

edison media research

jacobs media

**UK Advertiser
"Perceptual Study"
October 2001**

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www.jacobsmedia.com



Agenda:

- Presentation of research results (Larry)
- Application of results to radio sales (Paul)

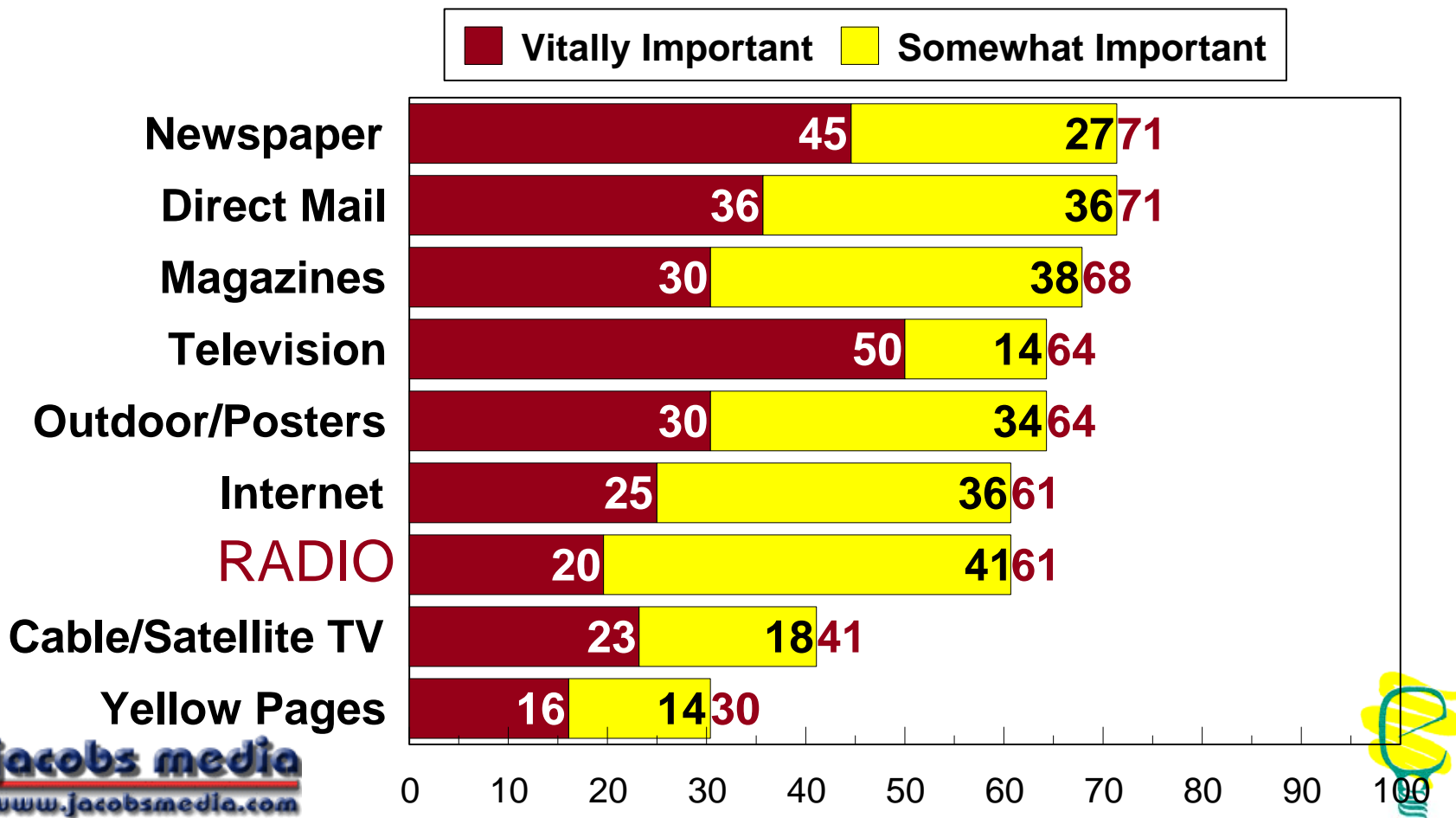


How the Survey Was Conducted:

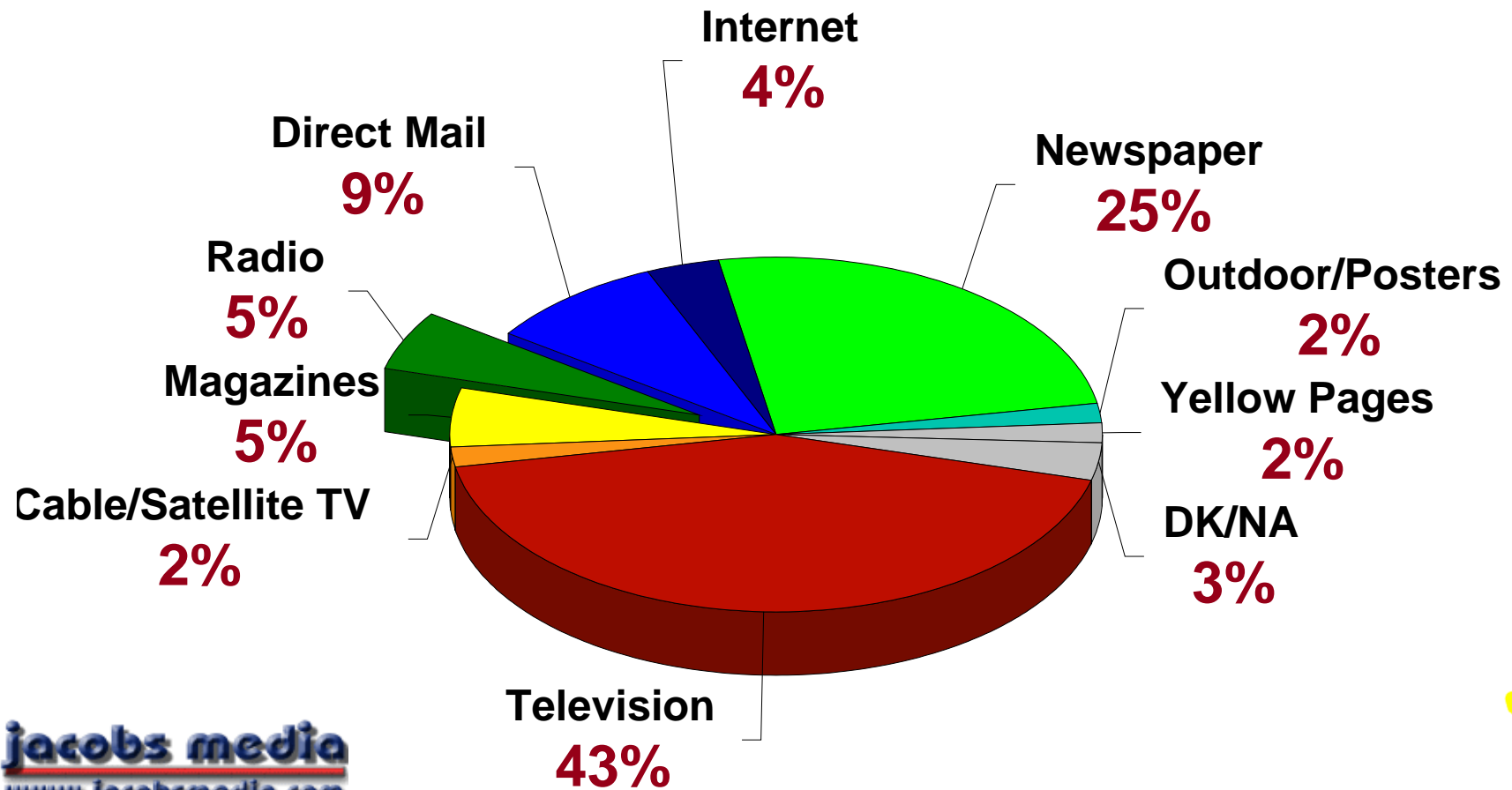
- Interviews with Advertising Executives via email
- Database provided by UK RAB
- Interviews conducted October 2001
- Comparable to US study conducted April 2001



