

Custom Marketing Program Prepared for

THE HONDA STORE

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The Honda Store Advertising Objectives

On the following pages, we will review your competitive situation, explore the latest research, and examine a Radio marketing program that will accomplish your advertising objectives. Your primary advertising objectives include:

- Bring more traffic into the dealership
 - Everyday traffic
 - Special monthly events
- Improve name recognition of your dealership
 - Create top-of-mind awareness
 - Associate selection and price with The Honda Store



The Honda Store Competitive Analysis

An important goal in this marketing plan is to help you maximize the following competitive advantages. At the same time, this campaign will minimize the following competitive disadvantages:

Advantages

- Large inventory of new and used cars
- Complete service and parts department
- Competitive pricing
- Well-trained sales staff

Disadvantages

- Inconvenient location
- Have not been in business as long as nearby dealers
- Perception of less selection because of having only one brand



The Honda Store Industry and Consumer Research

The following research reviews the current market conditions for your business category, confirms the logic of your advertising objectives, and establishes a research base for our specific recommendations:

Bring more traffic into the dealership

- Of those adults who are very likely to purchase any new vehicle in the coming year, 50.9% are men and 49.1% are women. MRI Mediamark Research and Intelligence, LLC, 2007.
- Adults 18+ who are very likely to purchase any new vehicle in the next year, by age group: 18-24, 15.7%; 25-34, 21.7%; 35-44, 18.5%; 45-54, 19.8%; 55-64, 13.0%; 65+, 11.3%. MRI Mediamark Research and Intelligence, LLC, 2007.

Improve name recognition of your dealership

- A 2007 study by J.D. Power and Associates found that overall customer satisfaction with the new-vehicle purchase process is based on five factors: dealership facility, salesperson, paperwork/finance process, delivery process, and vehicle price.
- Based on the results of the 2007 Scarborough Research/RAB Automotive Study, Honda owners are 38% more likely to pick a dealership because of price/value.



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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

- **Visuals:** The newspaper's combination of text and graphics, when used effectively, can create visual appeal that reinforces the messages of its advertising.
- **In-Depth:** Newspaper ads have the ability to communicate lengthy, complex, or detailed information and descriptions.

Disadvantages

- **Decreasing Penetration:** Gone are the days when almost every American household subscribed to at least one newspaper. Today, newspaper household penetration is right around 50%. (Audit Bureau of Circulations, 2007)
- **Passive:** The paper provides information once consumers decide to buy, but it does not build brand awareness or create product demand. Newspaper advertising thus works mainly for comparing prices.

Plus Radio

- **Radio Excels:** Where newspaper is deficient, Radio excels. Combining the two in a media mix capitalizes on the advantages of both media.
- **Listeners Hear Commercials:** Newspapers like to be judged on how many subscribers or readers they have, not on how many people read an ad. Radio judges itself on how many people are available to hear a commercial (Average Quarter Hour). Newspaper readership is more comparable to Radio's cume audience.



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Benefits of Advertising on Radio

The following research clearly shows that Radio is the best medium to help you achieve each of your advertising objectives:

Bring more traffic into the dealership

- Cars and Radio go together like coffee and donuts: You can get along with just one, but having both makes all the difference. In fact, Radio reaches 82 percent of adults 18 and older in the car each week, 24 hours a day.
- Radio is flexible. Radio lets you adjust to changes in the marketplace quickly and easily. When necessary, copy and schedule changes can be made within hours.

Improve name recognition of your dealership

- 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 reaches on-the-go consumers. Radio takes your selling message to more consumers in more places than any other medium because people listen to Radio virtually everywhere -- at home, at work, and at play.



The Honda Store Why WRAB?

Bring more traffic into the dealership.

- WRAB's award-winning creative will develop messaging that cuts through the clutter and generates traffic.
- WRAB rates highly with women age 18-49, a key car buying demographic.

Improve name recognition of your dealership

- WRAB provides high-impact promotional vehicles to effectively position your business.
- WRAB program sponsorships provide high-value branding opportunities.



The Honda Store Creative Strategy

Your custom Radio commercial will clearly communicate these important consumer benefits:

Benefits your copy will communicate:

- The Honda Store will do right by you
- Worth the drive
- Over 100 new vehicles in stock

The call to action is:

Come in now for this month's customer incentives!

The unique selling proposition is:

Price and selection

Your commercial copy will be delivered in the following tone/manner:

Upbeat

The commercials will close with the following phrase:

The Honda Store ... the most Hondas in the state!



The Honda Store Campaign Details

Image Campaign

A long-term schedule of constant pressure against the target audience creates branding. In other words, this long-term campaign will create name recognition and a favorable image of The Honda Store.

- 52 weeks
- 24 commercials per week
- Total reach using all days and times

Event Schedule

Before each monthly event, we increase your schedule with an additional 24 commercials for a one-week period.

- 1 week per month preceding each event
- 24 commercials per week
- Total reach using all days and times

Start	End	Description	Daypart	Ads	Length	Weeks	Rate	Total
07/01/08	06/30/09	Image Campaign	6am-12mid, Mon-Sun	24	:60	52	\$100.00	\$124,800.00
07/01/08	06/30/09	Event Schedule	6am-12mid, Mon-Sun	24	:60	12	\$100.00	\$28,800.00

Campaign Total: \$153,600.00

Approval: _____

Date: _____

