

# Ad Creative Wearout

## Is Creative Wearout a Concern?

Several studies have been conducted to determine if magazine ad creative wears out after repeated exposures. The majority of these studies suggest that creative wearout is not a concern. After multiple exposures, ad recall and actions taken remain strong.

### Study #1

# of Insertions	# of Campaigns Measured	Successive Insertions						
		1st	2nd	3rd	4th	5th	6th	7th
3	91	100	103	103				
4	28	100	101	101	109			
5	11	100	112	103	112	102		
6	6	100	102	89	115	107	98	
7	4	100	97	104	99	101	100	101

### Study #2

**Toyota**  
495 measured ad insertions over 4 quarters

	Q1	Q2	Q3	Q4
Average recall	55%	52%	50%	53%
Actions taken (net)	39%	38%	39%	40%

### Study #3

**Target**  
344 measured ad insertions over 4 quarters

	Q1	Q2	Q3	Q4
Average recall	67%	63%	64%	67%
Visit a store	35%	32%	35%	32%

### Considerations

Additional research suggests that the active, fully engaged process of reading, in combination with the reader's ability to spend as much time with an ad as desired, helps ensure communication of detailed ad messages rather quickly. Thereafter, ad messages are useful as a reminder.

### Opportunity

Opportunity exists to engage readers with regularly refreshed creative to achieve more rapid communication momentum. Therefore, development of multiple campaign executions is a strategic and tactical opportunity.

### The Final Word

Ultimately, eye-catching and engaging creative that has stopping power will generate a campaign life and longevity of its own. Copy testing can ensure creative and media dollars work hard at multiplying an advertiser's return on investment.