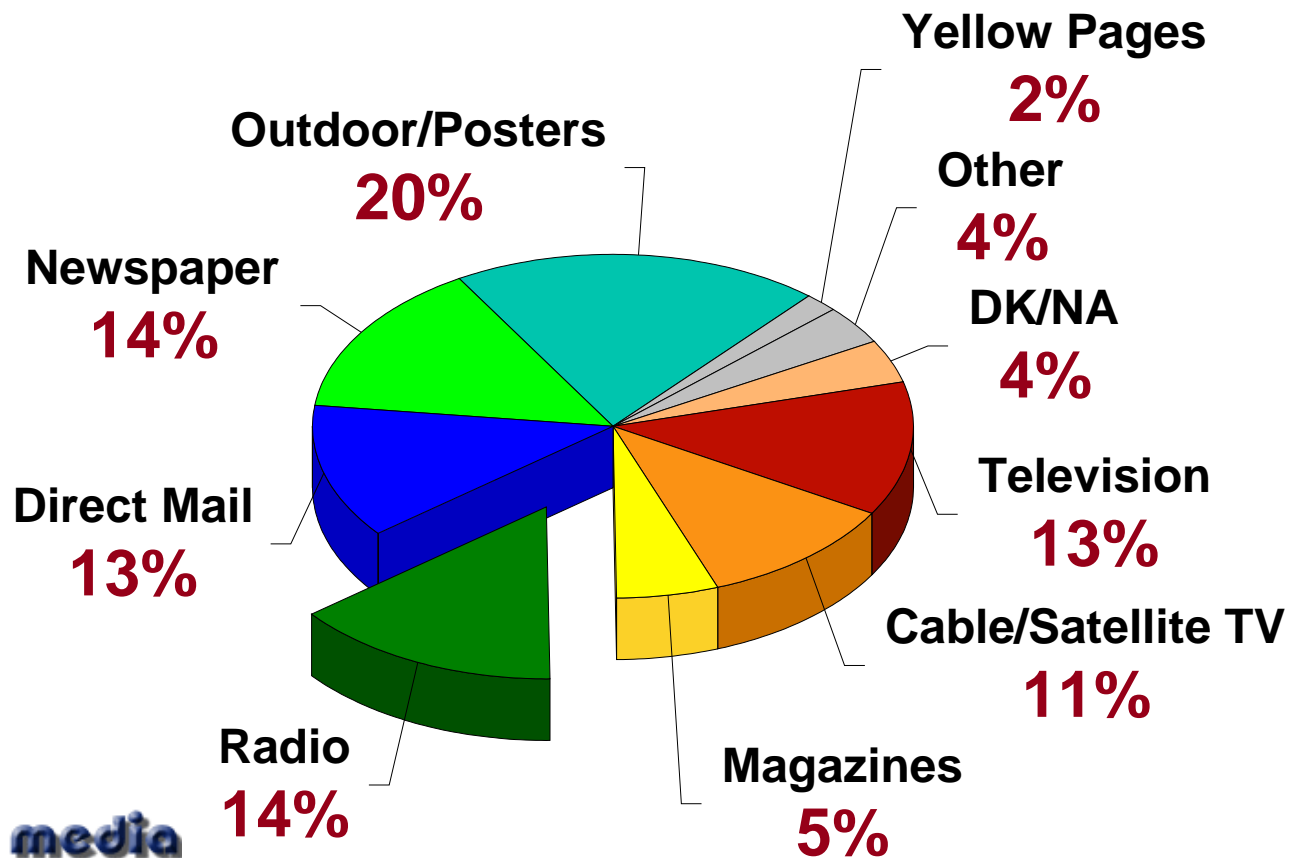
How important to your advertising efforts is...



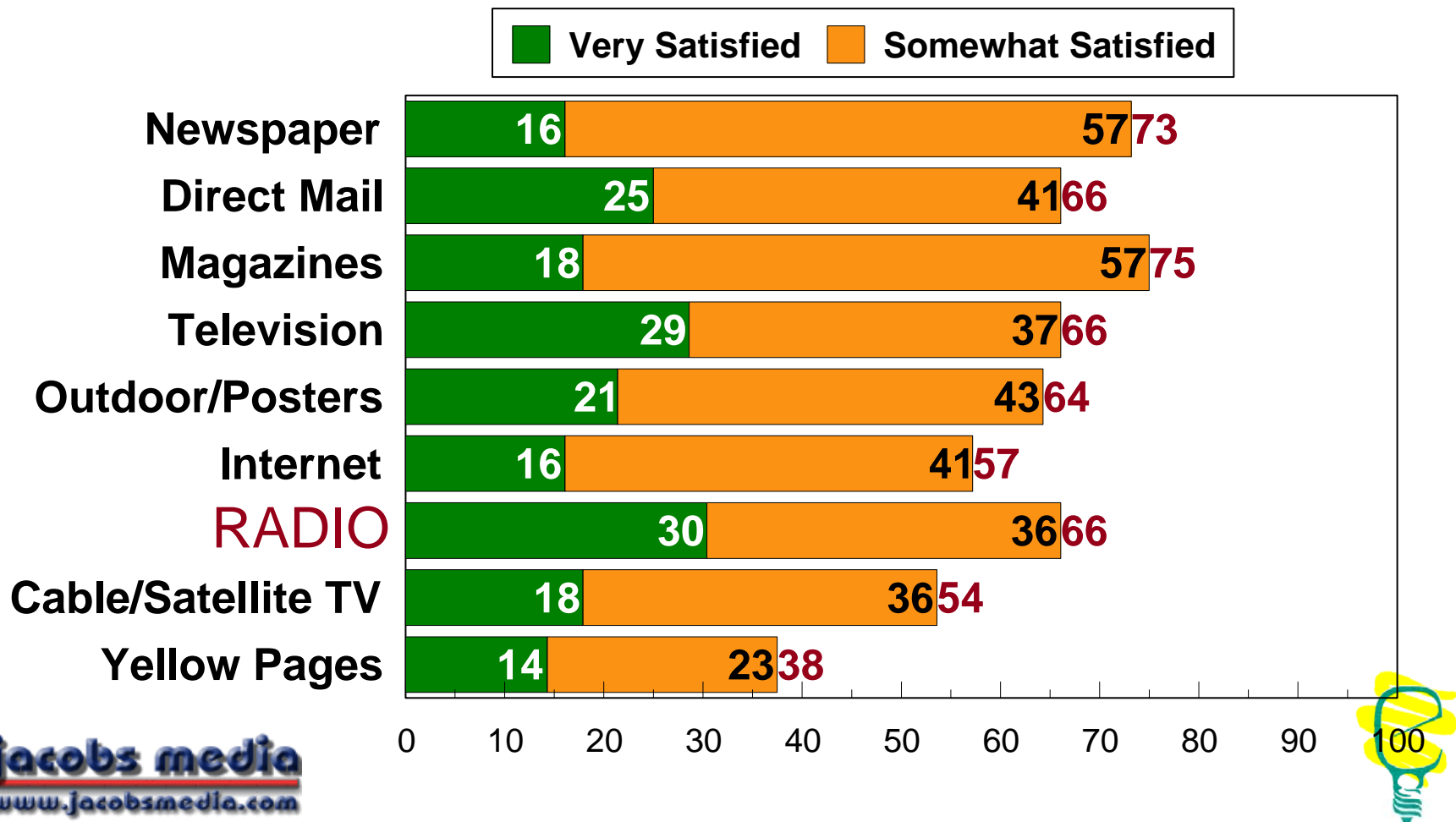
In which medium do you allocate the **highest** amount of advertising money?



