



MORNINGSTAR DESIGN

ADVERTISING NEWS

Vol. 1, No. 1

HOW OFTEN SHOULD YOU ADVERTISE? THE ANSWER MAY SURPRISE YOU

What are people actually thinking about as they read your ad in a local paper or magazine? Thomas Smith, a nineteenth-century London Businessman, offered the following advice to advertisers in 1885. It is still applicable today:

1. The first time people look at any given ad, they don't even see it.
2. The second time, they don't notice it.
3. The third time, they are aware that it is there.
4. The fourth time, they have a fleeting sense that they've seen it somewhere before.
5. The fifth time, they actually read the ad.
6. The sixth time, they thumb their nose at it.
7. The seventh time, they start to get a little irritated with it.
8. The eighth time, they start to think, "Here's that confounded ad again."
9. The ninth time, they start to wonder if they may be missing out on something.
10. The tenth time, they ask their friends and neighbors if they've tried it or heard of it.
11. The eleventh time, they wonder how the company is paying for all those ads.
12. The twelfth time, they start to think that it must be a good product.
13. The thirteenth time, they start to feel the product has value.
14. The fourteenth time, they start to remember wanting a product exactly like this for a long time.
15. The fifteenth time, they start to yearn for it because they can't afford to buy it.
16. The sixteenth time, they accept the fact that they will buy it sometime in the future.
17. The seventeenth time, they make a note to buy the product.
18. The eighteenth time, they curse their poverty for not allowing them to buy this terrific product.
19. The nineteenth time, they count their money very carefully.
20. The twentieth time, prospects see the ad and buy what it is offering.

Is Your Advertising Out of Gas?

We've got some creative fuel for your next marketing or printing project. Call us for a free consultation to find out how we can put some wind into your advertising sales!

MORNINGSTAR DESIGN, INC.
10 E. Church St.
Historic Downtown
Frederick, MD 21701
301.694.8805
Fax: 301.694.0935
morningstar-design.com

Advertising Agency / Multimedia / Printing / Tradeshow Graphics

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In other words, if your ad campaign is designed effectively but isn't showing a return after six weeks, don't give up hope! Repetition is the key to success.