

# OPTIMIZING SHORT FORM VIDEO ADVERTISING FREQUENCY FOR LONG TERM BRAND MEMORY IN SOUTH INDIA

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## Abstract

*This research paper investigates the optimization of advertising frequency in short form video advertising to enhance long term brand memorability. With the rapid growth of platforms such as TikTok, Instagram Reels, and YouTube Shorts, advertisers are increasingly leveraging these mediums to reach consumers. However, the challenge lies in balancing the need for effective brand recall with the risk of ad fatigue—a phenomenon where excessive ad repetition leads to viewer annoyance and diminished brand perception. Through a comprehensive analysis, this study seeks to identify the "sweet spot" in advertising frequency that maximizes brand recall while minimizing the potential for viewer irritation. As a result of examining various factors, including content type, ad length, and audience demographics, the research offers a nuanced understanding of how different frequencies impact brand memorability. The findings contribute valuable insights for both academic researchers and marketing practitioners, guiding the development of more effective short form video advertising strategies. Ultimately, this study aims to inform advertisers on how to optimize their ad campaigns for sustained brand engagement in an increasingly competitive digital landscape.*

**Keywords:** *short form video advertising, advertising frequency, brand recall, ad fatigue, TikTok, Instagram Reels, YouTube Shorts, digital marketing, brand memorability, advertising strategies.*

## Introduction

In recent years, the digital advertising landscape has been transformed by the rise of short form video platforms such as TikTok, Instagram Reels, and YouTube Shorts. These platforms, characterized by their rapid, engaging content delivery, have captivated global audiences, particularly among younger demographics. Their unique appeal lies in the ability to deliver bite, sized content that caters to increasingly shorter attention spans, making them ideal for brands seeking to capture the fleeting interest of modern consumers. As these platforms continue to grow in popularity, they offer brands unprecedented opportunities to connect with audiences in a dynamic and interactive manner.

The impact of these platforms on digital advertising is profound. As brands shift more of their

advertising budgets towards short form video content, understanding how to optimize advertising frequency becomes critical. Not only does this optimization enhance the effectiveness of advertising campaigns, but it also plays a crucial role in safeguarding the consumer experience, ensuring that ads remain a valuable part of the content ecosystem rather than a disruptive force. This balance is essential in maintaining the long term viability of these platforms as advertising channels, making the study of advertising frequency in short form video a timely and relevant area of research.

## Research Problem

The central challenge in short form video advertising lies in determining the optimal frequency at which ads should be shown to maximize brand recall without

inducing ad fatigue. Unlike traditional media, where ad exposure could be spaced out over time, short form video platforms often present ads in rapid succession, heightening the risk of overexposure. This can lead to ad fatigue, where the audience becomes annoyed or disengaged due to the repetitive nature of the ads, ultimately undermining the effectiveness of the campaign. On the other hand, insufficient Advertising Frequency might result in weak brand recall, where the brand fails to make a lasting impression on the viewer.

The problem is further compounded by the diversity of content on these platforms and the varying engagement patterns of their users. For instance, the same Advertising Frequency that works well for one type of content or demographic might be ineffective or even counterproductive for another. Additionally, the algorithm, driven nature of content delivery on these platforms means that the same user might encounter the same ad multiple times within a short period, increasing the likelihood of ad fatigue.

### **Objectives**

This research aims to address the aforementioned challenge by exploring the relationship between Advertising Frequency and long term brand recall in the context of short form video advertising. The primary objectives of this study are threefold:

1. Investigate the Relationship between Advertising Frequency and long term Brand Recall.
2. Identify the Optimal Advertising Frequency Range.
3. Evaluate the Effectiveness of Short form Video Advertising in Building long term Brand Memory.

### **Literature Review**

Traditional advertising wisdom has long held that repeated exposure to a brand through various media channels strengthens brand recall, a concept known

as the "repetition effect." This approach assumes a linear relationship between the frequency of ad exposure and the likelihood of brand memorability, with the belief that more frequent exposure leads to stronger recall. This model has been effective in traditional media such as television and print, where ad placement and viewer attention are more controlled and predictable.

The rise of short form video platforms introduces new challenges to this traditional model. The fast, paced, algorithm, driven environment of platforms like TikTok and Instagram Reels means that users are bombarded with a constant stream of content, which can lead to rapid saturation and ad fatigue. In this context, the "repetition effect" may reach a point of diminishing returns much faster, where additional ad exposure no longer enhances recall and instead irritates viewers. This presents a significant challenge for advertisers aiming to optimize Advertising Frequency without negatively impacting brand perception.

