

ZO Agency



Your guide to
**Radio
Advertising**



Is radio still a thing?

Radio may seem old school, but it is still a powerful advertising medium. It is mobile, cost effective, and reaches 228 million Americans. Who wouldn't want the potential to reach 94% of everyone aged 12 and older?

Radio allows you to deliver a simple, yet powerful, message to your existing and potential customers. Many radio stations also stream their content online, allowing you to reach additional local and national audiences. With online listening, your website is only a click away.

Speaking of online listening: radio has evolved past your boombox and car stereo. Music applications, like Spotify and Pandora, have ad-supported free versions of their applications. There are more radio options and audiences than you think.

Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does.

— **Stuart Henderson Britt** writer and Professor of Advertising, Northwestern University



Tell your
story

What's so great about radio advertising?

It's an opportunity to get very creative on a small budget. You set the scene, plant the seeds, and make suggestions, but the visuals live in and are created by your customer's imagination. Imagination has no limits, so your ads can have your audience on a mountain, in outer space, or riding unicorns (which are completely real).

Your advertising will need to tell a story. The story of you. Think about all the major selling points of your products and your company, and tell your audience why they should choose you over your competitors.

You can write the ads yourself, hire an agency (wink wink), or rely on the radio station. Whatever route you choose, make sure your ad does these things.

- Grabs people's attention.
- Communicates just one or two powerful, simple messages that easily convey your product or service.
- Includes a call to action, such as a limited time discount.
- Outlines the next steps for the customer. Let them know where to go: store location, website, or phone number to call.

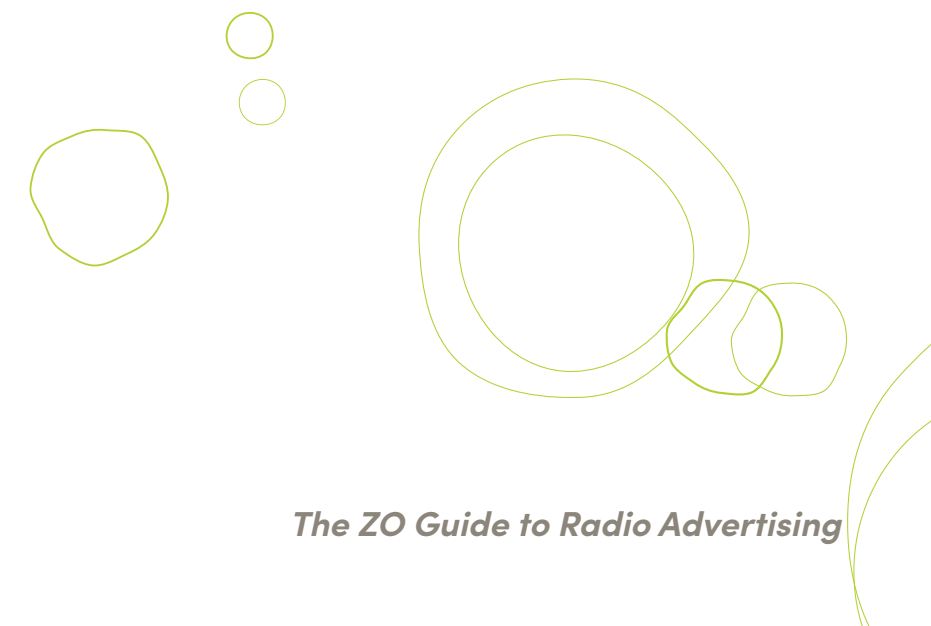


You're buying the audience.

Radio stations are selling time and access to their audiences. One of the key features of radio is the format. Stations offer different programming, shows and announcers that appeal to different audiences. Radio programming is designed to appeal to a segment of listeners; when you buy a radio ad, you're buying access to a specific audience. You will need to know who your target audience is, and what stations would appeal to them.

Audience size is another factor in your advertising budget. Not all radio minutes are valued the same. Audience sizes and listening tendencies vary greatly throughout the day.

We have outlined the general time slots and audience behaviors on the following pages, but always check the arbitration ratings of your local radio stations. Radio in the workplace is a major audience factor. If you're in a city that never sleeps, your best time slot may not be what you expect.



Picking your time slot.

Not all radio minutes are created equal. Audience sizes and listening tendencies vary greatly throughout the day.

6am-10am

Morning drive time not only has the most listeners, but they are also the most receptive. They are ready to hear the news of the day, and are more attentive to new products and services. This means you will pay more for this time slot.

10am-3pm

Midday has fewer listeners, but as this is the working audience, they tend to be very loyal and predictable with their listening. If you consistently advertise with the same message, you can build awareness of your brand and product quickly within this audience.

3pm-7pm

Evening drive time has a similar audience to the morning drive time, but may be in a more relaxed and buying mood.

7pm-6am

This encompasses evening (7pm-12am) and late night (12am-6am) listeners. Radio listeners drop off greatly after people get home, get out of their cars, and turn on the TV. While there are few listeners, they are almost fanatically loyal. These are the people choosing radio over TV and other entertainment.

stay tuned!





The big variables.