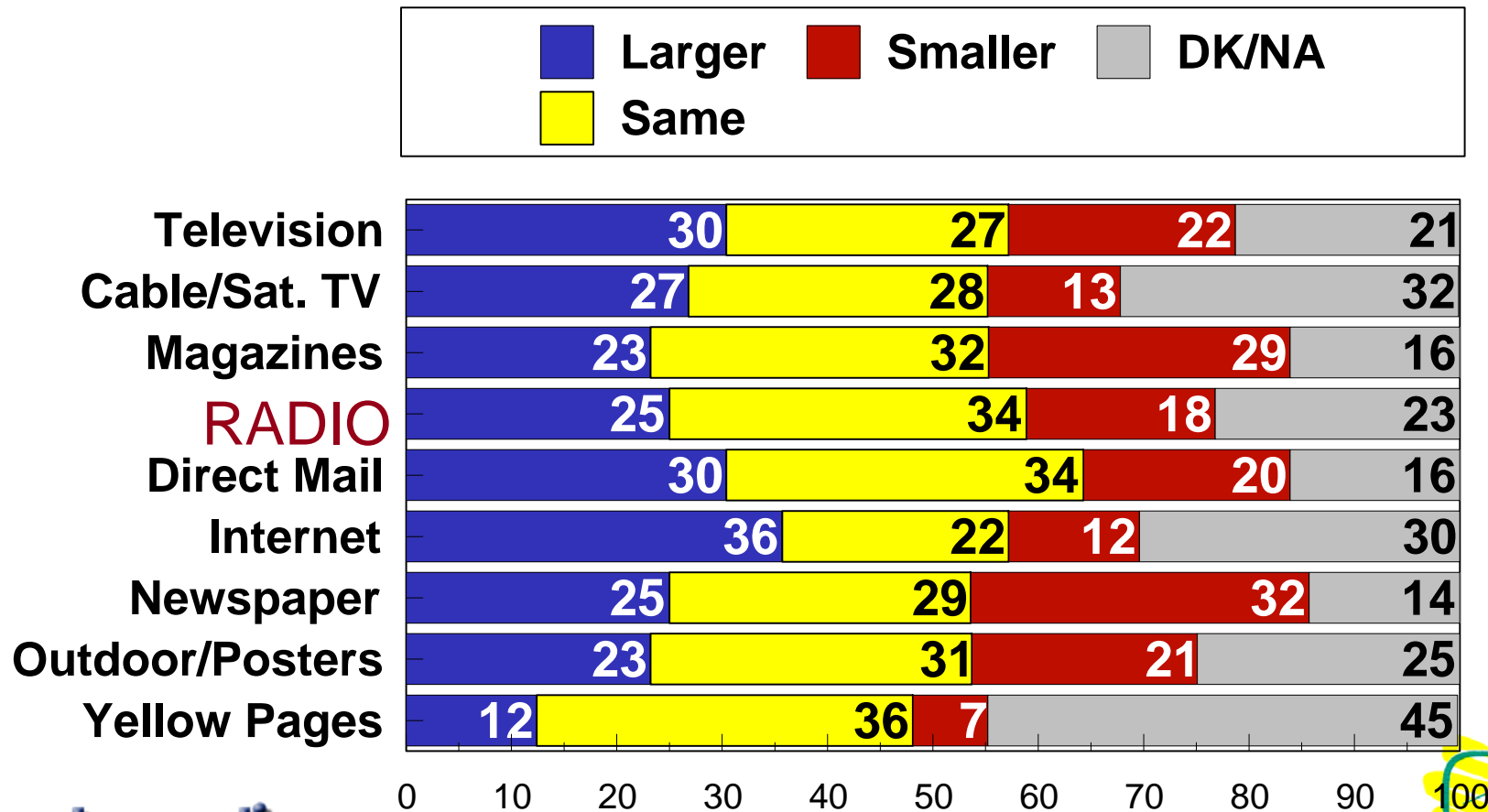
In which medium do you allocate the **2nd highest** amount of advertising money?



In general, how satisfied are you with...

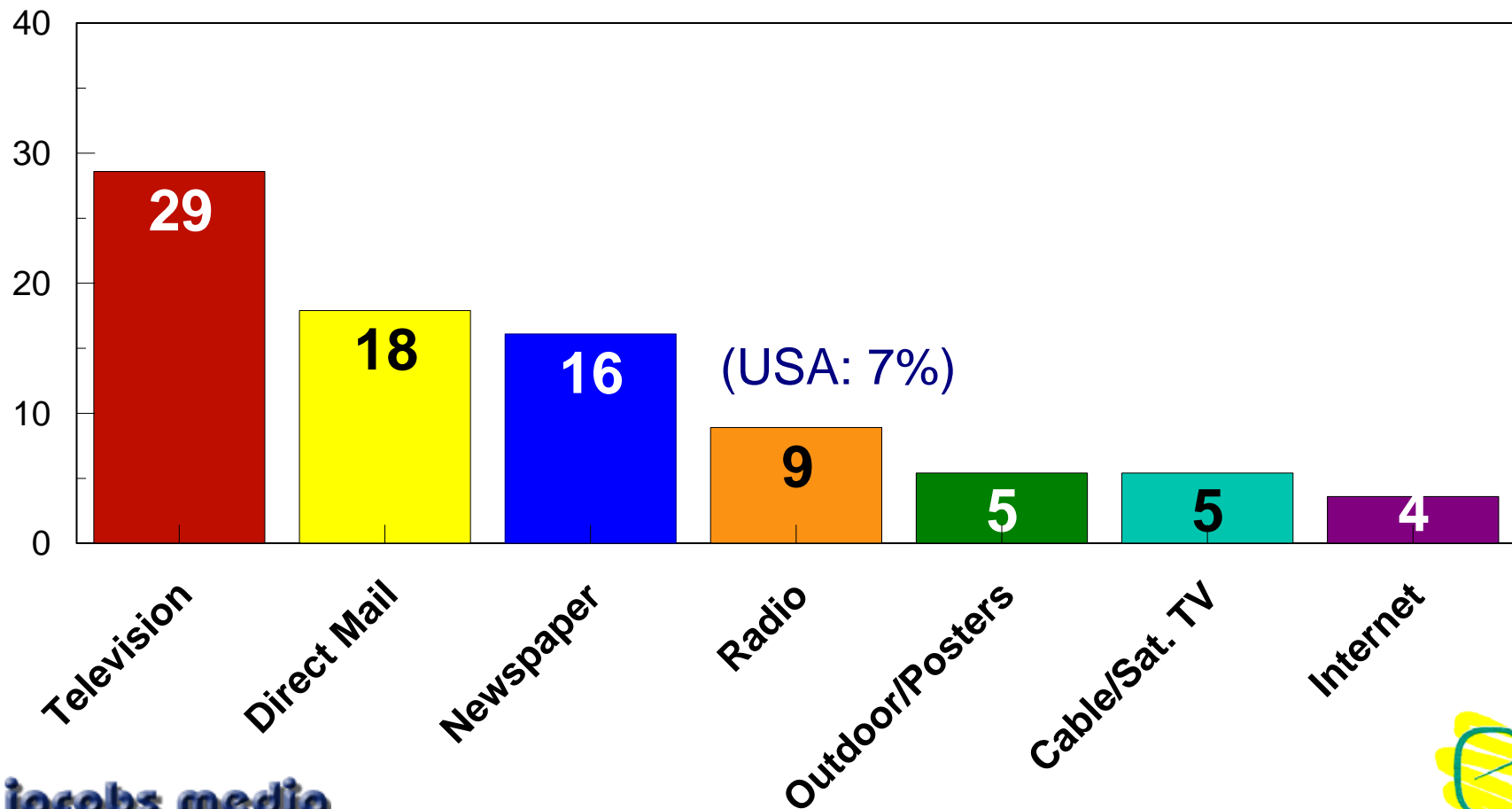


Compared to last year, are you now spending a LARGER portion, SMALLER portion, or the SAME AMOUNT of your advertising budget on...