Despite the growing importance of short form video advertising, research on optimizing Advertising Frequency in this context remains limited. Existing studies often overlook the nuanced interactions between Advertising Frequency, content type, and audience engagement, highlighting a critical gap that this research aims to address.

### **Methodology**

This study employs a mixed, methods research design, combining in-depth interviews and surveys to gather comprehensive data on viewer perceptions of Advertising Frequency in short form video platforms. The in-depth interviews allow for a qualitative exploration of individual experiences and attitudes towards ad repetition, while the surveys provide quantitative data on broader trends and preferences. This dual approach ensures a well-rounded

understanding of how Advertising Frequency affects brand recall and viewer satisfaction.

The research focuses on a sample of 300 participants from South India, selected to represent a diverse demographic profile, including variations in age, gender, and socioeconomic status. Participants were chosen based on their regular use of platforms like TikTok, Instagram Reels, and YouTube Shorts, ensuring that the data reflects the experiences of active users. Data collection involved online surveys distributed through social media and interview sessions conducted via video calls, allowing for a flexible and accessible research process.

### **Thematic Analysis**

Thematic analysis is a qualitative research method that involves identifying, analyzing, and interpreting patterns of meaning within qualitative data. For the research on "Optimizing Short form Video Advertising Frequency for long term Brand Memory in South India," thematic analysis was employed to explore the intricate relationships between Advertising Frequency, brand recall, and ad fatigue among viewers of short form video platforms like TikTok, Instagram Reels, and YouTube Shorts. The following detailed thematic analysis uncovers key themes derived from the in-depth interviews and focus group discussions conducted with participants across South India.

### **Perceptions of Advertising Frequency**

Participants expressed varied reactions to the frequency of ads they encountered on short form video platforms. A significant number reported that a moderate level of exposure—where ads appeared at intervals rather than repeatedly within a short span was most effective in reinforcing brand memory. These participants described such exposure as "not too frequent, but enough to notice the brand," highlighting the need for a balance in Advertising Frequency to avoid overwhelming the viewer. On the

other hand, overexposure, where the same ad was repeatedly shown within a short period, led to irritation and disengagement, often causing participants to skip the ad or develop negative associations with the brand.

### **Factors Contributing to Brand Recall**

Emotional engagement emerged as a critical factor in enhancing brand recall. Ads that evoked positive emotions, such as humor, nostalgia, or inspiration were more likely to be remembered by participants. These emotionally charged ads, even when repeated, did not lead to fatigue as quickly as others because they resonated with viewers on a personal level. Participants often mentioned recalling brands associated with "funny" or "heartwarming" ads, indicating that the emotional impact can mitigate the negative effects of frequency. This finding underscores the importance of content quality in conjunction with frequency in driving brand memorability.

### **Triggers of Ad Fatigue**

Repetitiveness, particularly in the absence of creative variation, was identified as the primary trigger for ad fatigue. Participants expressed frustration with ads that were identical each time they appeared, describing them as "annoying" and "boring." This repetitiveness was more tolerable in cases where there was some variation in the ad content, such as different versions of the same campaign or slight changes in messaging. The lack of variety led to quicker disengagement and a decrease in the effectiveness of the ad, even if it was shown at a theoretically optimal frequency.

### **Cultural and Regional Influences on Ad Perception**

Cultural relevance was a recurring theme, with participants indicating that ads reflecting local culture,

language, and values were more positively received and had a higher recall rate. For instance, ads featuring local celebrities or addressing region-specific issues resonated more with South Indian audiences, enhancing their memorability. The cultural context thus plays a crucial role in determining the effectiveness of Advertising Frequency, as culturally aligned ads are less likely to induce fatigue even when shown frequently.

### Findings

The thematic analysis of the research on optimizing short form video Advertising Frequency for long term brand memory in South India uncovered several critical insights into the relationship between Advertising Frequency, brand recall, and ad fatigue. These findings highlight the complexities involved in crafting effective advertising strategies in the fast-paced digital environment of platforms like TikTok, Instagram Reels, and YouTube Shorts.

### Balanced Advertising Frequency is Crucial for Brand Recall

The analysis revealed that a balanced approach to Advertising Frequency—where ads are shown often enough to be memorable but not so frequently as to become intrusive—is essential for enhancing brand recall. Participants indicated that moderate exposure to ads, particularly those that were relevant and engaging, led to better brand memorability. However, overexposure quickly led to irritation, diminishing the effectiveness of the ads and potentially harming the brand's image.

### Platform, Specific Variations in Tolerance Levels

Tolerance for Advertising Frequency varied significantly across different short form video platforms. Participants expressed a higher tolerance for ads on Instagram Reels compared to TikTok, which they attributed to differences in content types

and user experiences. This suggests that advertisers need to tailor their Advertising Frequency strategies to the specific platform, taking into account the unique dynamics and user expectations of each.

