

The Ostrow Model of Effective Frequency					
Low Required Frequency	Frequency Adjustment				High Required Frequency
Market Factors					
Established brand	-0.2	-0.1	0.1	0.2	New brand
High brand share	-0.2	-0.1	0.1	0.2	Low brand share
High brand loyalty	-0.2	-0.1	0.1	0.2	Low brand loyalty
Long purchase cycle	-0.2	-0.1	0.1	0.2	Short purchase cycle
Less frequent usage	-0.2	-0.1	0.1	0.2	Frequency usage
Low share of voice	-0.2	-0.1	0.1	0.2	High share of voice
Target other group	-0.2	-0.1	0.1	0.2	Target old people or children
Message Factors					
Low message complexity	-0.2	-0.1	0.1	0.2	High message complexity
High message uniqueness	-0.2	-0.1	0.1	0.2	Low message uniqueness
Continuing campaign	-0.2	-0.1	0.1	0.2	New campaign
Product-focused message	-0.2	-0.1	0.1	0.2	Image-focused message
Low message variety	-0.2	-0.1	0.1	0.2	High message variety
High wearout	-0.2	-0.1	0.1	0.2	Low wearout
Large advertising units	-0.2	-0.1	0.1	0.2	Small advertising units

Media Factors					
Low clutter	-0.2	-0.1	0.1	0.2	High clutter
Favorable editorial setting	-0.2	-0.1	0.1	0.2	Neutral editorial setting
High audience attentiveness	-0.2	-0.1	0.1	0.2	Low audience attentiveness
Continuous scheduling	-0.2	-0.1	0.1	0.2	Pulse or flight scheduling
Few media vehicles	-0.2	-0.1	0.1	0.2	More media vehicles
High repeat exposure media	-0.2	-0.1	0.1	0.2	Low repeat exposure media
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