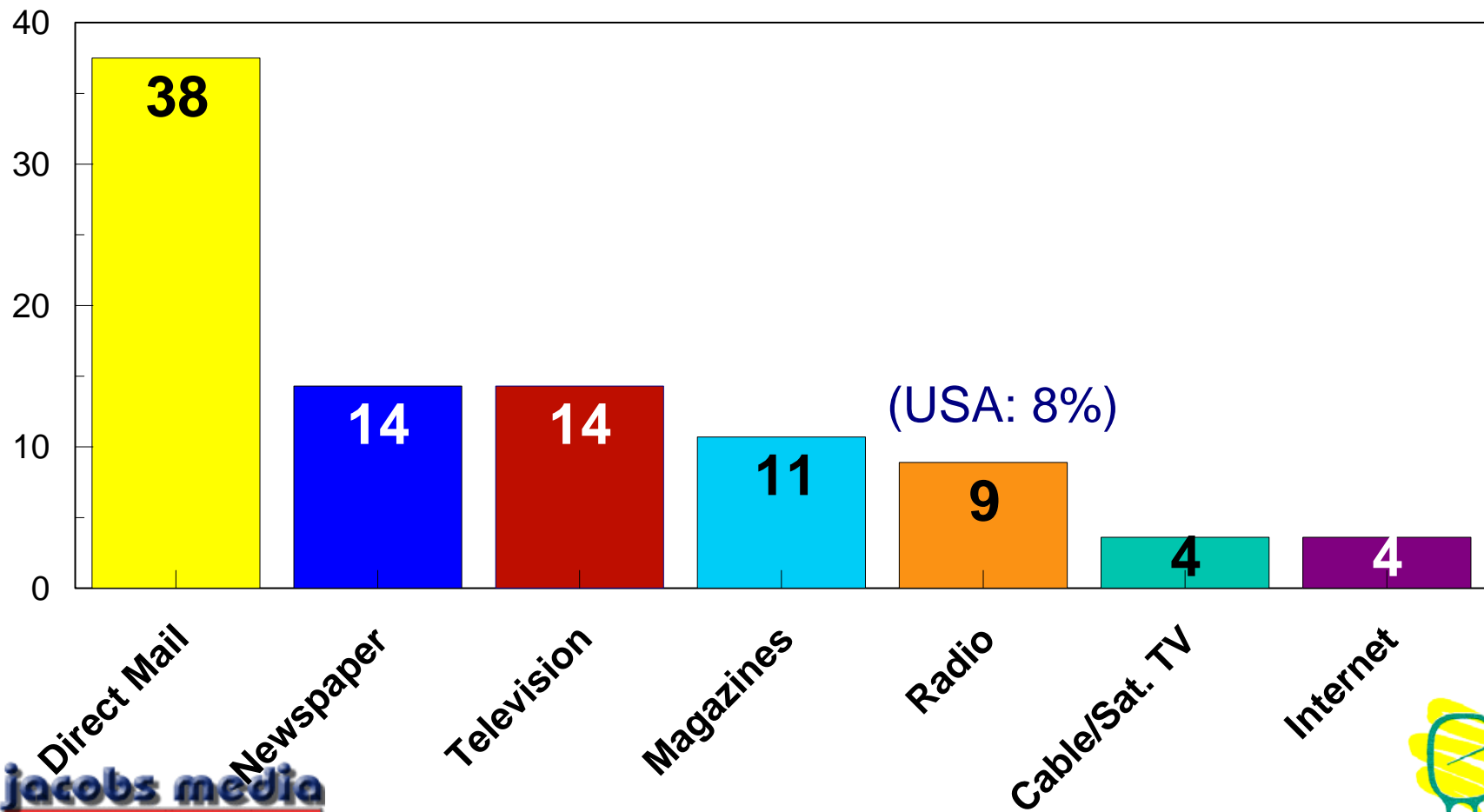


Perceptions

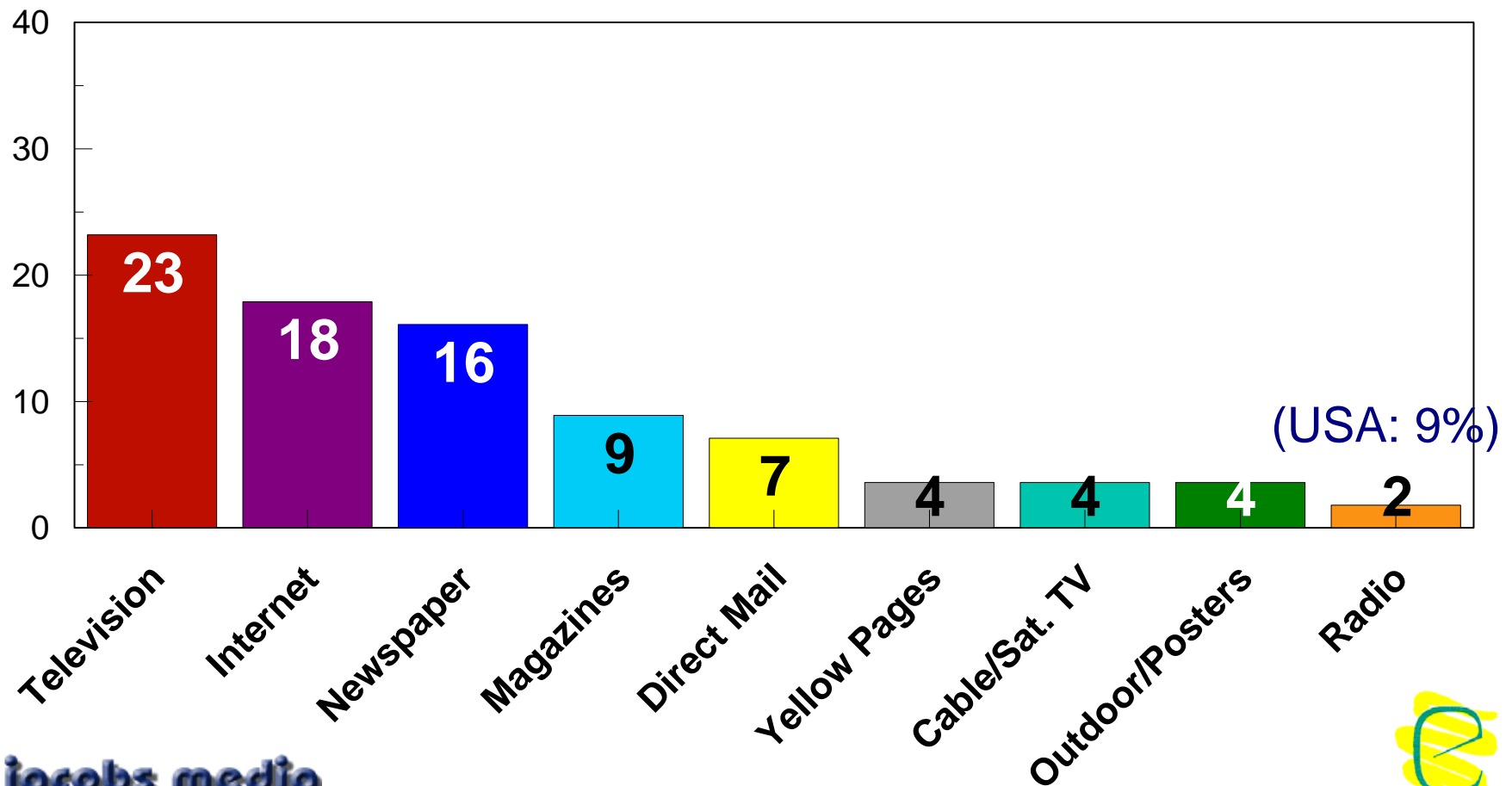
Which one medium... Gets the best results



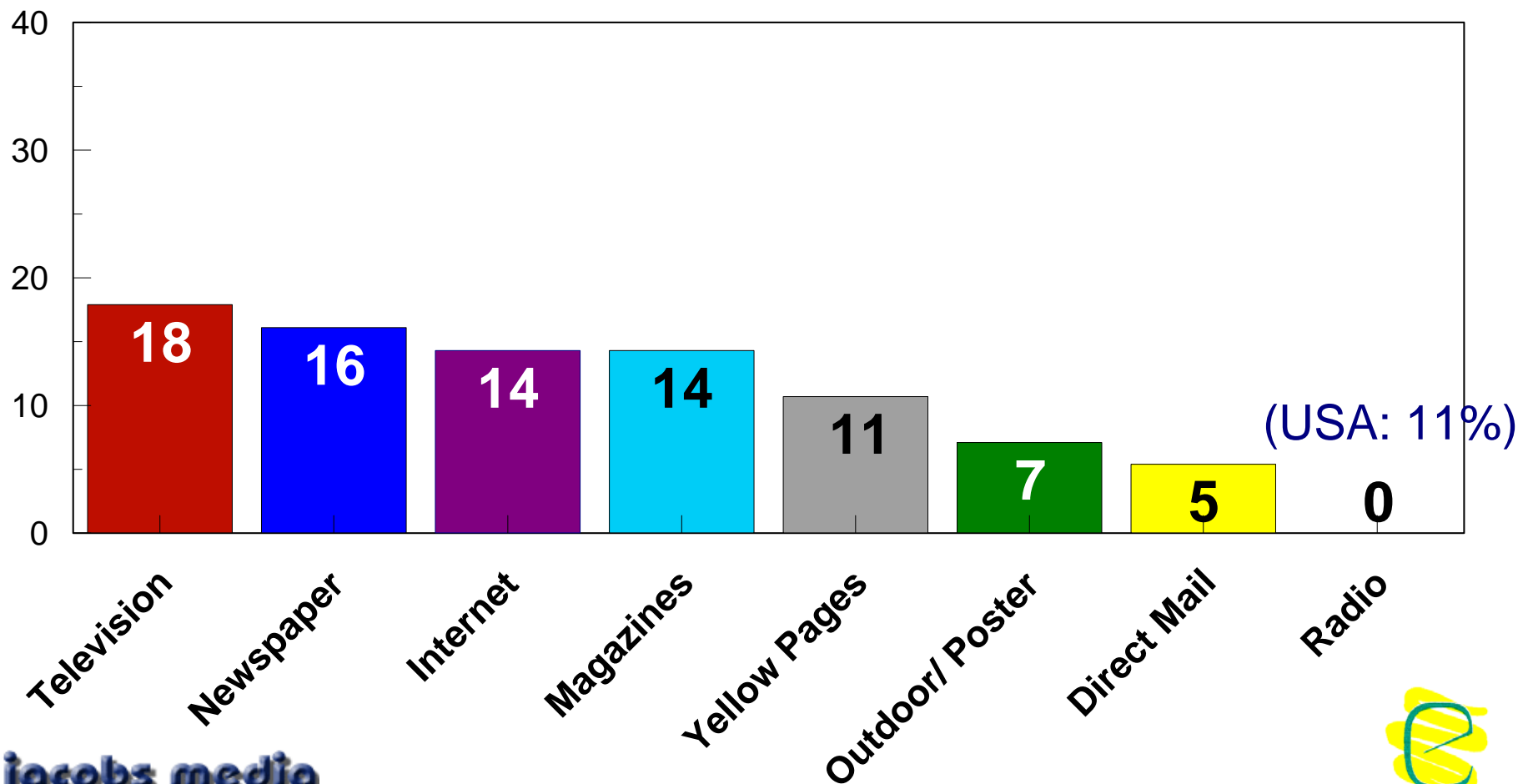
Which one medium... Best targets your customers



