

What Advertising History Teaches

Marketing

The findings that have survived repeated testing.

Durable findings.

Findings

Reach beats frequency for growth

Emotional campaigns outperform rational ones long term

Consistency compounds; restarting discards

Light buyers drive most category growth

Share of voice predicts share change

Persistent myths

Loyalty programmes create loyalty

Targeting narrowly is always efficient

Every campaign needs a new idea

Digital replaced the need for reach

These are tendencies across many brands, not laws. They describe where the odds sit, not what will happen to one campaign.