

# **Downtown Institute on Marketing**

**“Everything you always wanted to know  
about radio advertising”**

**Presented by:  
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# MOUNTAIN WIRELESS RADIO GROUP



Radio is the only completely mobile, fully accessible, highly diverse, free medium.

RADIO IS FREE

**FREE AIR**

No matter where you live, no matter how much you know,  
your education or interests, you can enjoy the radio, the  
most democratic and community-spirited of all



Radio is  
**free**, mobile and  
there's a **format**  
for everyone

Listeners continue to turn to Radio for news, information and entertainment, despite an ever-increasing selection of media options.

Reach **92%** of all U.S. consumers **every week...**

**235,389,000**

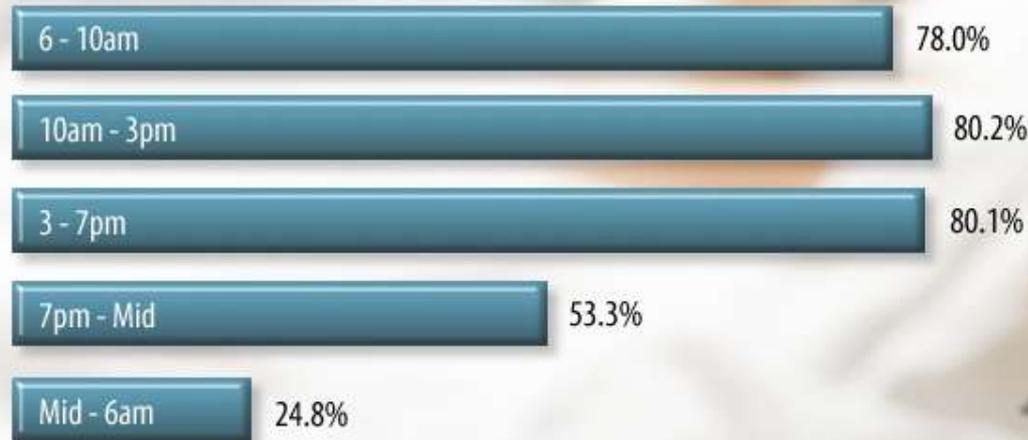
Source: RADAR® 101, June 2009 © Copyright Arbitron (Monday-Sunday 24-Hour Weekly Cume Estimate)



## Radio's reach is **consistently high** through all dayparts

Weekdays and weekends, Americans young and old find reasons to tune in to Radio at all hours of the day and night. To make sure their messages get maximum exposure, smart advertisers run ads throughout the broadcast day.

Average Weekly Reach



## IN-CAR LISTENING

Americans spend increasing amounts of time in their cars — longer commutes, running errands, and taking the kids (and themselves) from activity to activity, 24/7. Radio — the medium that invented “drive time” — is always along for the ride.

**73.4%**  
of Consumers  
**listen**  
in their **car** on a typical  
**weekday**

Source: Mediamark Research & Intelligence LLC,  
2008 Doublebase Radio Listening by Location: Listen Most



ONLINE LISTENING

**69** million  
consumers  
tune into online  
**Radio** every  
month

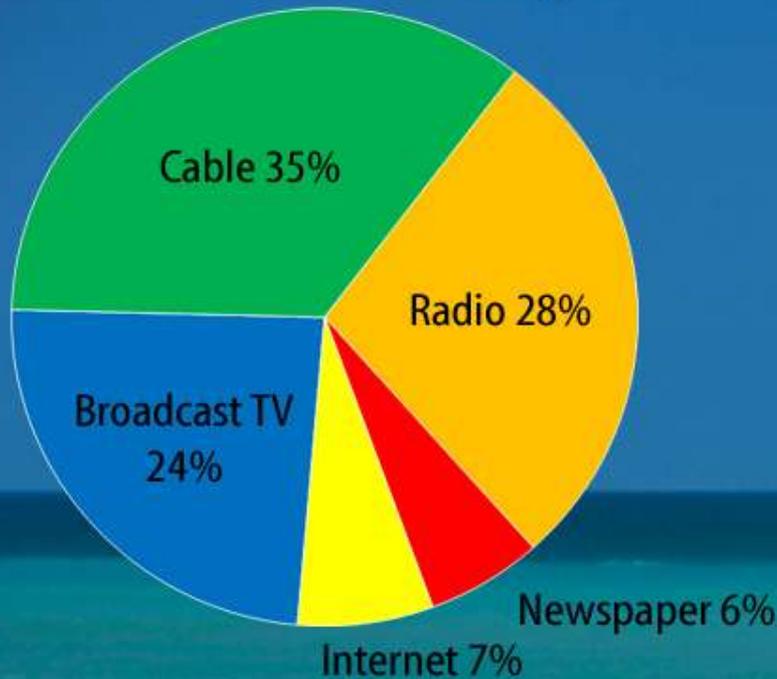
Arbitron Inc./Edison Media Research,  
"The Infinite Dial 2009," Persons 12+



Radio is heard by consumers on air and online.