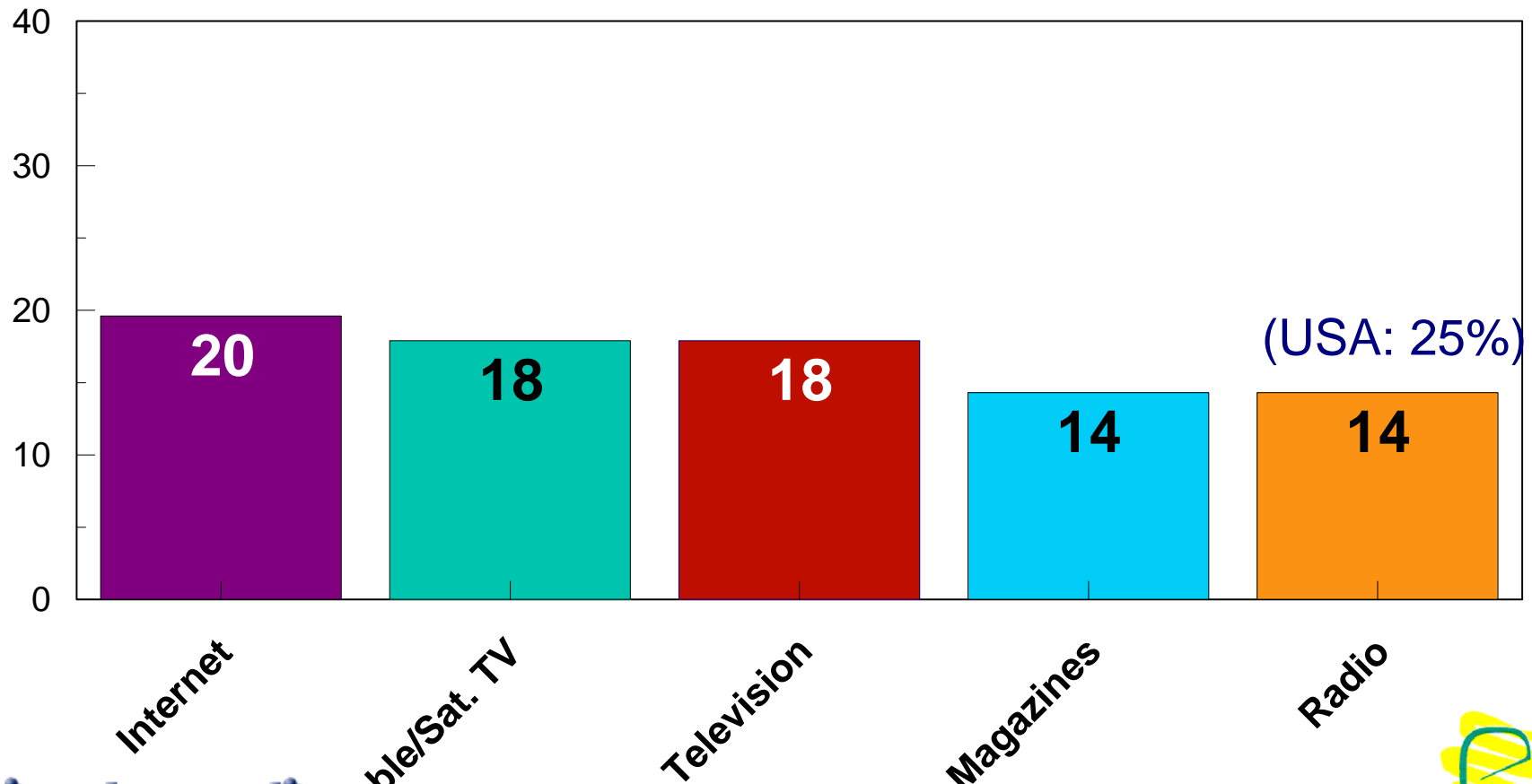
Which one medium... Best helps consumers decide where to shop



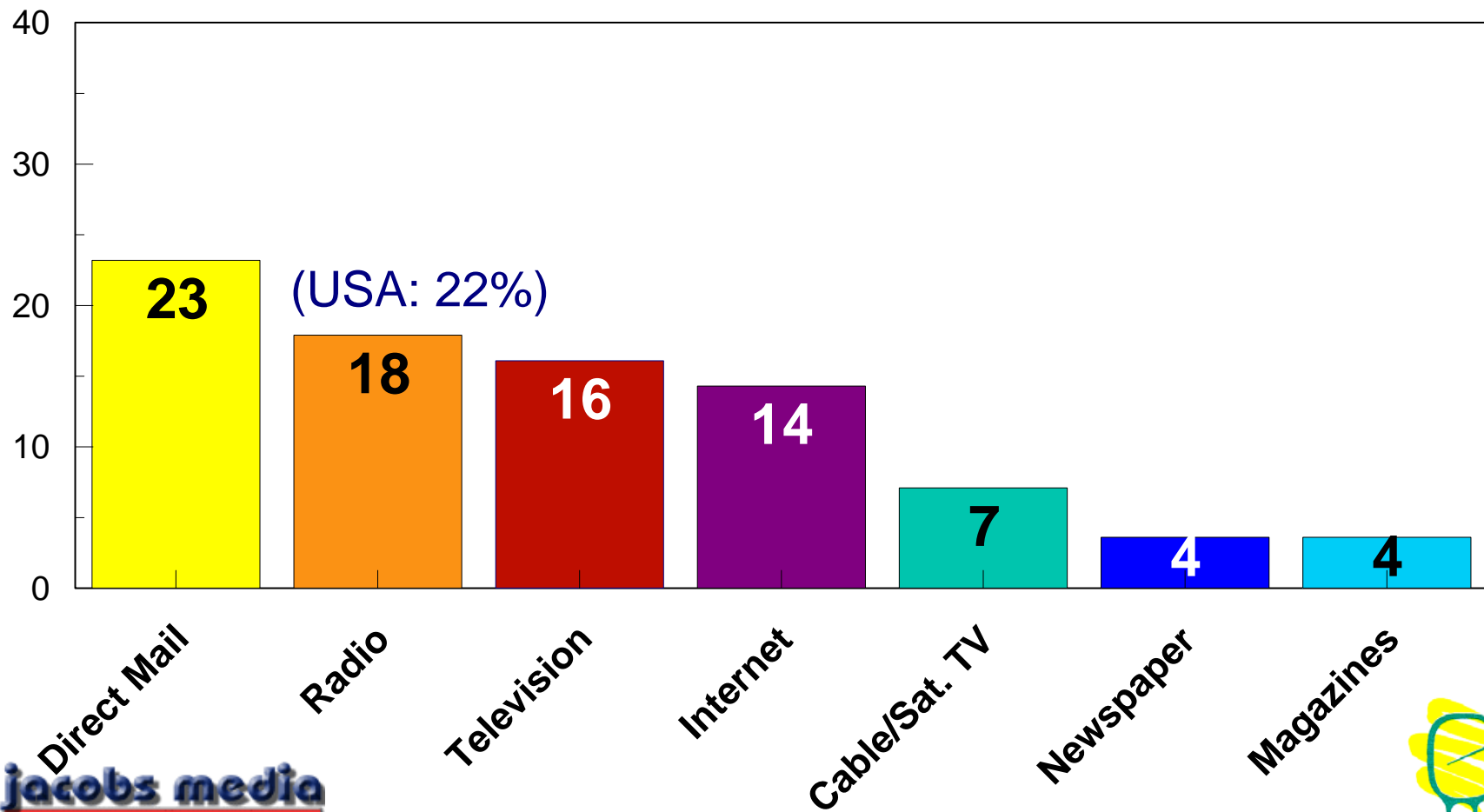
Which one medium... Is most often used when people are ready to make a purchase



