

RAB PROSPECTING REPORT

RAB RADIO
ADVERTISING
BUREAU

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Designed to help identify advertising categories for new business prospecting by monitoring and summarizing advertising and prospecting activity from various sources including:

- RAB Instant Background Report Requests
- RAB Co-op Category and Plan Queries
- Media Monitors Spot 10 National Radio, Cable Networks and TV
- Highest Monthly Sales Categories from RAB Top 40 Business Survey
- Promotional Calendar

The information from each source is the most current available to RAB at the time of the publication of this report and is updated on a weekly or monthly basis as indicated in the source line for each data set.

RAB INSTANT BACKGROUND REPORTS: March 11 – March 17, 2019:

Advertiser Category	% of Top 5	RAB Observations
Lawn & Garden	25%	Targeting those who need tools and products for their landscaping needs
Legal Services	24%	Messaging to consumers who plan on using an attorney or require legal advice
HVAC (Heating/Air Conditioning)	19%	Reminding consumers who to call for maintenance and repair
Home Improvement / Hardware Stores	19%	Targeting home DIYers
Bars/Clubs/Lounges	13%	Telling people where to go for a day or night out

Source: RAB.com, Instant Backgrounds, Top 5 Page Views (Weekly)

RAB CO-OP CATEGORIES: March 11 – March 17, 2019:

Advertiser Category	% of Top 5	RAB Observations
Heating, Air Conditioning & Plumbing	23%	Industry targeting homeowners as season changes
Automobile Accessories	17%	Auto aftermarket incentives
Lawn & Garden	17%	Growth based on home improvement through the winter/spring season
Automobiles & Trucks	11%	Dealerships offering vehicle incentives on 2019 models
Flooring, Carpets & Ceilings	8%	Growth based on home improvement through the winter/spring season

Source: RAB.com, Co-op, Page Views (Weekly)

RAB TOP SEARCHED CO-OP PLANS: March 11 – March 17, 2019:

Advertiser Category	# of Searches	Description
Ford Motor	11	New Vehicles
Honda Motor Co.	9	Power Equipment
The Trane Company	9	HVAC Units
Michelin Tire	9	Passenger and light truck tires
Yokohama Tire Corporation	8	Tires

Source: RAB.com, Co-op, Plan Views (Weekly)



MONITORMEDIA MONITORS – SPOT 10 NATIONAL ADVERTISERS

Media Monitors reports the most-played commercials for national advertisers on the top-rated Radio stations in major markets **March 11 – March 17, 2019:**

Radio	TV	Cable
Account iHeartRadio	Account Progressive	Account GEICO
iHeartRadio Music Awards	GEICO	Burger King
GEICO	Colgate	Liberty Mutual Insurance
Walgreens	Chevrolet Dealer Association	Progressive
McDonald's	Neutrogena	T-Mobile
Seriously	Nissan Dealer Association	Arby's
Walmart	McDonald's	HomeAdvisor
Samsung Galaxy Smartphones	Toyota Dealer Association	Letgo
JCPenney	Ashley HomeStore	Domino's
Lowe's	Ford Dealer Association	Taco Bell

RAB Top line observations:

- GEICO, Progressive, and Liberty Mutual Insurance continue to communicate where to go for insurance.
- Chevrolet, Nissan, Toyota Dealer and Ford Dealer Associations are promoting their 2019 models.
- McDonald's, Burger King, Arby's, Domino's and Taco Bell are promoting their quick meal options.
- Colgate and Neutrogena are promoting their consumer product goods.
- Walmart and Walgreens are communicating their grocery and personal products.
- T-Mobile and Samsung Galaxy Smartphones are communicating their phones and wireless services.
- JCPenney is having their winter sales.
- Lowe's is targeting those who are in the market for home and lawn improvements.

What to do:

- Calling on auto dealers? All your automotive tools and resources are available [here](#).
- Need to brush up on a category? [Instant Backgrounds](#) can help.
- Prospect people who listen to your format by understanding their consumption of products and services by looking at RAB's [Consumer Behavior by Format](#) reports.
- Download the [Creative Testing Study](#) on insurance audio ads and start the conversation with local agents.

