



# **Business Builder**

**Tips & Techniques to Help Your Business Grow**

## **Want Ads People Remember: Frequency is the Key!**

Repetition is important to people remembering your ads. I am sure that you have heard this from advertising salespeople, but now there is new research to back it up.

At the Washington University School of Medicine in St. Louis, psychologist Mark E. Wheeler conducted a study of memory in which a word was paired with a picture or sound many times over several days to test the subjects' recognition rates. He says exposure to information in different contexts helps you remember it.

So when you experience a message in different media, such as a print ad, billboard, a radio commercial or television ad, he says, "You associate the different impressions, and that helps you retrieve the information you need."

How does this help you with your advertising plans? It is a great reason to make sure that you are advertising the **SAME MESSAGE** in all media. What you promote in your newspaper ads needs to be the same as what you use in your television or radio spots, billboards or direct mail pieces. Asking people to recall multiple messages just doesn't work! Keep your marketing message universal in all media will make all your advertising more memorable and much more effective.

- from *Bringing Home the Business*, by Kim T. Gordon

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