

A Custom Marketing Program for ...

Parkplace Lexus

Presented to: John Smith

Presented by ...

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The Radio Station

WRAB FM

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wrab



Advertising Objectives

- In the following presentation, we will examine a radio marketing program that will accomplish your primary advertising objectives :
 - Increase sales 10 percent
 - Increase test drives
 - Increase website visits



Competitive Analysis

Competitive Advantages

- An important goal in this marketing plan is to help you maximize the following advantages.
 - Brand image
 - Location
 - Service commitment
 - Great financing



Competitive Analysis

Competitive Disadvantages

- An important goal in this marketing plan is to help you minimize the following disadvantages:
 - High price image
 - Lack of incentives
 - Poor location



Industry and Consumer Research for Advertising Objective 1

- The following research reviews the current market conditions for your business category and establishes a research base for our specific recommendations:
 - Objective: Increase sales 10 percent
 - Based on a 2008 National Retail Federation survey, percentage of the following age groups who planned to use a tax preparation service for their returns: 18-24, 20.5%; 25-34, 22.5%; 35-44, 18.7%; 45-54, 17.2%; 55-64, 15.7%; 65+, 17.6%. By income bracket: Less than \$50,000, 22.4%; more than \$50,000, 14.3%.
 - According to a 2008 survey by the National Retail Federation, percentage of the following age groups who expected to use an accountant to prepare their tax returns: 18-24, 14.5%; 25-34, 18.0%; 35-44, 21.4%; 45-54, 25.0%; 55-64, 29.8%; 65+, 31.8%. By income level: Less than \$50,000, 17.7%; more than \$50,000, 29.6%.



Industry and Consumer Research for Advertising Objective 2

- The following research reviews the current market conditions for your business category and establishes a research base for our specific recommendations:
 - Objective: Increase test drives
 - According to a study of the rural lifestyle population by Ag Media Research, 25.8% of this demographic own horses, 81.4% have a pickup, 25.9% own an ATV, 81.7% own a tractor, 58.4% grow vegetables or fruit, 30.3% have cattle, 52.0% hunt, and 55.0% enjoy fishing.
 - Adults 18+ who recently schedule any airline for a domestic trip, by age group: 18-24, 10.5%; 25-34, 18.5%; 35-44, 21.6%; 45-54, 21.2%; 55-64, 15.5%; 65+, 12.6%.



Industry and Consumer Research for Advertising Objective 3

- The following research reviews the current market conditions for your business category and establishes a research base for our specific recommendations:
 - Objective: Increase website visits
 - Based on a 2008 National Retail Federation survey, percentage of the following age groups who planned to use a tax preparation service for their returns: 18-24, 20.5%; 25-34, 22.5%; 35-44, 18.7%; 45-54, 17.2%; 55-64, 15.7%; 65+, 17.6%. By income bracket: Less than \$50,000, 22.4%; more than \$50,000, 14.3%.
 - Adults 18+ who used any on-site tax preparation service, CPA or other tax professional in the previous year, by region: Northeast, 20.2%; Midwest, 24.0%; South, 34.0%; West, 21.8%.



Media Analysis

- The following media analysis outlines your current advertising approach, the strengths and weaknesses of each medium, and the new potential when combining your current media selections with Radio:
 - **Newspaper**
 - Advantages
 - History
 - Disadvantages
 - Ad Clutter, No Separation
 - Plus Radio
 - Excellent Reach
 - Radio Advertising Effectiveness Laboratory



Benefits of Advertising on Radio for Objective 1

- The following research illustrates the value of Radio in achieve your objectives:
 - Objective: Increase sales 10 percent
 - At home, at work, in the car, ... wherever your customers are, Radio is a constant companion. Among persons 12 and older, 35 percent of listening takes place at home, 47 percent in cars, and 18 percent at work and other places.
 - Radio targets your best prospects. Radio is a simple and precise way to pinpoint specific customers by age, income, education, and ethnicity.



Benefits of Advertising on Radio for Objective 2

- The following research illustrates the value of Radio in achieve your objectives:
 - Objective: Increase test drives
 - Every day, Radio reaches 73 percent of adults 18 and older.
 - Every day, Radio reaches 72 percent of 18 to 34-year-old adults.



Benefits of Advertising on Radio for Objective 3

- The following research illustrates the value of Radio in achieve your objectives:
 - Objective: Increase website visits
 - Every day, Radio reaches 73 percent of adults 18 and older.
 - Every day, Radio reaches 68 percent of adults age 65 and older.



Benefits of Advertising on The Radio Station for Objective 1

- The following facts demonstrate the value of The Radio Station in accomplishing your objectives:
 - Objective: Increase sales 10 percent
 - WRAB is number 1 with 18 to 49 adults.
 - WRAB offers the best creative services in DFW



Benefits of Advertising on The Radio Station for Objective 2

- The following facts demonstrate the value of The Radio Station in accomplishing your objectives:
 - Objective: Increase test drives
 - WRAB is number 1 with 18 to 49 adults.



Benefits of Advertising on The Radio Station for Objective 3

- The following facts demonstrate the value of The Radio Station in accomplishing your objectives:
 - Objective: Increase website visits
 - WRAB is number 1 with 18 to 49 adults.



Creative Strategy

- Your custom radio commercial will clearly communicate these important consumer benefits:
 - Great cars
 - Best pricing
 - Service
 - Take a test drive
 - Simply Amazing



Recommended Schedule and Investment

The Campaign

- High Impact Schedule
 - This campaign will be heard 3 or more times by at least 50 percent of the WRAB audience.
 - High frequency
 - Maximum reach
 - Best rate



Recommended Schedule and Investment

The Details

Start	End	Description	Daypart	Weeks	Ads	Length	Rate	Total
01/01/08	12/31/08	Remote Broadcast	Saturday	52	1	60	\$900.00	\$46,800.00
11/01/07	11/30/07	ROS Campaign	6a7p	4	25	:30	\$25.00	\$2,500.00
02/11/08	02/16/08	ROS	6am-Mid	10	15	:30	\$35.00	\$5,250.00



Campaign Total: \$54,550.00