

Why Radio?

Reasons to Partner with Radio for Your Marketing Needs

Here are **ten advantages** that make Radio the medium of choice to achieve marketing objectives:

- 1. High amount of time spent listening.** More people spend time with radio than with any other medium. The more time customers spend with a given medium, the greater the chance they will be exposed to an advertiser's message.
- 2. Superior targeting ability.** Radio is highly flexible as an advertising medium. Advertisers can target their commercials to those listeners most likely to buy their products and/or services. Research and planning ensure that the right demographic group is targeted at the right time of day.
- 3. Exceptional reach and frequency get the message heard!** The huge exposure provided by radio's reach and frequency turns regular advertisers into 'household names.' Consistency is important. A well-developed campaign will keep a business in the consumer's mind when the time comes that they need the product or service.
- 4. Cost-effectiveness maximizes available budget.** Radio's cost-effectiveness allows an advertiser to be dominant without a large investment. Radio's low 'cost-per-thousand' makes it the most cost-effective medium. Radio also offers effective creativity with low production costs.
- 5. Unequaled accessibility to prospects.** Radio is everywhere and reaches virtually everyone. For both advertiser and listener, radio works around the clock and throughout the year. Radio is a constant companion, reaching people all day long in almost any setting: every room in the house, the cubicles at work, the gym, the garden, or while in traffic.
- 6. Radio is truly the mobile medium.** It is critical to reach customers as close as possible to the buying decision. Reaching people on the move allows advertisers to influence audiences immediately prior to decision-making. Radio is the only medium that can sell all the way to the point of purchase.
- 7. Unique intimacy with listeners.** Radio communicates one-to-one with the listener, creating an intimacy unmatched by any other medium. Listeners say they listen to the radio for news, weather, information or music, but more than that, radio is a comfortable companion to people throughout the day. The advertiser can take advantage of this intimate relationship and 'sit down and talk personally' with the listener.



8. Unprecedented listener loyalty and trust. Just as with a favorite sports team or neighborhood hangout, radio listeners are loyal to their radio station and relate to their favorite programs and personalities. Because radio is seen as a familiar 'friend,' its message is credible – it's trusted. Radio is an excellent medium for those looking to build familiarity and involvement, because the listener's loyalty to radio is subconsciously transferred to the advertiser.

9. Interaction makes listeners respond! Radio *involves* the listener, making them use their imagination to create pictures in their mind of whatever an advertiser is talking about. This involvement gets an advertising message 'personalized' to the listener like no other medium can. This connection with listeners is powerful. It translates an advertising message into consumer action. **Listeners respond!**

10. Radio gets RESULTS! Every advertising dollar spent in a marketing budget needs to produce results. It gets a message into the minds of the greatest number of customers at the best value.

Radio is the marketing option that gets **RESULTS!**

