

19th Annual

Pick of the Day Farms

FALL PAIR & SPRING BRED HEIFER SALE

Saturday, February 7

12 noon • Southern Oklahoma Livestock Auction (SOLA), Ada

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350 COMMERCIAL ANGUS PAIRS & SPRING BRED HEIFERS



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Pick of the Day Farms

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The Myth of the One-Time Ad

By Anesa K. Chastain Jones - Advertising Insights with Anesa Oklahoma's Choice Weekly

One of the most common expectations in advertising is that a single ad should produce immediate, measurable results. In reality, advertising rarely works that way. Most successful advertising isn't built on one moment of exposure. It's built through repetition, familiarity, and timing all of which take more than one appearance to develop.

Exposure Is Not the Same as Impact

Seeing an ad once does not mean it was processed, remembered, or acted on. People encounter hundreds of messages every day. Most are acknowledged briefly and then forgotten not because they were bad, but because attention is limited. Advertising begins with awareness. Impact comes later. That gap between seeing a message and responding to it is normal, not a failure.

Why One Ad Rarely Moves the Needle

A single ad has to overcome a lot: Competing messages, Timing that may not be right yet, A viewer who isn't actively looking. When results don't happen immediately, it's easy to conclude that the ad didn't work. More often, it simply didn't have enough opportunity to work. Advertising is cumulative. Each appearance reinforces recognition, credibility, and recall.

Momentum Matters More Than Perfection

Effective campaigns aren't built by waiting for the perfect message. They're built by staying present long enough for a message to stick.

Consistency allows people to:

- Recognize a brand
- Remember an offer
- Feel familiar instead of uncertain

Momentum is what turns awareness into response.

Timing Is Out of the Advertiser's Control

Not every viewer is ready to act when they first see an ad. Needs change. Circumstances shift. What isn't relevant today may be relevant next week. Advertising works by being there when the timing becomes right, not by forcing immediate action.

The Takeaway

Advertising isn't a switch, it's a process. One ad introduces. Repeated ads reinforce. Consistency builds trust. When advertising is given time to work, it has a far better chance of delivering results. That's not a myth. That's how advertising actually works.

Happy Valentine's Day

6 Valentine's Day Traditions

Valentine's Day is a day of love nestled in the middle of February. Sweethearts use Valentine's Day as an opportunity to show the people they care about just how deep those feelings run. A 2023 survey from the National Retail Federation found consumers expected to spend \$25.9 billion on Valentine's Day, up from \$23.9 billion in 2022. Forecasters suspect spending is likely to increase this year as well.

Valentine's Day is awash in many different customs. Here's a deep look at some of those enduring traditions and others that some may feel should be brought back into favor or adopted entirely.

Handwritten cards

It's a common scene each year in card retailers and pharmacies: people three-deep in the aisle trying to pick out Valentine's Day cards in the eleventh hour. People can save themselves the hassle of fighting the crowds if they make their own handmade cards. In the eighteenth and nineteenth centuries, sweethearts created unique cards from scratch, according to Country Living. And prior to products produced by Hallmark and other greeting card companies, people used to send one another cards customized with personalized messages.

Pampering gentlemen

It is common in North America for Valentine's Day celebrations to lean significantly toward favoring women, who are often on the receiving end of flowers and chocolates. However, in South Korea and Japan, it is the men who are pampered with such gifts. Women purchase chocolates for their male partners, family members and coworkers as tokens of appreciation and affection. Never fear, a month later on White Day (March 14) men reciprocate with candy, cake and flowers.



Valentine's Day is a celebration of relationships and love for people across the globe. Although Valentine's Day is widely celebrated across North America and Europe. The holiday also is celebrated in parts of Asia and Latin America. The Philippines is famous for mass weddings on Valentine's Day. Days devoted to love also are celebrated outside of February in different countries. Brazil celebrates *Día dos Namorados (Lover's Day)* in June, while Colombia celebrates *Día del Amor y la Amistad (Day of Love and Friendship)* in September.

Bouquets

These days a dozen long-stemmed red roses might be the norm for Valentine's Day gifting. However, roses weren't always the preferred flower for the holiday. History.com reports that, in the nineteenth century, bouquets might contain all sorts of flowers, each chosen to convey certain messages. Individuals can research the meanings behind certain flowers and put together a Valentine's Day gift this year that expresses exactly what they are feeling.

Puzzle purses

Sweethearts in Victorian England created puzzle purses, which were a series of love letters that could be read separately, but also fit together to create a design and message. These intricately folded sheets of paper had parts of messages or verses written on different corners and were meant to be read in a specific order.

Heart-shaped chocolate boxes

British chocolatier Richard Cadbury is credited with creating the first heart-shaped box for Valentine's Day. The boxes were intended to be so beautiful they would be kept to hold trinkets or love letters. Ornate chocolate boxes are not quite as common today, although the gifting of chocolate for the holiday is still strong.

Celebrating in June?

Many Brazilians skip Valentine's Day in February and choose to celebrate Saint Anthony, the patron saint of marriage and matchmaking, on June 12. Celebrating both is fine for those who prefer to shower affection on loved ones multiple times a year.

Valentine's Day traditions are still strong and can add a little something extra to celebrations this February.

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