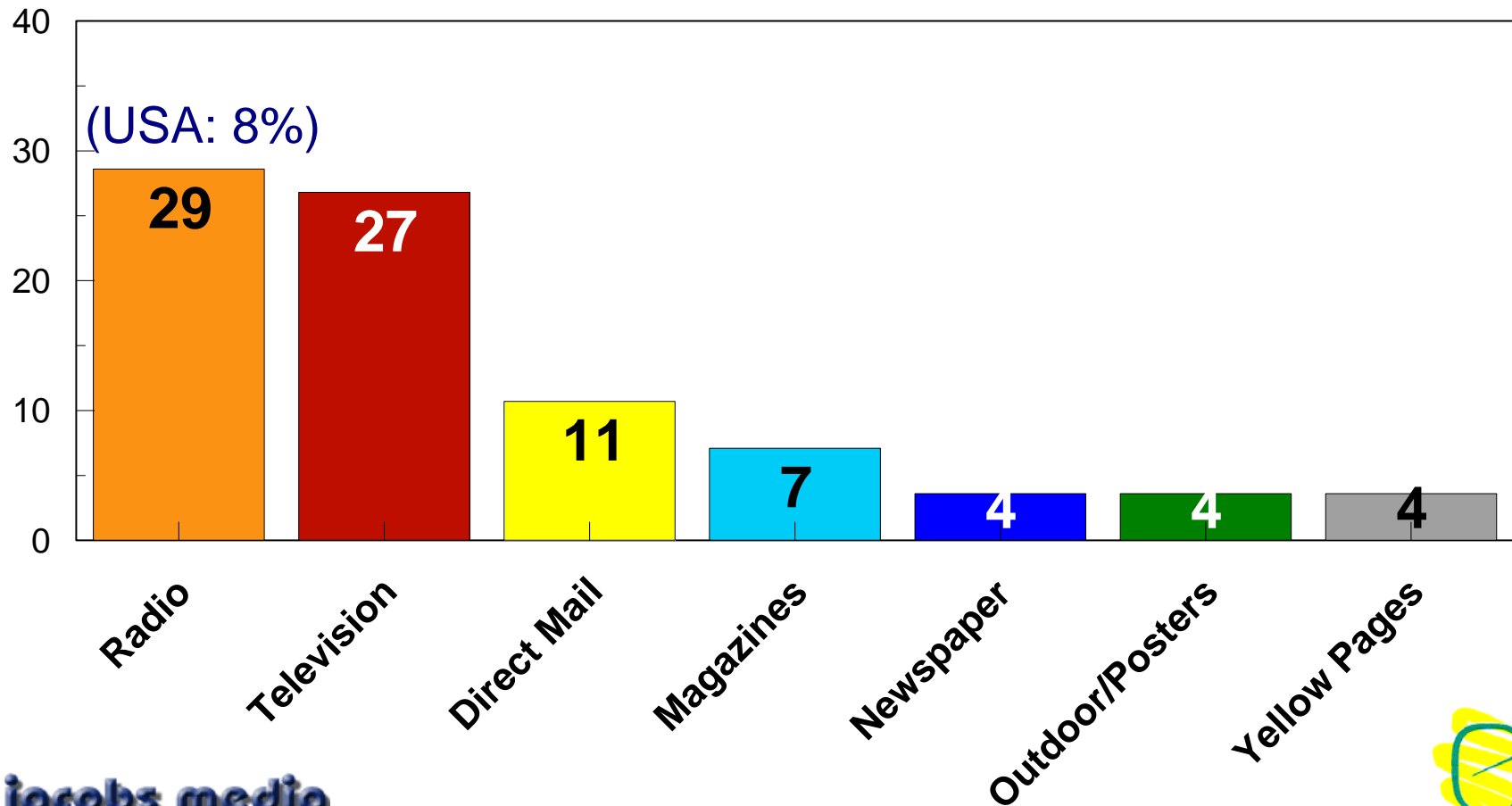
Which one medium... Best delivers the younger demographic



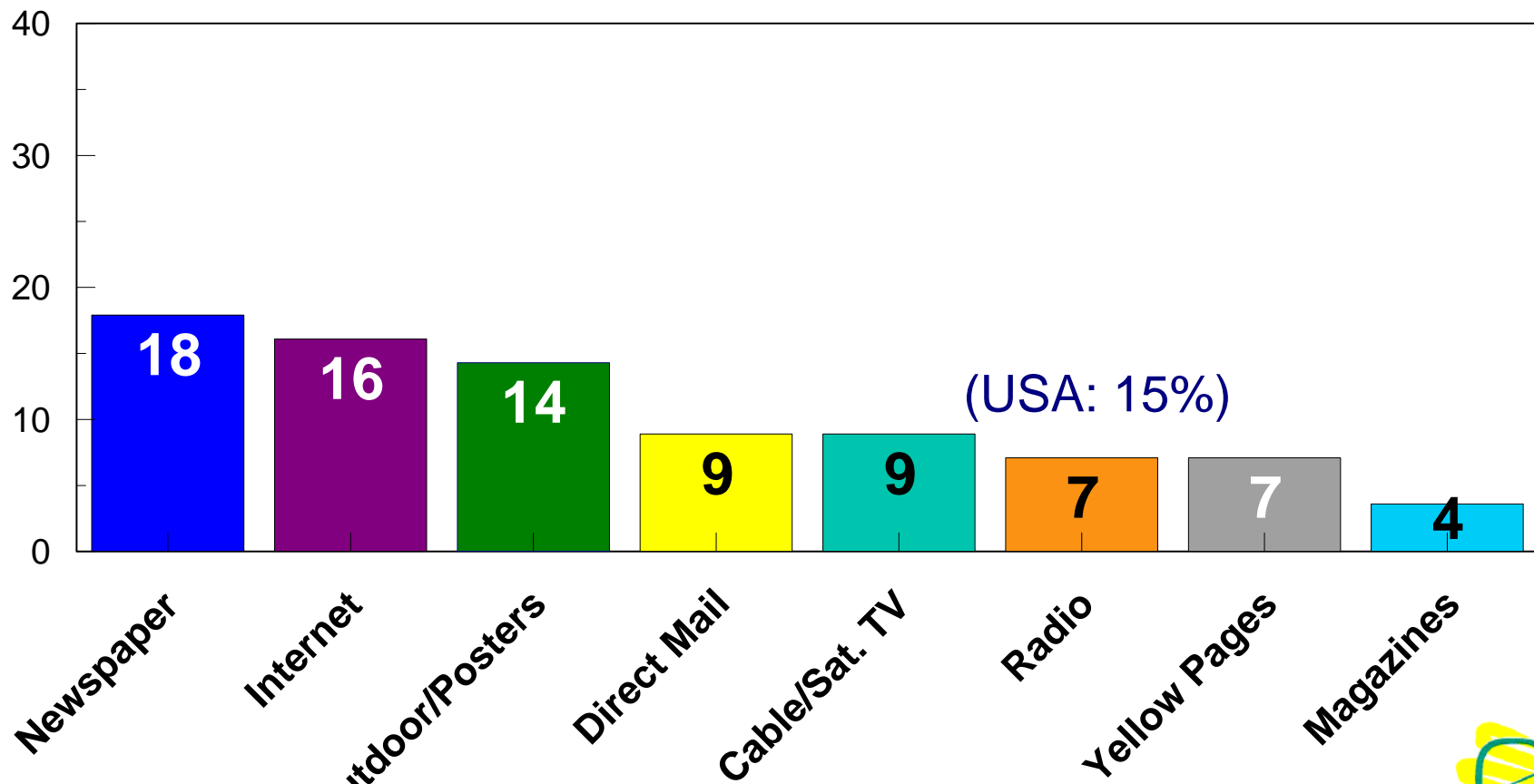
Which one medium... Is the most cost effective



