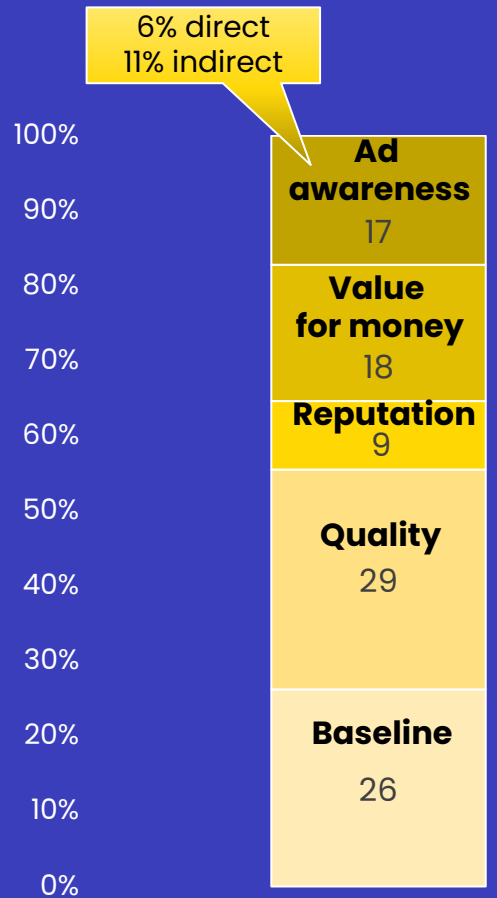
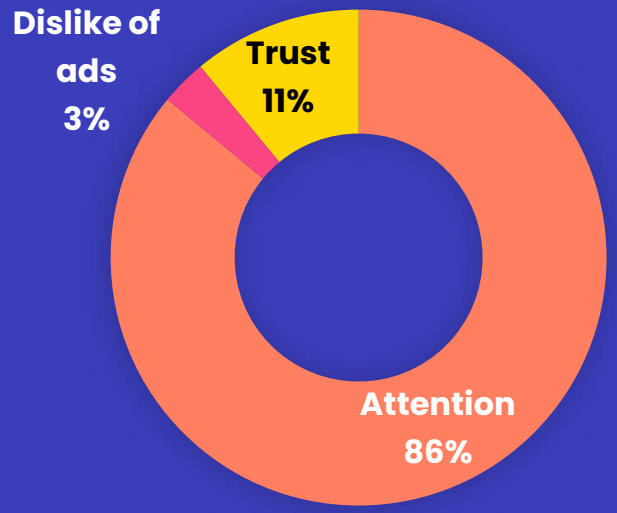
Ad awareness revisited

Factors of brand consideration

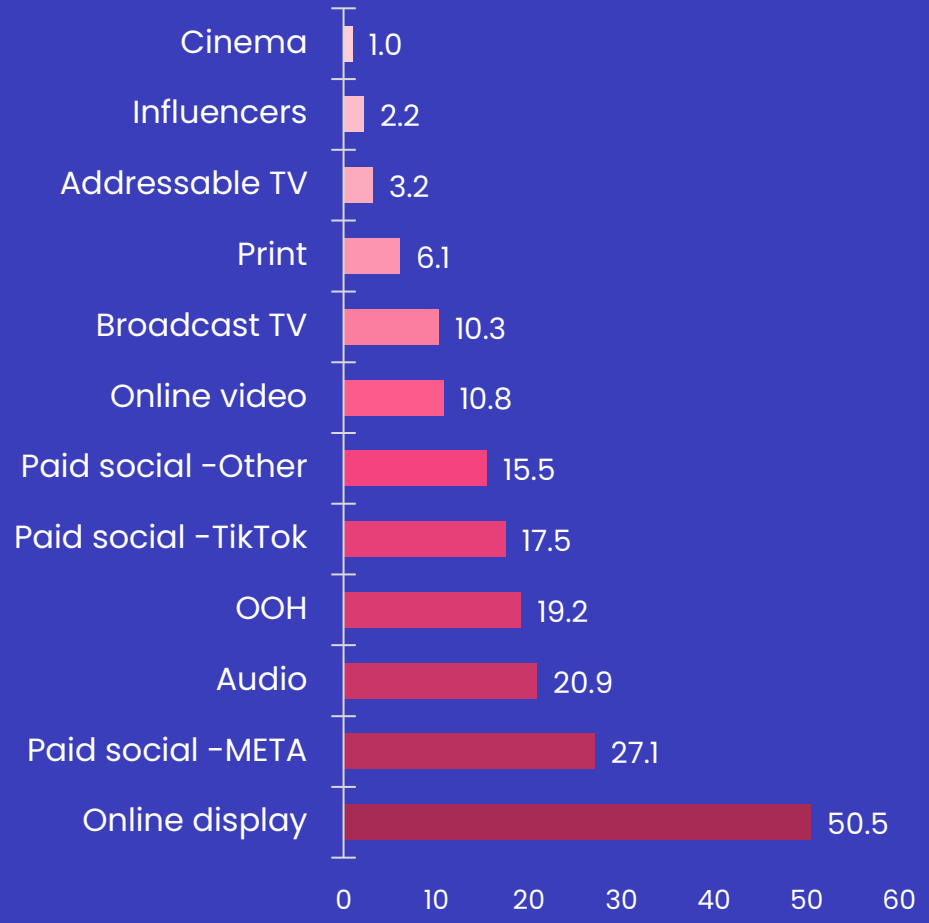


Factors contributing to effectiveness per impression



Consideration: When you are next in the market to purchase …. which of the following brands would you consider buying ?
Ad awareness: which of the following brands have you seen an advertisement for in the past 2 weeks ?
Value: which of the following brands do you think represent good/poor value for money?
Quality: which of the following brands do you think represent good/poor quality ?
Reputation: Would you be proud/embarrassed to work for any of the following brands?

Impressions (million) to deliver one point of ad awareness



Source: Thinkbox *The awareness effect* Nov 2026