

RADIO case study

Background

- AMS was founded in 1982 as a company engaged in the sale and installation of upgraded stereo equipment and other installable accessories to car dealerships.
- Today, the company sells and installs high performance audio and video for mobile, home, and commercial application covering a broad range of budget and life-style.
- Over the years, the industry has become highly specialized, big box disappeared and consumers were shifting online.
- Paul Nachreiner, President of AMS of Madison, WI was introduced to the power of radio in the early 1990's and never turned back.

Objectives

- Generate leads and word of mouth activity for quality product and installation services.
- Establish AMS as a trustworthy, honest and relatable, local business.

Strategies

- Leverage the power of radio's influencers to drive consumer engagement.
- Establish Paul Nachreiner as a local technology influencer through radio.

Solution

Johnny & Dee (and Paul) Mornings

- Since the early 2000's, Paul Nachreiner has become a regular guest on the Johnny & Dee Mornings on 94.1 JJO.
- Every Tuesday he talks about home audio and on Thursdays he chats car audio.
- 3-minute long-form interview segments have been known to include Bloody Mary's, engaging content, contests and ultimate audio/home giveaways, and an organic call-to-action.

Results

- Significantly better results vs. online only campaigns.
- The ads pay for themselves, there is a direct correlation between sales growth and the radio marketing.

"Half my customers come in and say, 'I heard you on the radio'"

Paul Nachreiner, President, AMS

