**VIDEO TRANSCRIPT**

**PART A: LEARNING HOW TO CALCULATE REACH AND FREQUENCY AND THEIR IMPORTANCE**

In this video lesson, you will learn about the media concept of the relationship called Reach and Frequency

After you finish this video lesson, you will be able to:

* Define Reach and Frequency and explain their importance
* Understand the media terminology associated with Reach and Frequency
* Understand the concept of audience duplication and un-duplication
* Understand how to calculate Reach and Frequency
* Understand the uses and application of Reach and Frequency

Let’s start with basic terminology that you need to understand:

Reach: Unduplicated percentage of a population exposed one or more times to a message. Person only counted once. Reach for an individual program or vehicle is also a rating.

Frequency: The number of times each audience member is exposed to a message

Audience Duplication: it is understood that an audience will be exposed multiple times throughout the campaign or schedule. As opposed to Reach, where each person is only counted once, duplication means when each person is counted for each time and every time they are exposed.

Effective Reach: the percentage of different people (demo) or Households (HH) reached by a program or commercial

Effective Frequency: the desired level of multiple exposures deemed minimal for producing effective awareness levels

OK, let’s start.

A General Explanation to help you understand the concept and interrelationship of Reach and Frequency, let’s understand that because all adults do not consume the same media or to the same extent. For example, some people watch television heavily, some moderately, some light and some not at all. That applies to all media to some extent, because you have to make a decision to turn on the television set to watch or tune into a radio station to listen, but you may drive by a billboard and almost involuntarily be exposed to a billboard carrying a commercial message. Thus, advertising campaigns or schedules will reach an amount of the target audience, expressed as a percentage %, multiple times. If you live in the United States, think of how many times you have seen the Geico insurance commercial. Or if you live outside of the United States, think of any advertising message you have seen several times. This is called duplication. In Media and advertising, we need to have a good idea of what percentage of the audience was reached without duplication or counted only one time, but because we know that more than likely they saw the advertising message more than one time throughout the course of the campaign or the schedule, we need to average the level of exposure. Reach is the % of unduplicated exposure and Frequency accounts for the duplication by averaging the exposure. Got it? .

The typical application of Reach and Frequency in media are important.

A Media Planner sets a schedule reach / frequency goal as a measure to make sure that an appropriate % of the target audience is reached a number of times. Remember that a consumer does not see a commercial and run to the store. It takes a certain amount of exposure before that commercial message sinks in. It takes a desired level of multiple exposures deemed minimal for producing effective awareness levels followed by trial of that service or product, and sometimes through multiple channels. Contrary to some of the classic models and purchase funnels, advertising is not linear.

After schedule is laid out, Reach and Frequency are also used to evaluate if the media buy / media plan is on target.

In other words, a goal is set, the campaign is placed through the designated media, and then it is results are monitored against the goal. Reach and Frequency can be set as a goal and Reach and Frequency results are used to monitor the effectiveness of the media vehicles or channels.

The analysis can be done as follows:

* For one medium and several media vehicles, for example to test the total television campaign as well as individual stations in order to compare exposure efficiencies for each vehicle against their competition.
* Reach and Frequency can also be run for each media if several media are involved. For example, a reach and frequency report can be pulled for each medium, if the campaign is running in television, radio, print, etc. to assess the efficiency of one versus the other reaching the target audience an optimal number of times and to assess if the reach and frequency goals are being met individually.

Before we start with the formulas, you will find that some look suspiciously the same. Calculating Reach is the same way that we calculate Rating, and the same way we calculate Coverage. It depends in what context we are talking about. Do not get confused.

Let’s look at the PPT lesson for Reach and Frequency.

* The stats are that the Universe for that small market is 10 people
* Remember that regardless of how many times each person saw the commercial message, they are counted only once for the purpose of reach
* 8 people saw the commercial message at least one time
* The commercial message aired a total of 12 times
* Exposures varied for each person exposed or that saw the commercial message

OK, let’s start with the formula for Reach:

STEP ONE: Calculating Reach Understanding the Universe and Exposed Target Audience

Reach is calculated taking the total number of people from the target audience exposed (or that saw) counted one time

divided by the universe

multiplied by 100

Out of the 10 people in the Universe, 8 saw the commercial message at least one time

Calculating Reach for this example is 8 people exposed divided by 10 people Universe x 100 = 80%

What this means is that 80% of the Universe saw the commercial message at least one time. This is unduplicated Reach for this market and this advertising campaign.

STEP TWO: Calculating Frequency Understanding the Exposed Target Audience and the Impressions or exposures

Frequency is calculated taking the total exposures of the commercial message or impressions

 divided by the number of people exposed

Look at the chart in the PPT and notice that a total of 8 people saw the commercial message and the commercial message aired 12 times (tip: count the eyes in the chart). Person 1 saw the commercial - 1x, Person 2 - 3x, Person 3 - 1x, Person 4 - 1x, Person 5 - 1x, Person 6 - 2x, Person 8 - 2x and Person 10 - 1x.

Persons 7 and 9 do not count because they did not see the commercial message.

Divide 12 Impressions by 8 people exposed and you get 1.5 times average.

You see that taking all the different levels of individual exposure and you calculate an average, just to have a solid idea of how the campaign performed.

STEP THREE: Understand and Report the Results

For this campaign, 80% of the target audience was reached an average of 1 ½ times.

See you in the next video lesson.

 PART B: LEARNING HOW TO CALCULATE TOTAL RATINGS USING REACH AND FREQUENCY