Thought starters:

- Mother's Day and graduations are right around the corner. Use [Radio Drives Jewelry Retailer Search](#) and target local jewelry stores.
- Need some ideas? Look at the [Promotional Calendar](#) and plan ahead.
- Targeting a local dealer? Find out more about owners of their auto brands with the new [Auto Buyer Profiles](#)

TOP 40 BUSINESS SURVEY

Among Radio's top advertiser categories, the following businesses post high percentages of sales in these specific months. Ranking based on highest percentage of sales (top 5 only) in month (versus other categories).

APRIL

<u>Business Category</u>	<u>% of Annual Business in Month</u>
Lawn & Garden Stores	11.6%
Real Estate (New Homes)	9.5%
Building Supply Stores	8.8%
Mobile Home Dealers	8.7%
Hardware Stores	8.7%

MAY

<u>Business Category</u>	<u>% of Annual Business in Month</u>
Lawn & Garden Stores	17.1%
Florists	11.8
Building Supply Stores	9.5%
Hardware Stores	9.4%
Auto Repairs	9.1%

JUNE

<u>Business Category</u>	<u>% of Annual Business in Month</u>
Movie Theaters	11.8%
Lawn & Garden Stores	11.1%
Building Supply Stores	9.4%
Hardware Stores	9.1%
Gasoline Stations	9.1%

Source: RAB Top 40 Business Survey 2018 – Monthly percentage of category's yearly business in applicable month.

PROMOTIONAL OPPORTUNITIES

These promotional events listed in Chase’s Calendar of Events can be used to attract promotional or non-spot dollars -- monies that are not traditionally allocated to a broadcast schedule -- to your station. Look for additional promotional opportunities [here](#).

APRIL	MAY
<ul style="list-style-type: none"> • Stress Awareness Month (4/1-30) • Defeat Diabetes Month (4/1-30) • April Fool’s Day (4/1) • National Deep Dish Pizza Day (4/5) • National Siblings Day (4/10) • Income Tax Day (4/15) • Easter Sunday (4/21) • Administrative Professionals Day (4/24) 	<ul style="list-style-type: none"> • Healthy Vision Month • National Fitness Day (5/4) • Cinco De Mayo (5/5) • National Teacher Day (5/7) • World Lupus Day (5/10) • Mother’s Day (5/12) • Memorial Day (5/27)

Source: Chase’s 2019 Calendar of Events (Monthly)

RAB Observations on Promo Opportunities:

We kick off April with April Fool’s Day, which is a day not to take too seriously. Stress Awareness Month is a time to reach out to doctors, therapists, spas, gyms, etc. to help spread the message of ways to decrease stress and increase healthy, mindful living. We also focus in on health during Defeat Diabetes Month - target general care physicians, endocrinologists and pharmacies to help promote the ways to monitor and manage diabetes. Scout specialty pizza establishments to help bring awareness to their products and/or deals for National Deep Dish Pizza Day. Towards the middle of the month, it’s time to finalize our taxes and send them off the Uncle Sam. Talk with tax preparers and tax service locations to see how radio can help drive business for those who need help filing 2018 taxes. Easter Sunday is a time for family gatherings. Get in touch with grocery stores, bakeries, caterers and specialty stores to advertise their goods and services. And never forget those that help in offices and businesses with Administrative Professionals Day. Target florists, spas, restaurants, retailers and create ideas that help recognize those that keep businesses organized.

We start the month by recognizing eye health and wellness. Healthy Vision Month is a great time to get in touch with optometrists, ophthalmologists and eye glass retailers to spread awareness of annual eye exams and general eye health. National Fitness Day is at the top of the month and is a time to be empowered by staying active. Reach out to gyms, fitness establishments and personal trainers to spread the message of the advantages of incorporating working out into your routine. Cinco De Mayo and Memorial Day are times filled with celebration. Reach out to restaurants, liquor stores, grocery and specialty stores to communicate when listeners can celebrate or go to for their party needs. National Teacher day is on the 7th and is the perfect time to recognize our educators for all their hard work. Prospect coffee shops, bakeries, grocery stores, restaurants that draw in parents and students to help show their appreciation for their teachers. You may also want to target educational/book and hobby and craft stores. World Lupus Day is a time to target organizations, hospitals, and doctors to spread awareness of this disease and how to manage it. On the 12th, we honor all mothers! Begin conversations now with jewelry stores, florists and department stores to share with listeners where to go for gifting ideas. Did you know that Mother’s Day is a big day for dining out? Don’t forget to target family and fine dining restaurants.