



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

Radio Done Right

Presented by Buck Robinson
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Radio Vs. TV

Radio is NOT television without pictures!

- How does Radio differ from TV?
- How do they complement each other?
- How do you convey the value proposition on radio and drive an audience to respond?
- Radio creative vs. TV creative, how do they work in conjunction?
- Not *every* product that works on TV is going to work on radio.

Consumer Engagement

Phone vs. Web

- Phone – 800 vs. 888/877/866, does it really matter?
- How important is utilizing the web as a response vehicle?
 - How do I maximize response & conversion?

Creative Development

Development of radio creative

- How do I create a radio spot that people are going to respond too?
 - Male vs. Female, who should voice your spot?
 - How many spots should I create?
 - CTA development – is 3 times sufficient?
 - Test...Test...Test!

Buying Radio Media

Anyone can buy radio, right?

- How do you know if you are paying too much?
- Online radio – does it really work?
- Integration of broadcast and web components, how do I maximize this strategy?
- What type of radio buy is right for my product?
 - Local, regional, network, remnant vs. non pre-emptible, host endorsement)

Host Endorsement

Implementing a Host Endorsement Strategy

- How do I utilize host endorsement to align my brand with my audience?
 - What are the benefits/drawbacks?
 - What is the effect on my competition?
- Why do I need an agency that specializes in these types of campaigns?

Questions

Q & A Session: Buck Robinson

