

Branding Strategies For Selling & Retaining Long-Term Advertisers



“I tried Radio and it didn’t ...”

The rules of advertising.



Rule #1

People do **NOT** buy products or services.

They buy what the product or service does for them.

Rule #2

People **DO NOT** respond to ads

People respond to needs

Triggering Events start the
buying process.







Advertising plants
seeds.

Triggering events
make the seeds
sprout.

THE CONSUMER BUYING CYCLE



- ◉ **Discover Needs**
- ◉ **Evaluate Options**
- ◉ **Resolve Doubts**
- ◉ **Buy**

The purpose of advertising is to
help your clients become
known
before they are needed.



How Pastor/Dr. Sheldon Nix
defines branding:

Your brand is what
people think of you
when they think of you.

Oshkosh
POLICE

Oshkosh
POLICE

Know us BEFORE you need us!



The John E. Kuenzl
Foundation Inc.

UNIVERSITY OF
WISCONSIN
OSHKOSH

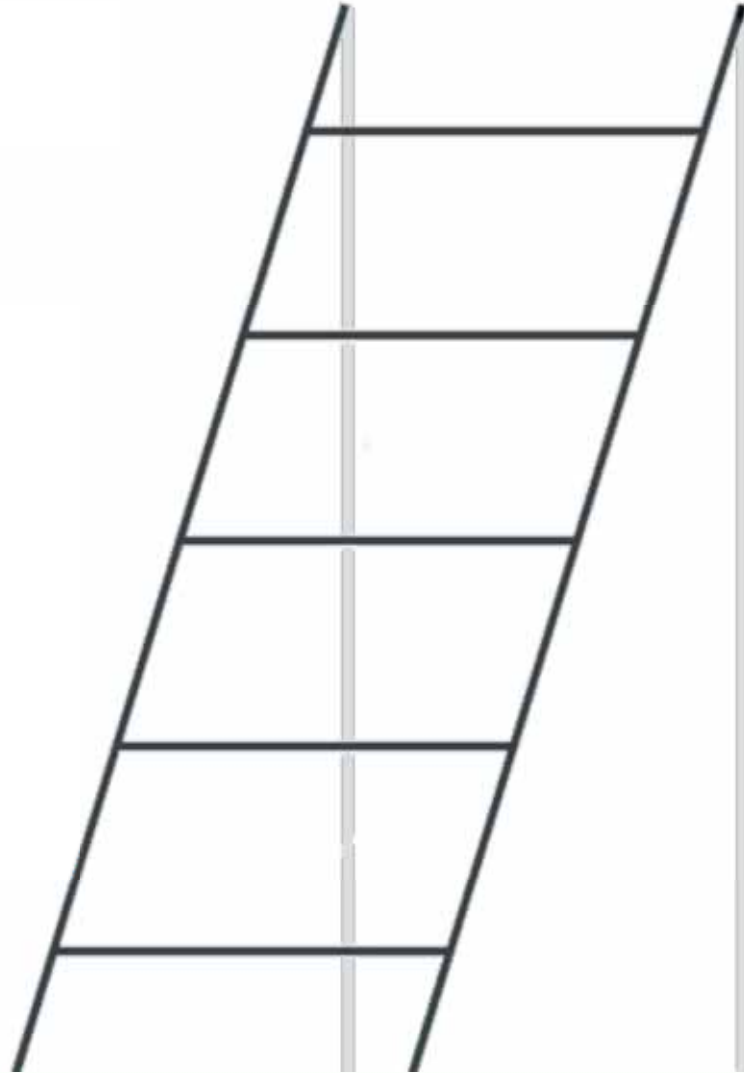
Thank You To The Many Generous
Donors Whose Gifts Support A
Better Quality of Life
Through Safety & Awareness

Oshkosh

POLICE

Know us **BEFORE** you need us!

THE POSITIONING LADDER



Aim
Aquafresh
Babool
Binaca
BlueM
BioMin
Close-up
Colgate
Crest
Dabur
Dant Kanti

Darlie
Doramad Radio Active
Dr. Lyon's tooth powder
Elmex
Euthymol
Gleem
Ipana
Grants
Kalodont
Macleans
Kolynos

Rembrant
R.O.C.S
Sensodiyne
Signal
Sozodont
Scope
Stomatol
Tom's of Main
Ultra Brite
White Glo
Zendium

K P
Namboodiri's
Mentadent
Mentadent
SR
Meswak
Oral-B
Oxygenol
Perodontax
Peak
Pepsodent
Pomorin
Promis

361 Degrees	Be Real	Etonic	Kalenji	Newton	Scott	Topoathletic
3 Over 7	Boombah	Everlast	KangaROOS	Nike	Skechers	Turntex
7Even Dynamics	Brandblack	Feelmax	Karhu	North Face	Skora	Typhoon
A4	Brazier Ekocycle	Fila	Keen	Olympikus	Slazenger	Under Armour
Adidas	Britek	Forus	Karrimor	On	Smaat	Vasque
Aetrex	Brooks	Freet	La Sportiva	Onitsuka Tiger	Sockwa	Vibram Five Fingers
Airia	Brütting	GoLite	Lalo	PaleoBarefoots	Soft Star	Vitruvian
Alpinestars	Carson	Haglöfs	Laser	Patagonia	Sole Gliders	Vivobarefoot
Altra	Champion	Healus	Leguano	Peak	Sole Runner	Warrior
Ampla	Columbia	Helly Hansen	League	Pearl Izumi	Somnio	Woolf
Anatom	Converse	Heros	Lems	Power	Spalding	Xero
Anta	Crosskix	Hersey	Li Ning	Prospecs	Speedo	Zem
Apis	Diadora	Hi Tec	Loco	Pro Touch	Spira	Zoot
APL	Dunlop	Hoka One One	Lotto	Puma	Springboost	
ARCH	Dynafit	Icebug	Luna	Reebok	Tecnica	
Asics	Earth Runners	Inov-8	MBT	Ryka	TESH Sports	
Avia	Ecco	Jinga	Merrell	Sako	Tesla	
B2R	Enda	Joe Nimble	Mizuno	Salewa	Therafit	
BarePadz	Enko	Joma	Montrail	Salming		
			Neimaj	Salomon		
			New Balance	Saucony		
			Newline	Scarpa		

