The purpose of this study was to investigate if there was a significant relationship between a consumer’s perceived frequency with which a cause is featured in cause-related marketing and brand-related attitudes and intentions. In order to do this an experiment was conducted in which participants viewed cause-related marketing messages and self-reported their attitudes and intentions after viewing each video. It was hypothesized that cause exhaustion would occur, a new concept introduced in this study that claims that when messages feature causes that are used in cause-related marketing campaigns frequently, they will in essence lose their emotional potency with a consumer. Therefore it was predicted that the higher the perceived frequency of a cause the lower attitudes toward the brand, purchase intentions, forward intentions of the videos, accuracy of selecting the correct audio recognition clips, and levels of evoked arousal. The results revealed did not show significant differences between the low and high-perceived frequency causes in relationship to change in attitude and purchase intention. In addition, evoked arousal was actually higher for high-perceived frequency causes than low-perceived frequency causes. By testing the mediation effect of arousal on perceived frequency and forward intention, the results indicated a significant effect of perceived frequency on forward intention through evoked arousal with higher levels of forward intention for high-perceived frequency causes. This pattern of results suggest the conclusion that high perceived frequency causes do not create an environment of cause exhaustion; when high-perceived frequency causes are paired with highly arousing content, they motivate forward intention.