

AT&T Combines National And Local Radio To Collect Users

Objective: Increase use of 1-800-CALL-ATT for collect calls among teens and twentysomethings.

Media Strategy: Advertise across media, with an emphasis on Radio and television.

Radio Plan: First, advertise nationally, then target local markets with a high rate of responsiveness.

Results: AT&T data show that Radio is working, so it will continue as a central part of the media mix.

When AT&T wanted to drive 1-800-CALL-ATT's share of collect call usage among teens and twenty-somethings, they knew exactly who to call: Radio.



After all, Radio delivers younger audiences in a way no other medium can equal. It also delivers that same coveted audience when they are away from home and most likely to make collect calls.

"Radio is a great medium for our younger target," explained Karen Milke, media director for AT&T.

Radio gives AT&T the flexibility to blanket the country with their message while simultaneously pinpointing those local markets with the strongest history of Collect Calling usage. "Network Radio maximizes our efficiency and spot Radio allows us to emphasize our best potential markets," Milke said.

AT&T generates an amazing amount of data about Collect Calling usage that can be broken down market by market. Armed with this information - which can be tracked literally on a daily basis - Milke can supplement AT&T's national efforts for "1-800-Call ATT" with local Radio buys in markets with the greatest responsiveness. "In effect, we test Radio every day. We've been modeling it for a number of years. It is a continuous learning process, because the market is always changing — the collect-calling market as well as the media market. We know right down to the zip code level how many collect calls are being made from an area. So it really allows us to evaluate how everything is working on an ongoing basis," she said. When determining which local markets to target, Milke said she also factors in CPMs and other criteria to determine exactly which Radio stations will deliver the best return on investment. "Because we have all this data, we know how well our promotions and our media campaigns are working."

In addition to targeting the younger audience that makes the most collect calls, Milke says that Radio delivers other specific audiences she is seeking as well. "We use Radio extensively to reach the African American consumer," she said.

AT&T reached these listeners using the wildly popular Destiny's Child - with its enormous cross-over appeal - as the centerpiece of a multimedia campaign earlier this year.

Milke said, "We sponsored the live national Radio broadcast of Destiny's Child. The package included a promotion leading up to the live broadcast where listeners could call in to win a trip for two to New Orleans."

Whether she's buying network or spot, she counts on Radio to deliver great promotional opportunities, sponsorships, special features and remotes - all of which add value to AT&T's media dollars. ●



Radio Advertising Bureau
125 West 55th Street, 21st Floor, New York, NY 10019
Tel. 212.681.7200 / Website: www.rab.com