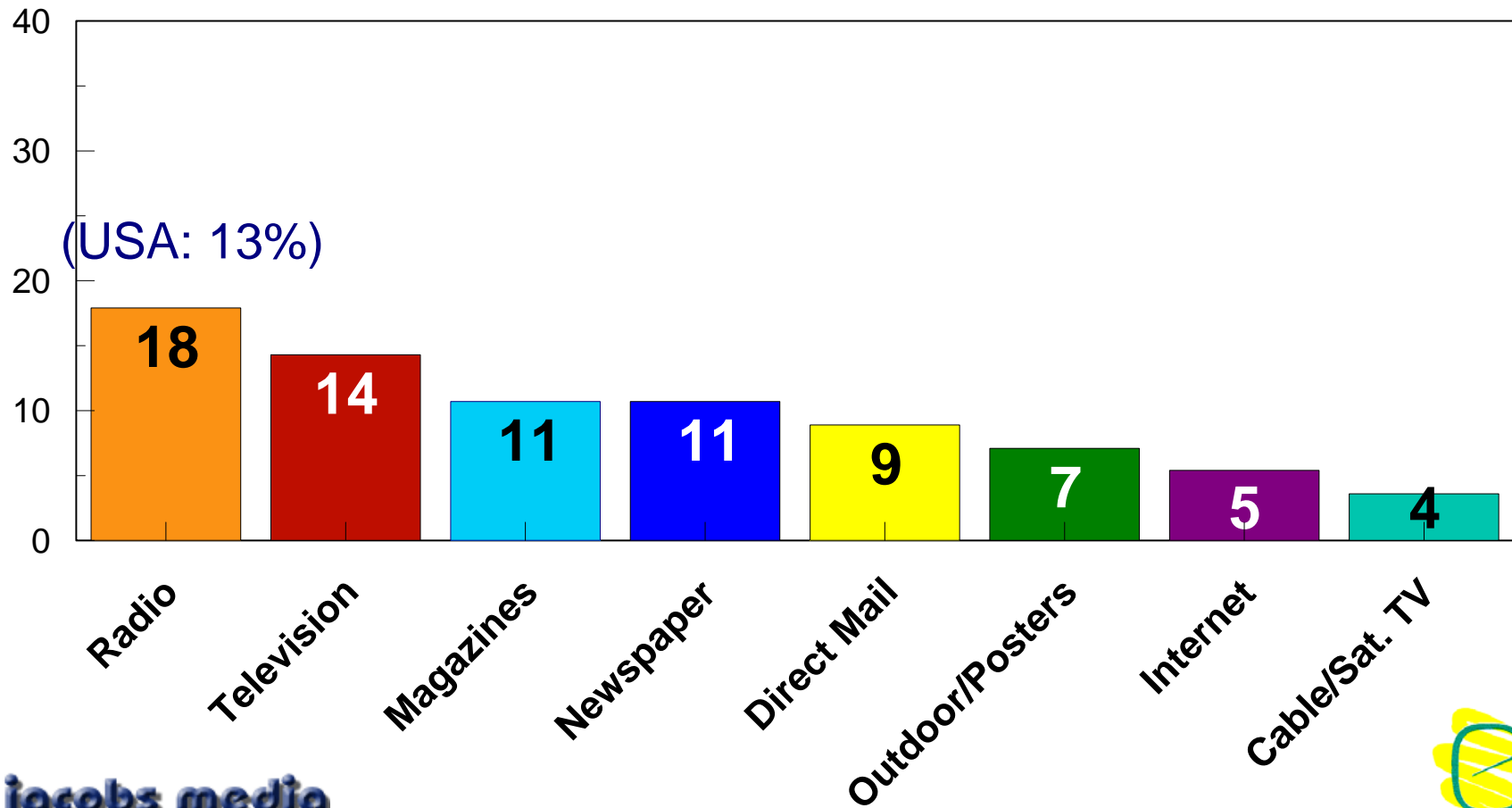
Which one medium... Does the best job of marketing its strengths as a medium



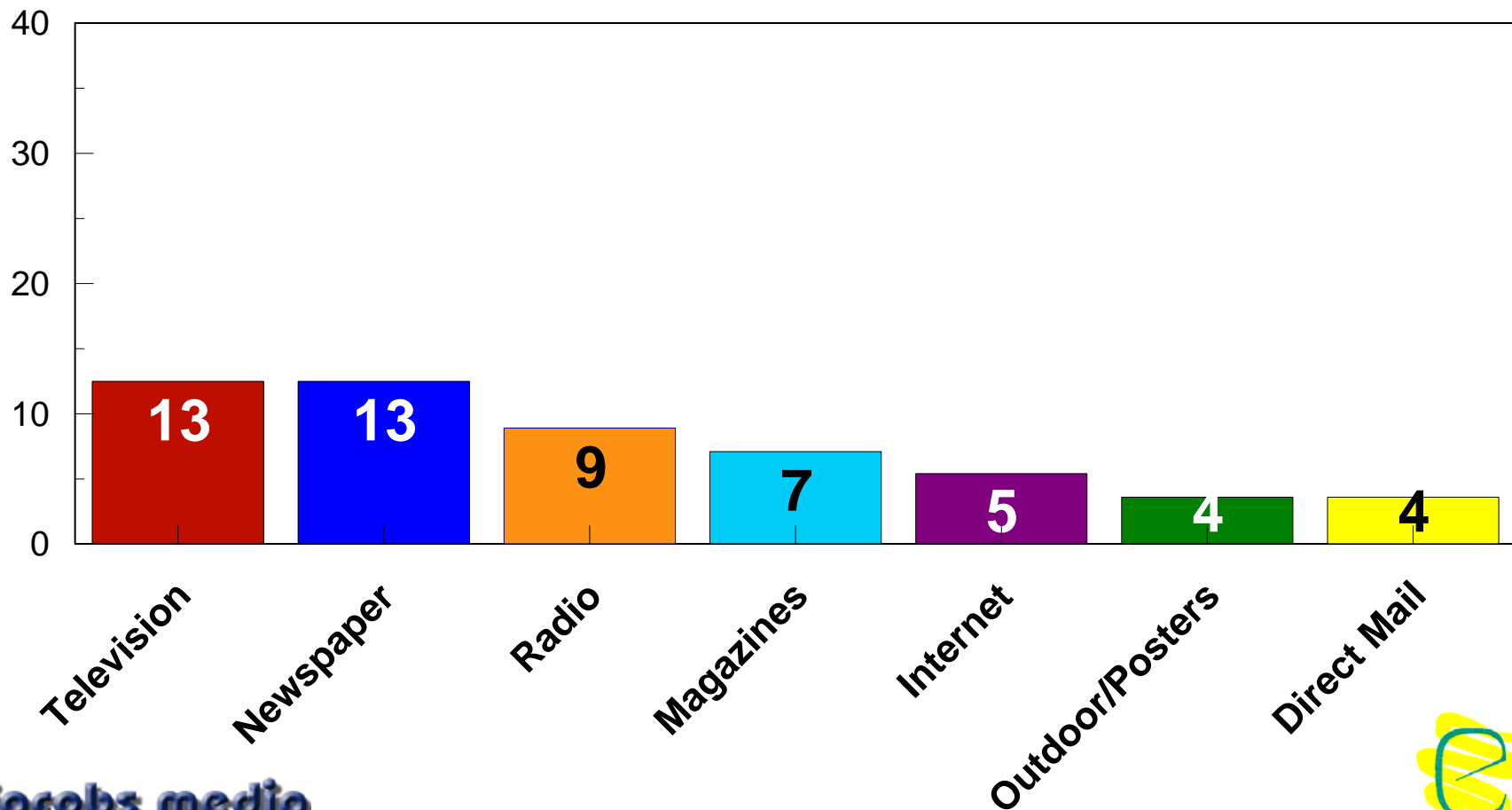
Which one medium... Does the worst job of marketing its strengths as a medium



