

# Branding Metrics Guide ©

Weekly Occasions (5 days or more per week)	One Hour rotation or feature	4 to 8 hour rotation	8 to 18 hour rotation	18 hours plus
5X	4 weeks	8 weeks	N/R	N/R
10x	3 weeks	4 weeks	6 weeks	N/R
15x	4 weeks*	4 weeks	6 weeks	8 weeks
20x	N/R	3 weeks*	4 weeks	6 weeks
25x	N/R	4 weeks*	3 weeks	4 weeks
30x +	N/R	3 weeks*	4 weeks*	3 weeks

\* Campaigns need 2 or more creative versions in rotation.

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## 50% Exceptions

- 1.) Hard sell campaigns – wears thin more quickly, cut duration by 50%
- 2.) Humor – how many times can you laugh at the same joke?

At your discretion, these types of campaigns may be repeated effectively at a future date.

NOTE: Always avoid looking foolish and wasting your money on running ads after the season, event, or sales is over.

In the event your campaign does not run 5 days or more per week, use this

## Alternate Branding Metrics Guide

	1 to 2 days	3 to 4 days
6 daily	6 weeks	4 weeks
7 to 10 daily	4 weeks	3 weeks
10+ daily	3 weeks	2 weeks

NOTE: Campaigns which run less than 5 days or a week generally reach fewer people.