

Threshold and wearout in advertising

Cranfield Institute Press for the School of Management - MSW Research Blog » Don't Be Fooled, Ad Wearout Is Real!

| Condition | Optimal policy | Related studies |
|---|---|--|
| Competition | Pulsing even if advertising response is concave | Park and Kahn (1991), Vilas-Boas (1993) |
| Ad wearout | Pulsing | Nair et al. (1998) |
| Campaign effects | Pulsing | Dube et al. (2005) |
| Threshold effects (including S-shaped response) | Pulsing | Savani (1971), Mahajan and Muller (1980), Dube et al. (2005) |
| Budget constraints | No budget constraints: even Budget constraints: even or pulsing depending on the response and the rest of the conditions | Savani (1969) |
| Hysteresis | Pulsing | Simon (1982) |
| Brand switching or repurchasing | Pulsing (short pulses) when advertising effects switching Long pulses (sustained) when advertising affects re-purchasing | Bromberg (1999) |

Description: -

- Advertising campaigns.
Advertising Threshold and wearout in advertising

- Cranfield research papers in marketing and logistics ; Session 1976/1977, 20Threshold and wearout in advertising

Notes: Bibliography: p. 250.

This edition was published in 1977



Filesize: 59.88 MB

Tags: #Thresholds #and #wearout: #An #overview

New Tools for Determining & Measuring Wear

How much margin does the manufacturer make for each incremental unit sold? Just continue to increase the advertising budget as long as the margin from incremental new sales is greater than the incremental costs. The amount of airing randomly varied between the two tests with the minimum being 232 GRPs and the maximum 2806.

Advertising Wear

The cycle time is longer than it is with pricing, but the end result is the same. Study 1 sought to determine individuals' personal thresholds and the point where the number of different behaviours requested began affect visitors' experiences.

Horizontal cooperative advertising with advertising threshold effects

Piga CA 1998 A dynamic model of advertising and product differentiation. Of all the model comparisons, the one we believe to be most salient is that to the single-regime S-shaped model, for several reasons. Всё как будто случайно складывается в пользу покупки новой модели.

Gurumurthy Kalyanaram on Advertising Response Function in Marketing S...

The 1923 Chevrolet is cited as one of the earliest examples of annual facelifts in the car industry, because it had a restyled body covering what essentially was nine-year-old technology.

Thresholds and wearout: An overview

Given the role played by c in the elasticity expression Footnote 4 , excluding advertising from the regime-switching probability expression can lead to biased elasticity measures.

Advertising Wear

Whereas the cutoff model takes account of advertising, it does so in a rigid, abrupt fashion. Kluwer Academic Press, Boston, MA. Over time, most companies optimize their way to the best possible level of advertising spend.

Related Books

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