



2016 Radio Acceleration

“If you’re not acceleration you’re at a standstill”

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Growing as THE Category Leader

- What it means -

- This time, more is better! At a time when your competitors will be competing with the local, regional and national political candidates at ghastly costs.....you will be boosting your frequency and gaining market share in a medium that YOU KNOW works.
- Go deeper with our group and utilize assets available to garnish successful monthly results.
- Utilize sponsorships and endorsements on WSTO giving you integrated program name recognition.
- Take recommendations from me, as you always do and stretch the boundaries of your normal spend to reach a category ownership level that you have been striving for.

Assets available for growing business

- Marketing Strategy Model Meeting
 - 2 hour focus group on your business focusing on your target, competitors and strategy.
- Employ Evansville
 - A site focused on local recruitment including job postings and videos from local clients in all industries. With over 2000 visits per month, this site has become a way for our clients to recruit qualified individuals and incorporating an on-air strategy with the recruitment strategy, has shown to be very successful.
- Wrap A Week Campaigns
 - A tweener week is the week including two months. During these weeks, inventory and demand on the station is a little lighter which allows us to offer this week at a deep discount to our best clients.
- Call to action sales events
 - Radio is known for it's reactive audience. If you're planning a sale or a call to action event, radio is the perfect avenue to invite listeners to our place of business. With remotes, POP signage, red carpets and social strategies our radio stations can take your event to the next level.
- Non scripted – Interview creative
 - Paul Weyland style creative is an off the script way of doing commercials. The client comes into the studio and we have a conversation including questions about you, your business, etc. That conversation is then edited into multiple commercials for use on the radio.
- Interactive
 - Our websites can be an important aspect in your marketing mix. With over 75,000 visits to our websites each month, advertising through streaming, banner ads, video pre-roll, blog sponsorships or page sponsorships is a cost effective addition to drive traffic.
- Red Stitch Digital
 - We have a partnership with Red Stitch, an inbound marketing, web design & development agency in Evansville. Red Stitch works with our clients to create and implement complete digital marketing strategies.

Assets available for growing business

○ Social Media

- Combined our stations have 146,000 likes . The power of our stations on social media is massive. How can you harness that power for your company?

○ Creative Mills

- We have a partnership with Creative Mills, which is a creative production company out of Cincinnati. Creative Mills works with our clients produce jingles, voice overs and creative out of market commercials.

○ Morning Show Brand

- The morning shows for Hot 96 and WIKY are extremely important parts of the radio station brand. They are ingrained in the community, involved with the listeners and have become advocates for many of clients. When one of their voices is behind your product or service, it makes an impact.

○ Video Services

- For some business having effective and engaging video, whether it's on a website or social platforms, is very important. We have partnership with a local service to provide you with high quality video design and production.

○ Station promotions and sponsorships

- Radio stations are the best at giving away money, trips, cars, etc.` and when we do the sponsors are included in all aspects of promotion. For sponsorships like Superbride Sunday, WIKY Wants You To Know , Keep it Local and more, these are perfect opportunities to be involved in a highly promoted and community focused event.

○ Structured Brainstorm

- Bringing together a group of people to brainstorm and come u with promotional ideas and creative strategies is a great way to get out of the box ideas

○ Tickets and Events

- We have access to tickets for events and concerts throughout the tri-state and we would love to offer some of those tickets to you for your self or your employees.

○ Texting Campaign

- Including a texting element into a campaign is as simple as choosing a word and then setting up the bounce back messages. You can promote your code and the listener to text it to 82474 to engage with your company and your brand.



Larry Paul
TANNING SPA

2016 asset list in detail

○ Morning Show Brand and Endorsement

- Liberty Hill will your billboard and ambassador for Larry Paul! In a time in which there is a negative association tanning, Liberty truly loves it and is passionate about it. Endorsement :30s and :15s will run Mon-Fri during her morning and midday show.

○ Station Sponsorships

- “What’s Trending” is our segment on the HOT96 morning show that talks about just that....what’s trending now. This will hit that hyper focused demo you need on a daily basis twice between 7a-9a.

○ Call to action sales events

- Stations will offer 4 free, talent only remotes in 2016 (one per quarter)
- You will also provide Free Tanning Passes to give away throughout the year on HOT for non-members



2016 asset list in detail

○ Interactive – Social Media

- Liberty will provide up to two posts with pictures (in-store) on personal Facebook page
- (2) Digital Remotes during 1Q – offer must be significant
- Facebook “boosted” posts through Memorial Day special

○ Creative

- Highlight your strengths (convenience, expertise, top of line equipment)
- Strong call to action and offer on EVERY spot and.....
- Incentivize members from competition to make the switch

○ Tickets and Events

- Free Tickets to 3 Evansville Country Concerts (1 pair per show)
- Booth at Super Bride Sunday 2016

Tanning Market Overview

Competitive Analysis

Competitors

- **Planet Fitness:** T.V., billboard, radio, good price point, two for the price of 1
- **Premiere Tan:** Billboards, Radio, multiple locations, locally owned
- **Sun Tan City:** Billboards, Radio, Owensboro based but advertise heavily in Evansville
- **Let's Get Tan:** No competition in my perception but opportunity to steal members
- **No Fry Zone:** Social Media heavy. Very loyal spray tan clients. Customer Service and personal experience is their



Larry Paul at a glance:

- Phenomenal with current members
- Branding through radio without much call to action (jingle)
- More convenience than anyone else with 3 locations
- Weary website
- Existing on Social Media, but much more potential
- Great customer service and knowledge
- Needs a hyper focus on target demo

Do you really want to see this when all you want to do is go tan? Whose giving you advise on lotions? What about new beds and bulbs?





2016 Plan

- In 2016, based upon Political next year and the state of T.V. I'm proposing the following:
 - On-Air :30 and :15 endorsements / 3 weeks per month / 90 total spots
 - 12 month long sponsorship of "What's Trending" / Every Week / 520 sponsorship mentions
 - Booth at Super Bride Sunday
 - Two Digital Remotes / Exclusive for each remote
 - Free Tickets to 3 Headline Country Music Shows
 - Bonus Remotes each quarter of 2015
 - Social Media Integration
 - Full creative direction for on-air and on-site events

All it will take is

\$36,000

and you will be category leader