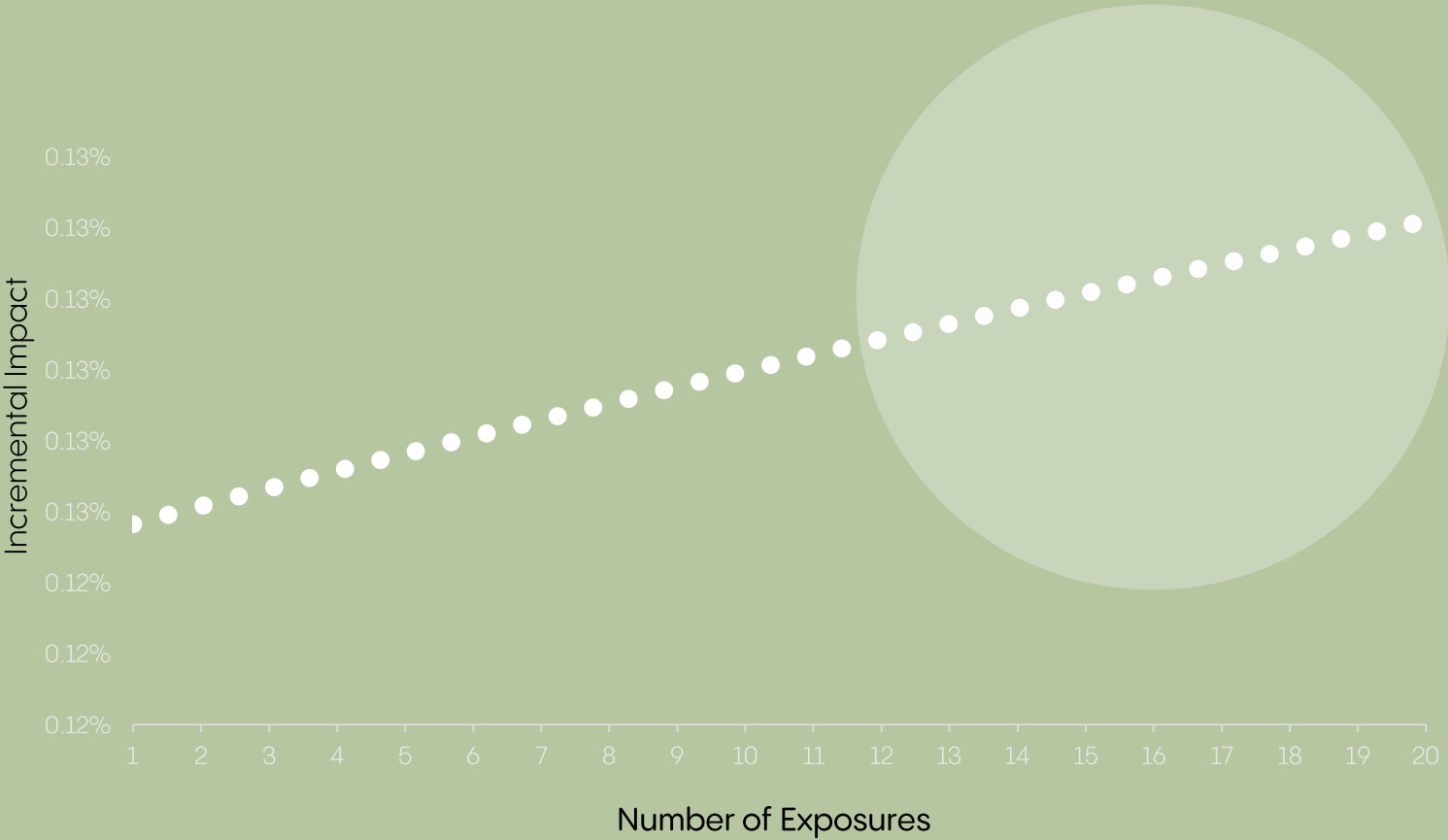


Auto ads, however, create the greatest impact at much higher frequency levels

High frequency needed could be related to the high consideration nature of the vertical

Auto Brands | Aided Ad Recall

Incremental Impact



Incremental impact: Marginal change of the target metric as a result of an additional exposure. The white line represents incremental impact



The End

THANK YOU!