

Single-Minded Focus

Research

Single-Minded Focused Ads Deliver More Impact!

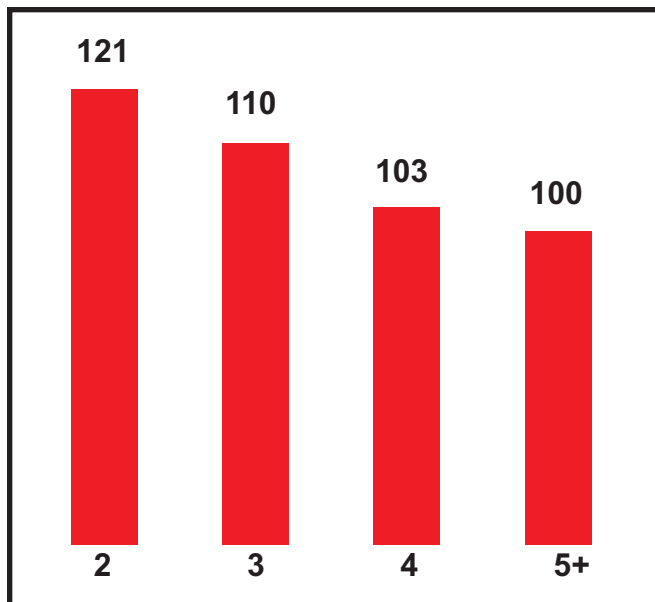
Since the majority of the outdoor advertising audience is vehicular traffic, there are only a few seconds to communicate a message. This limit on viewing time requires a more disciplined, succinct creative approach. The audience will learn a little high frequency component of Outdoor advertising ensures the whole message will be communicated quickly.

The Mediacom/University of Alberta study evaluated each advertisement on how many messages it carried. Each message is defined as a communications objective that hopes to capture the viewer's attention. For example, this ad for _____ carries ___ messages:

(image)

Research results show ads with fewer messages have higher awareness levels. This suggests single-minded focused ads deliver more impact.

Number of messages Communicated



Indexed Mean Recall

Statistically significant at the 99% confidence level.