### Emotional Engagement Enhances Brand Recall

Ads that successfully engaged viewers emotionally were more likely to be remembered, even when shown frequently. Humor, nostalgia, and inspirational content were particularly effective in creating positive associations with the brand. This indicates that the emotional resonance of an ad can mitigate the negative effects of higher advertising frequency, making it a key factor in optimizing brand recall.

### Relevance and Personalization are Key to Effectiveness

The relevance of ads to the viewer's interests and context significantly influenced brand recall. Personalized ads, or those closely aligned with the content being viewed, were perceived as less intrusive and more valuable, leading to higher recall rates. This underscores the importance of targeted advertising, where Advertising Frequency is optimized not just in terms of repetition but also in delivering content that resonates with the viewer's needs and preferences.

### Repetitiveness and Lack of Variety Lead to Ad Fatigue

Repetitiveness, especially when ads lacked creative variation, was identified as a primary trigger for ad fatigue. Participants reported that identical ads shown repeatedly led to boredom and irritation, reducing their effectiveness over time. Conversely, ads that introduced slight variations or different versions of the same campaign were better received, suggesting that creativity in ad design plays a critical role in maintaining viewer engagement.

### **Perceived Intrusiveness Intensifies Ad Fatigue**

Ads that were perceived as intrusive either because they interrupted the viewing experience or were irrelevant to the viewer were more likely to cause ad fatigue. This finding highlights the importance of timing and placement in ad strategy, where the context in which an ad is shown is just as important as its frequency. Ensuring that ads are seamlessly integrated into the content flow and are relevant to the viewer's interests can reduce the likelihood of them being perceived as disruptive.

### **Cultural and Regional Factors Influence Advertising Perception**

Cultural relevance emerged as a significant factor in how ads were perceived and remembered. Ads that reflected the local culture, language, and values were more positively received and had higher recall rates among South Indian audiences. Additionally, regional differences in viewing habits, such as the faster content consumption pace in urban areas compared to rural ones affected how advertising frequency was perceived. These findings suggest that cultural and regional factors must be considered when optimizing advertising frequency for diverse audiences.

### **Suggestions**

Based on the findings from the thematic analysis, several key suggestions can be made for advertisers looking to optimize short form video advertising frequency to enhance long term brand memory in South India. These suggestions focus on balancing advertising frequency with content relevance, emotional engagement, and cultural considerations to maximize the effectiveness of advertising campaigns while minimizing the risk of ad fatigue.

Advertisers should recognize that tolerance for advertising frequency varies across different short form video platforms.

To mitigate the negative effects of frequent ad exposure, advertisers should focus on creating ads that evoke positive emotions such as humor, nostalgia, or inspiration. Personalization is to ensuring that ads are perceived as valuable rather than intrusive. Advertisers should utilize data driven strategies to target ads more effectively, aligning them with viewers' interests, preferences, and the context of the content they are consuming.

To prevent ad fatigue from setting in due to repetitiveness, advertisers should introduce creative variations within their ad campaigns. This could involve rotating different versions of an ad, altering the messaging, or slightly modifying the visuals while maintaining a consistent brand theme. Such variations can keep the content fresh and engaging for viewers, reducing the monotony that leads to ad fatigue. Perceived intrusiveness is a significant trigger for ad fatigue, so it is important to consider the timing and placement of ads.

Advertisers should regularly conduct audience research to stay updated on changing viewer preferences, platform dynamics, and cultural trends. This research can provide insights into how advertising frequency strategies might need to be adjusted over time to remain effective. Continuous feedback from target audiences can also help in refining the content and delivery methods, ensuring that campaigns remain relevant and impactful.

### **Conclusion**

This research paper has explored the complexities of optimizing short form video advertising frequency to enhance long term brand memory, specifically within the South Indian context. The rise of platforms like TikTok, Instagram Reels, and YouTube Shorts presents both significant opportunities and challenges for advertisers. On one hand, these platforms offer a unique way to engage audiences

with bite, sized, engaging content; on the other, they require a delicate balance in advertising frequency to avoid the pitfalls of ad fatigue while maximizing brand recall. Optimizing advertising frequency for short form video platforms is a nuanced task that requires a thoughtful, data driven approach. As a result of balancing frequency with content quality, relevance, and cultural alignment, advertisers can effectively enhance brand recall and build stronger connections with their audiences in South India. This research contributes valuable knowledge to the field of digital marketing, providing a framework for advertisers to develop more effective and consumer, friendly advertising strategies in the rapidly evolving digital landscape.

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