

Holland Cooke Media Confidential

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Local radio is still local retailers' best friend, and that's not an opinion. Data from the Radio Advertising Bureau and elsewhere continues to demonstrate that radio is a the-most-efficient way to tell-something-to-a-lot-of-people. And **the relationship** we have with listeners can be a powerful bond.

But whatever we're attempting to convey is competing with LOTS of other messages for the listener's attention. So technique has never been more important.

KNOW THIS: Consumers are challenged making-ends-meet. Ditto for advertisers. So it's imperative that your pitch convey **specific benefits**. Example: Recently, I heard spots touting that an insurance agency has been in business since 1957.

- Certainly that's evidence that they-must-be-doing-something-right...but it's too subtle. It's talking about the **advertiser**, not the **customer**.
- And, demographically, it's hard-to-relate-to: Only the eldest 10% of the coveted 25-54 demographic was alive in 1957, and they were tots at the time. Saying "1957" is like saying "Roosevelt." What've you done for me lately?
- What's the insurance agency's problem? Internet competitors, who are heavy national and online advertisers.
- What's the benefit of using a local agent? Service. There's a real-live human being, right here locally.

"HOPEFULLY, YOU'LL NEVER GET IN AN ACCIDENT! BUT THAT'S WHY THEY CALL IT 'INSURANCE.' AND IF YOU DO NEED TO FILE A CLAIM, MARY BETH AND HER STAFF ARE RIGHT HERE, AND WILL HANDLE EVERYTHING FOR YOU, QUICKLY. IT'S WHAT THEY DO. WHO DO YOU CALL IF YOU GOT YOUR INSURANCE ONLINE?"

Too often, live spots include client name-dropping that doesn't connect-the-dots to a customer benefit in the way the hypothetical above does. With money so tight now, advertisers are more-focused-than-ever on specific Return On Investment, rather than simple brand-building. Saying-hello-to-them-on-air won't ensure continued business.

One more tip: Cut-to-the-chase. The most common point of tune-out is at the beginning of a commercial. So don't spend too much time setting-up the spot. Make the very first sentence a grabber. Say "YOU" or "YOUR" if possible.

Lately, almost every retailer is paring-back marketing budget. Many are disenchanted with Yellow Pages...but they're locked-into long-term deals. Newspapers are having an awful time. And lots of TV stations are slashing rates to-get-the-business. Advertisers are making tough choices, and we want radio advertising to be a REAL tough choice...tough-to-do-without. Every effort you make will be worth it.

Best regards,

