

EFFECTIVE FREQUENCIES IN DISTRACTION  
HOW THE RIGHT PATTERN OF INFORMATION  
CAN MAKE THE MOST IMPACT.

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Abstract

Media multitasking (MMT) has, over time become the norm rather than the exception developing a tendency to see advertising in states of Ad Clutter. Studies have tested this phenomenon in lab conditions though have yet to do so in "real world" conditions. As Ad Clutter becomes more prevalent in the digital society, how will advertisers maintain high impact when media is pushed to the background of everyday life. This pilot study examined in three levels of Media Multitasking using scenarios found in the real world to determine which strategies can brake though the noise of overlaying media consumption.



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