

CONSUMERS FORGET ADVERTISING FAST

Without frequency or constant reminding:

After 1 day, 60% of the advertising is forgotten.

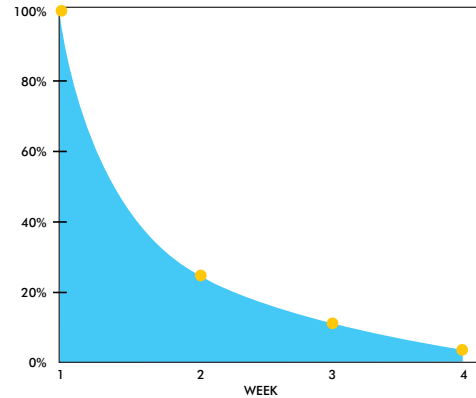
After 3 days, 85% is forgotten.

After 10 days, 93% is forgotten.

After 16 days, 95% is forgotten.

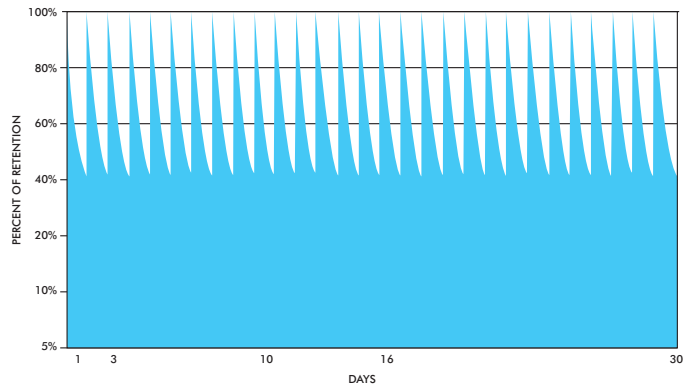
Source: Ebbinghaus, Burt & Dobel

CURVE OF FORGETFULNESS



The key to an effective advertising campaign is **reach and frequency**, by frequently reaching your audience, ad recall is improved.

PEOPLE REMEMBER



POSTERS, BULLETINS AND DIGITAL 8 SECOND SPOTS HAVE THE HIGHEST AD RECALL

According to the March 2017, Peter J. Solomon Company and Wall Street Research study, advertising media with the highest consumer ad recall (effectiveness) levels were as follows.

