



2017-2018 Marketing Solution with Entercom



On-Air • On-Line • On-Site • On-the-Go
Norfolk-Virginia Beach-Newport News, VA Metro

WNVZ-FM

WPTE-FM

WVKL-FM

WWDE-FM

Campaign Background

Chanello's is a 40 location locally owned Pizza company spending \$500,000 annually in direct mail in our metro to push their call in orders for Pizza. Customers can call in or go online for home delivery OR in-store pickup. They do not do 'eat in'. We had an initial Customer Needs Analysis meeting to discuss their marketing challenges, target audience, and metrics to measure campaign success. They were thinking about moving money from direct mail to broadcast but didn't know where to begin. They actually had a very good jingle that had been produced in the past that they had never used anywhere. They were taking presentations from TV and Radio and leaning towards television instead of radio for its visual appeal.

Chanello's is active in the "For Kids" charity that supports homeless families and that was important to them.

Another unique challenge for Chanello's is that in many of their storefront locations, they have 2-3 competitors in the same block.



Chanello's Pizza

Online vs Phone orders

Marketing Objectives

- 25% of orders come in on-line
- 65% of business is delivery / 35% pick-up
- Trying to grow online ordering – online orders are more lucrative
- Fridays and Saturdays are bigger online ordering days
- Marketing Objectives: Cut back on Direct Mail while simultaneously increasing sales – especially online sales



Chanello's Pizza

Target Demographic & Peak Seasons and Dayparts

- Adults 18+ with a Female Skew
- Families with children
- Ethnic balance relatively comparable to the market by city (32% of our metro is Black)
- Peak Seasons End of October – End of March, and Memorial Day – Labor Day
- Peak times of day Lunch orders 10:30a-2p, Dinner orders 4:30-5:30p Dinners much more important than lunch



Entercom's Delivery of Chanello's Target Customers – Qualitative Information

- **All FOUR** of our stations rank in the **TOP FOUR** for delivery of Adults 18+ who have used a pizza restaurant in the past **30 days**
- **All FOUR** of our stations rank in the **TOP FOUR** in the market for delivery of Women 18+ with one or more child under 12 in the household
- Our four stations mirror the market in age cell distribution, ethnic composition, and gender balance and we reach more Adults, Men and Women than any other radio group.



Campaign Concept

Tie into “Nothin’ Beatza Pizza from Chanello’s” theme



Campaign Elements

- On Air Chanello's Messages including Endorsements
- On Site Appearances at locations and "celebrity" home delivery by station DJ's
- Special creative featuring specialty pizzas that are popular by season incorporating the Chanello's jingle.
- Different creative for different times of day (lunch vs dinner etc)
- Sports Specific creative targeting seasonal sporting events and ordering to watch the game
- Event Marketing (tie in to station market events as well as seasonal charitable and giving opportunities)
- Pizza Time short-form Sounders each afternoon at 4pm Thursday – Saturday to encourage dinner deliveries
- FOR KIDS PSA's on all stations featuring the Chanello's CEO talking about the importance of the charity and what Chanello's does in the community to support FOR KIDS
- Email offers monthly to entire 4-station database with hyperlink to online ordering site
- Social Media Posts all 4 stations weekly with hyperlink to online ordering site



Campaign Breakdown Per Station

WNVZ-FM / Z104

Weekly schedule below:

28x :30 sec. custom spots

7x :30 sec. PSA's

5x :15 sec. Pizza Time Sounders

FB Post

E-blast (monthly)

Video pre-roll

*all spots matched simulcast streaming

WPTE-FM / 94.9 The Point

Weekly schedule below:

25x :30 sec. custom spots

7x :30 sec. PSA's

5x :10-:15 sec. Pizza Time Sounders

FB Post

E-blast (monthly)

Video pre-roll

*all spots matched simulcast streaming

WWDE-FM / 101.3 2WD

Weekly schedule below:

25x :30 sec. custom spots

7x :30 sec. PSA's

5x :15 sec. Pizza Time Sounders

FB Post

E-blast (monthly)

Video pre-roll

*all spots matched simulcast streaming

WVKL-FM/ 95-7R&B

Weekly schedule below:

15x :30 sec. custom spots

7x :30 sec. PSA's

5x :15 sec. Pizza Time Sounders

FB Post

E-blast (monthly)

Video pre-roll

*all spots matched simulcast streaming



Campaign Results

- We hold monthly assessment meetings with the client and he has seen 10-15% increase in revenue on a month-month same store basis consistently. He is thrilled with the results of the campaign and has moved 25% of his direct mail budget to radio.
- We are now working on securing their digital business for SEO/SEM-PPC/Geo Fencing and Geo Targeting





On-Air • On-Line • On-Site • On-the-Go

Consistency

Consistency of Formats

Consistency of Personalities

Consistency of Audience Delivery

Results/ ROI

Entercom Stations drive behavior
and increase your number of clients

No Waste!

(Your Dollar goes to your Target Demo!)