# LISTENERS LISTEN AND LISTEN

## Share of Media Consumption



Source: Radio's Share of Time Spent with Selected Media - 2008 Veronis Suhler Stevenson Communications Industry Forecast 2008-2012



The average consumer spends more than a month a year (777 hours or 32 days) listening to Radio. More time spent listening means more opportunities to build strong brands and engage consumers.

Source: Radio Ad Lab, Radio and the Internet

Unaided recall  
of **brand** names  
was **4.5** times  
higher with  
the mix of **Radio**



Radio dramatically improves the effectiveness of internet advertising.

WHEN THE SPOTS COME ON

**Radio**  
**commercial** breaks  
hold an average of  
**92%** of the **lead-in**  
audience

Source: "When the Spots Come On" - Coleman, Media Monitors <sup>(sm)</sup>, Arbitron, 2006



Commercials are an important part of the listening experience.

Listeners don't tune out during commercial sets.

# RADIO ENGAGES EMOTIONALLY

"Engaging Emotions Through Effective Radio Ads" is part of the ongoing series, "Radio and the Consumer's Mind: How Radio Works," August 2008. See the complete study at [www.RadioAdLab.org](http://www.RadioAdLab.org).

**Engaged Customers**  
**Strong Brand Awareness**  
What's the Connection?

**Effective**  
Radio Ads



Radio Ad Lab, "Engaging Emotions Through Effective Radio Ads," 2008.

# **Build a rock solid Marketing Bridge**

- **A marketing bridge is elements of your business that link a client to their customers or potential customers**
- **A week marketing bridge can do what?**

# **Compile an accurate profile of your customer**

- **Why is this important?**

**Identify your target market**

- **Resist the temptation to be all things to all people**

## Maine counties by median age, 2010

	Median age in years, 2010	% pop. over 65 in 2010	% pop. over 65 in 2000
Androscoggin	39.8	14.1%	14.4%
Penobscot	39.9	14.5%	13.1%
Cumberland	41.0	14.3%	13.3%
Kennebec	42.8	15.5%	14.2%
York	43.0	15.4%	13.6%
Franklin	43.4	16.8%	14.2%
Somerset	43.6	16.3%	14.3%
Sagadahoc	44.1	16.4%	12.3%
Waldo	44.1	16.2%	13.5%
Oxford	44.6	17.0%	16.1%
Aroostook	45.3	19.0%	17.0%
Washington	46.1	19.6%	17.3%
Knox	46.2	19.1%	17.3%
Hancock	46.3	18.3%	15.9%
Piscataquis	48.1	20.3%	17.3%
Lincoln	48.1	21.5%	18.1%
<b>MAINE</b>	<b>42.7</b>	<b>15.9%</b>	<b>14.4%</b>

Source: U.S. Census Bureau

Maine is  
the  
Oldest  
State in  
the US  
at a  
Median  
Age of  
42.7

## **Stop spraying and praying**

- **Shotgun approach delivers your message to large amounts of people, but with no consistent impact**
- **Clients are better off convincing a small # of targeted prospects to do business with them**

**(Fish where the Fish are)**

# **Use the most powerful tool, a Unique Selling Proposition**

- What outstanding feature/benefit  
that your business can  
provide to the customer**

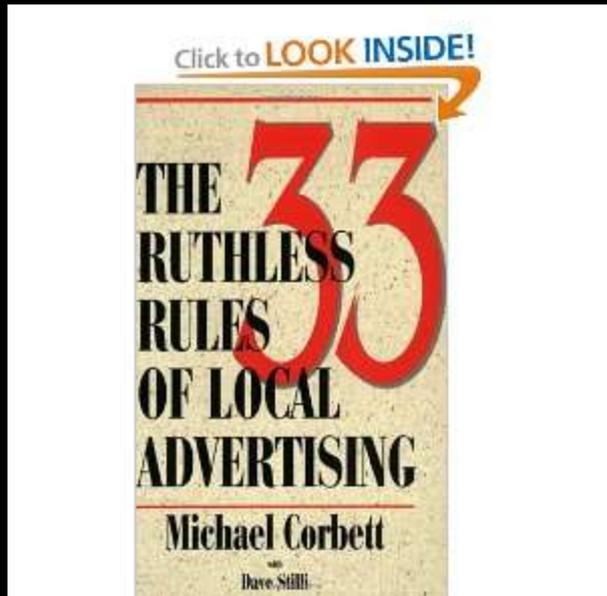
**Don't forget how people remember**

- **People make decisions to purchase goods/services in the sub-conscious mind**
- **Repetition is the key to getting into the subconscious mind**

**Don't ask your customers what brought them in**

- People don't know what brought them in, and they don't know that they don't know what brought them in**
- They don't like the fact that they don't know, so they tell you the first thing that comes to mind**
- Never change your ad plans based on polling data**

# Recommended Reading



**“The 33 Ruthless Rules  
of Local Advertising”  
Michael Corbett**

**Questions:**

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