Frequency

This is the number of times your ad is heard by a person over the course of a week on a single station. Ideal frequency is reaching a person three times a week. Your actual frequency will depend on your budget and the time-of-day you run your ads.

Reach

Reach is not about how often your ad is heard, but how many people hear it. Greater reach can be obtained by advertising on multiple stations and in various time slots. Just be careful not to reduce your frequency.

Consistency

A person has to hear an ad an average of three times per week for it to be memorable (hello frequency), which is why consistent advertising is so important.

The bottom line.

With Nielson Research claiming that 90% of Americans listen to the radio weekly, radio is still a powerful medium for advertising.

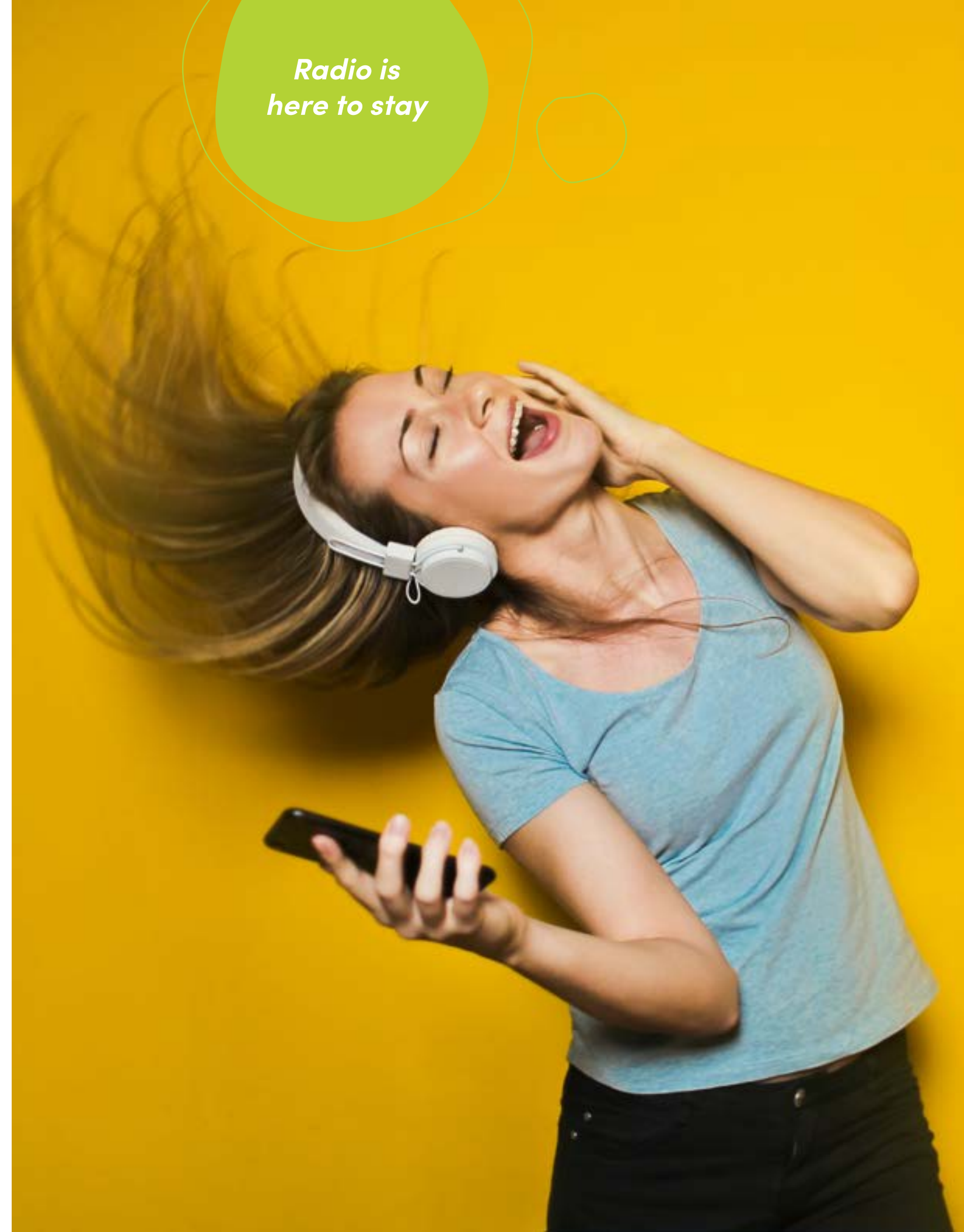
If you're looking for a cost-effective way to reach an expanded audience, you need to consider radio. Different stations will allow you to reach diverse audiences with a wide range of interests and age groups.

Radio is a marketing staple and is evolving and adapting in our digital age. Make sure your marketing evolves with it.

More than eighty years after the world's first station was founded, radio is still the most pervasive, accessible, affordable, and flexible mass medium available, especially in the developing world.

— **Bruce Girard** Executive Director of International Association for Media & Communication Research

*Radio is
here to stay*





Congrats~

You've just learned
a whole lot about
Radio Advertising!

Need more
expert guidance?

*We're here
for you!*



Stand out. Be seen.

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