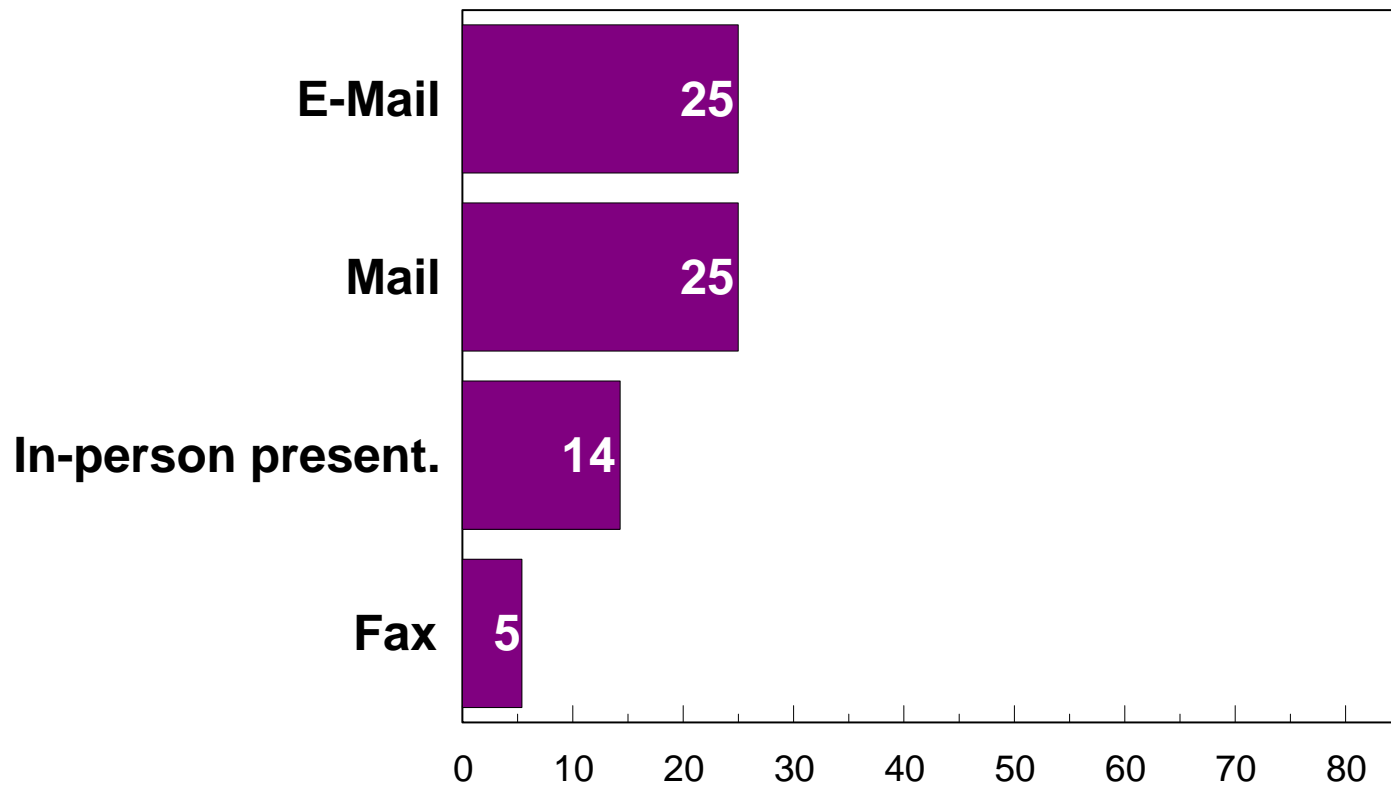
Which one medium... Does the best job of addressing the needs of its advertisers



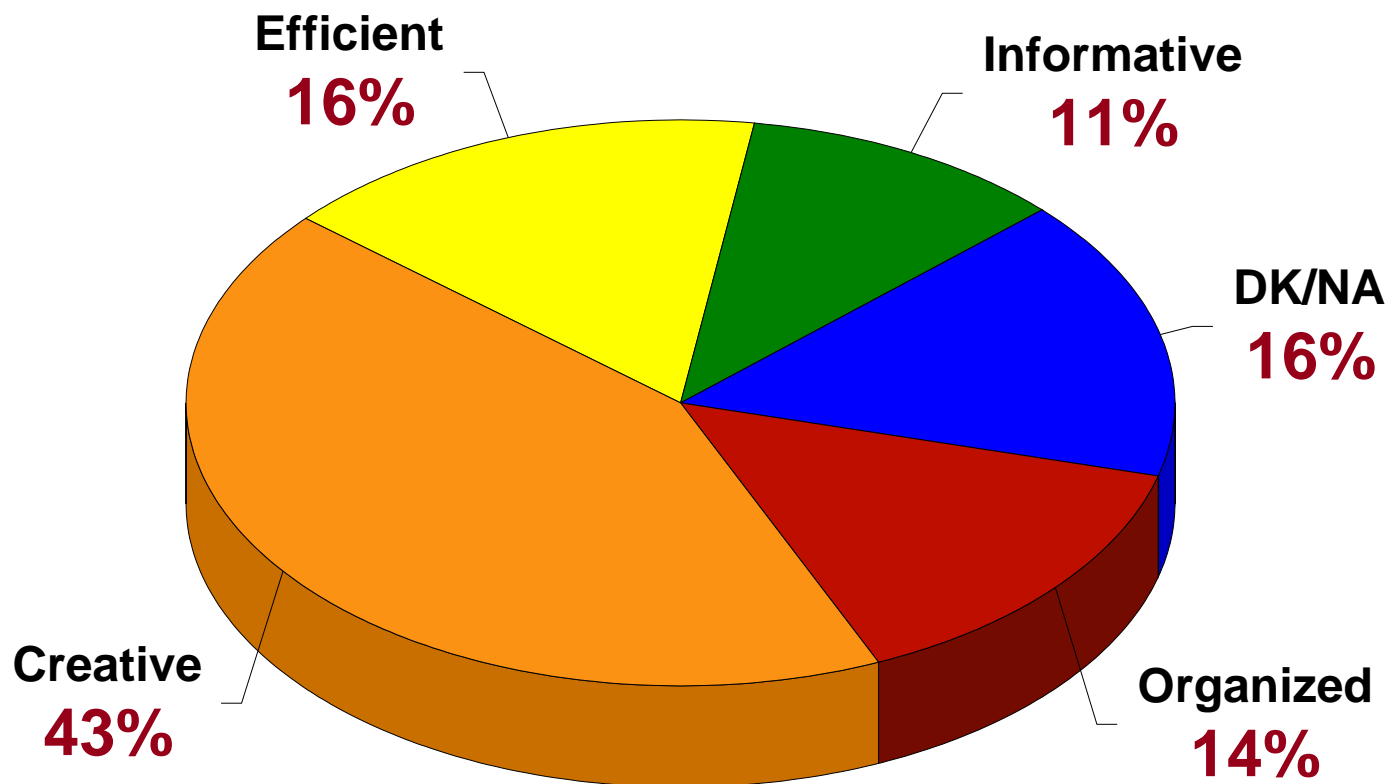
Which one medium... Has the best sales reps



Like or dislike receiving proposals from radio stations via:



Which of the following attributes is the most important in a radio salesperson?



Application of research results

Paul Jacobs
Jacobs Media



Issues/Action Steps: The Industry

- Radio is well-marketed, but there is a perceptual gap
- Plan needs to be executed at the station level
- Radio's true strengths need to be reinforced:
 - Portability
 - Accessibility at point of buying decision
 - Targetability

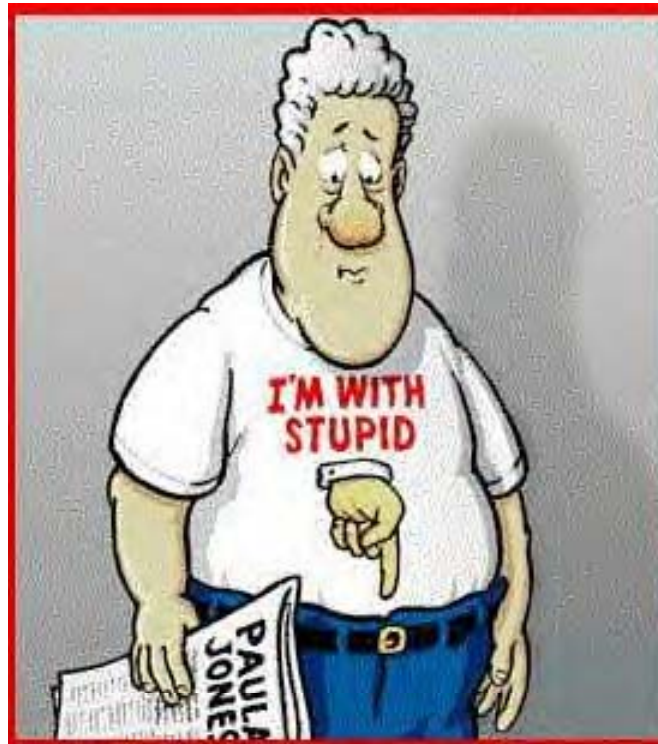


Issues/Action Steps: The Internet

- Scores are surprisingly high
- Poses a threat to revenue and youth market
- Solution: Integration
 - Programming
 - Promotions
 - Sales



MMEE (USP)



Issues/Action Steps: Sales Branding

- It's noisy out there
- Not the golden age of media buying
- Industry is too numbers based
- Must gain control to succeed



Issues/Action Steps: Gaining Control

- Competition
- Taste
- Other media
- News events
- Rating services
- Talent/hosts



Issues/Action Steps: The Key To Success

- Develop a sales strategy
 - What does your station stand for?
 - What is your audience profile?
 - What do you deliver that's unique?
- Creating a sales brand
 - Transcends unforeseen events
 - Transcends ranker buying



Issues/Action Steps: Self-Evaluation

- Discern positives and negatives
- Positives
 - Make up your U.S.P
- Negatives
 - Carry more weight
 - The buyer's job
 - The competition's role



Issues/Action Steps: USP Assets

- Heritage
- Track record of success
- Signal
- Talent
- Format/audience exclusivity
- Audience profile



Issues/Action Steps: Service

- Comprehensive presentations
- Creative
- "Thank you"
- Work for the business
- Managing technology
- Promotional excellence

