

TABLE 8.4 Radio Advertising

Advantages	Disadvantages
1. Recall promoted	1. Short exposure time
2. Narrower target markets	2. Low attention
3. Ad music can match station's programming	3. Few chances to reach national audience
4. High segmentation potential	4. Target duplication when several stations use the same format
5. Flexibility in making new ads	5. Information overload
6. Able to modify ads to fit local conditions	
7. Intimacy (with DJs and radio personalities)	
8. Mobile—people carry radios everywhere	
9. Creative opportunities with music and other sounds	

While radio may not be as glamorous as television, it can be an effective advertising medium. A well-placed, clever ad is a one-on-one message (announcer to driver in a car stuck in traffic). Many smaller local companies rely heavily on radio advertising. Most radio ads are produced locally and with small budgets. Table 8.4 summarizes the advantages and disadvantages of radio advertising.

Advantages of Radio Advertising

Skillful radio advertisers help the listener remember the message by creating powerful images to visualize and by using repetition. This moves the ad from the consumer's short-term to long-term memory. Sound effects and lively tunes assist in this process. Through repetition a person hears an advertisement often enough to assist in recall.

A radio station has definable target markets based on its format, such as talk radio, lite mix, oldies, or country. A firm can advertise on a specific type of station across the country. Radio advertisers can also examine the rating and share of a program as well as the estimated number of people listening to a program. The primary organization that calculates these numbers for local stations is Arbitron. Radio's All-Dimension Audience Research (RADAR) reports ratings for national radio networks.

Radio can create intimacy. Listeners often feel personally close to DJs and radio personalities. The attachment grows over time. Listening to the same individual becomes more personal and intimate, especially if the listener has a conversation with the DJ during a contest or when requesting a song. The bond or intimacy level gives the radio personality a higher level of credibility and an edge to goods and services the radio celebrity endorses.

Beachbody, a fitness brand based in Santa Monica, California, used radio as the prime medium to promote its P90X, a home exercise system that promised total body improvements within 90 days. Fitness and the P90X product require visual images. To create a visual pitch with only audio was challenging. The goal of the campaign was to create enough of a visual in the mind of the listener to drive her to a micro Web site to learn more or place an order.

Robinson Radio from Virginia was contracted to develop and manage the radio campaign. Robinson realized the best approach was to use "radio's secret weapon," the DJs, who used the product, documented their successes, and then described their progress on the air. The DJs also posted their photos on the company's Web site, created chat rooms for listeners, and asked listeners to share their success stories. Early in the campaign it became clear that the micro Web site was a key component of the radio campaign, because it

▼ This advertisement for Mix 95.1 highlights the market niche served by the radio station.

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