

Why Radio?

because

RADIO WILL :

Target Your Best Prospects. Radio can pinpoint specific customers because each radio format and daypart attracts specific age, income, education, race and areas of interest consumer groups.

Improve or Create an Image. The power of sound adds emotion to the image of your product in the customer's mind and strengthens the ability of your advertising to generate action on the part of the consumer.

Create Excitement. Radio's excitement draws listeners to events such as store-wide sales, new product introductions, in-store contests, celebrity appearances, remote broadcasts and creates a desire to buy.

Capture Attention. The right combination of voices, words, emotion, sound effects and/or music will evoke strong images that grab attention faster than visual media and create that "one-on-one" relationship between the advertiser and the listener.

Save \$\$\$. Radio lets the advertiser adapt to new situations with as little time or budget as possible. Commercials can be produced in a fraction of the time and at a fraction of the cost it takes to produce advertising in other media. Radio can be developed and broadcast instantaneously and allows the advertiser to make last-minute decisions and tactical moves to stay abreast of competitive influences.

Reach. Radio can be enjoyed just about everywhere: at home, at work, in the car, jogging, working out and on the street. Therefore, radio gives an advertiser more opportunities to reach and motivate consumers wherever they are. And most importantly, at a time of day when they most likely to be making a buying decision.

Radio Works