

Targeting Market by Market to Drive Call Volume

- Radio formats target specific listener groups far better than TV channels target specific viewer groups¹
 - TV's high cost structure necessitates attracting broad audiences to be successful and is programmed with that goal in mind¹
- Radio – with lower costs and many stations – can focus on narrow segments that are carefully designed for their specific appeal to different age and socio-economic groups¹
- Because Radio targets so well, a high percent of listeners on a selected station will be your target market – so the total listeners CPM will be very close to the target CPM¹
- Among key “advertising-based” media platforms, live TV had the highest reach and daily usage among users (95.3%, 331 minutes), followed by broadcast radio (77.3%, 109 minutes), Web/Internet [excluding use of email] (63.7%, 77 minutes)²
- Media Dynamics Inc., analyzed the impact of revising an all TV media plan to a revised plan that contained 1/3 of TV dollars into Radio over a four-week time frame. The results were:
 - Among the Top quintile (heaviest TV viewers), target grps decreased slightly - 140 grps) but there was a percentage increase in reach versus an all TV plan
 - Third quintile grps increased by 41% (+365) and a positive 8% change in reach
 - Lightest TV viewers (fifth quintile) target grps increased by 625 – nearly three-fold over the TV only plan of 200. Additionally, there was a positive impact to percent reach – up 52% in the media mixed plan compared to the TV only plan. (For specific information go to: www.MediaDynamicsInc.com)

Source: 1) *The Ephron Letter*, 06/05, “Reach Trumps Frequency”; 2) Nielsen, “How U.S. Adults Use Radio and Other Forms of Media”; 3) *Radio Dimensions 2009*, Media Dynamics, Inc., 2009