

New geographic markets and new brands will require a substantial investment in advertising.

YOUR TASK

Adjust the frequency of your advertising and indicate if you no longer want to run an existing ad.

If you are launching a new product line, you may wish to consider a blitz advertising campaign. You could catch the competition sleeping.

DECISION TIP

Are you placing the same number of insertions in all segments and for all brands? Some segments and brands are more profitable than others. Advertise more often in the most profitable segments and brands.