

# Radio Expands BellSouth's Reach

## Objective

Connect with consumers on a deeper, more personal level with highly targeted messages that reach a mass audience.

## Media Strategy

Based on consumer information from the Radio Ad Effectiveness Lab's (RAEL) Wirthlin Study, use Radio's targeted programming formats to identify the psychographics as well as the demographics of segmented audience groups. Match the Radio format audience profile with the profile of the consumers BellSouth wants to reach.

## Radio Plan

Develop multiple creative treatments targeted to specific Radio format audiences and/or the Radio format's programming, using the psychographic and demographic information. Spread the Radio budget across a variety of programming formats to reach a wide audience.

## Results

According to Scott Sutton from BellSouth, "Through our modeling, we know that Radio produces a Return On Investment (ROI) that matches or beats other mass-media types. Ensuring that the Radio creative matches the format further enhances those results."

The release of the Wirthlin Study from the Radio Ad Effectiveness Lab (RAEL) inspired BellSouth to rethink its approach to Radio advertising. Moving away from the generic advertising messages that they had always used, BellSouth embarked on a campaign that maximized Radio's targeted formats to reach consumers with more personally relevant messages.

"Our target of Adults 25-54 is very broad," explained Scott Sutton, Senior Manager, Media Strategy for BellSouth. "Our generic messages tended to be more conservative, appealing more to the older sector of that demographic. We needed to break out a little more."

The media team from Initiative Media and the creatives from Grey Worldwide worked together to develop a Radio campaign that was highly targeted and still achieved mass reach.

"Creative was involved in the project from the very beginning," stated Maggie McIntyre, Senior Vice President, Group Account Director, Initiative Media. "We looked at the stations we were already buying for BellSouth and noticed the wide range of formats included on the schedules. Different formats attract different listeners, yet the :60 BellSouth spot was the same on all stations."



BellSouth identified the unique attributes of several Radio formats and the distinctive audience that each attracts. Then they selected the formats whose audience profiles matched those of their target consumer and "grouped" them according to audience similarities. Selecting the format "groups" was part of the collaborative process between the media and creative/account teams. The creative message was then tailored to the specific audience segments, based not only on demographics, but on psychographics as well.

"Media analyzed the listening audience for each format so that the creative agency would know who the messaging should speak to on each station," McIntyre explained. "The creative team was able to develop an appropriate radio spot that not only fit within the format environment, but also resonated with the unique listening audience. By tailoring the messaging to the environment and the unique station audience, the spots fit better and sound less like out-of-place advertising."

Some spots were targeted by a format's genre, as with country or sports. In this case, the creative reflected the station's programming, giving the listener a very seamless experience.

"The segmentation approach is like having a prescribed 'voice,'" said John Mattingly, Executive Vice President, Creative Director, Grey Worldwide. "The relatability factor is easier to attain. It resonates in a truer sense and keeps the listener's fickle finger away from the dial."

"Because consumers choose a Radio station and format based on their personal interests and tastes, customizing spots to each audience segment's personal lifestyle yields a message that is more relevant to the listener," states Scott Sutton.

Spreading the Radio budget across a variety of formats ensured that BellSouth continued to reach a wide and varied audience.

"Through our modeling, we know that Radio produces a Return On Investment (ROI) that matches or beats other mass-media types," Sutton added. "Ensuring that the Radio creative matches the format further enhances those results."



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