The Four Keys to Branding Success



1. Reach

How much can you afford?

Reach is
negotiable
(the only thing)

2. Frequency
21-25 times per week



LAMBEAU FIELD

G 38 1 10 9 20 6:33 1000 2 TIME 2 HALLS 34 111 4

TEAM COMPARISON

	G	H
1st Down	18	24
2nd Down	12	15
3rd Down	10	12
4th Down	1	1
Penalties	1	1
Time of Poss.	27:27	18:40

10-SECOND TIMEOUT

18 3 15 66 92

\$15,000

Sports Radio • 107.5 & 1400

THE FAN
WDUZ

If you ask someone to buy once vs.
99 other “asks” coming from the
competition,
what are your chances of getting
the sale?

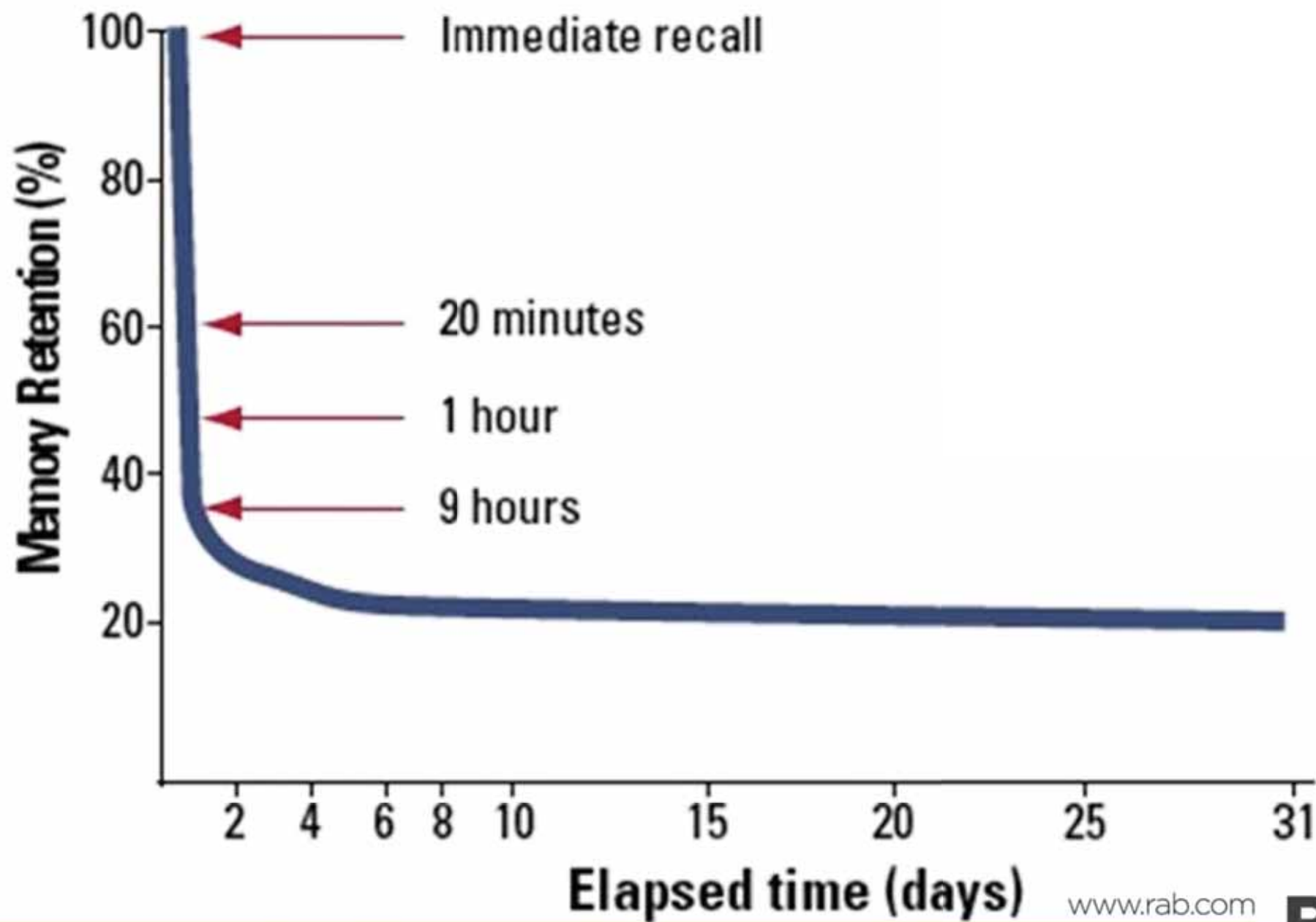


If you ask someone to buy a
936 times
within 365 days, what are your
chances of getting the sale?



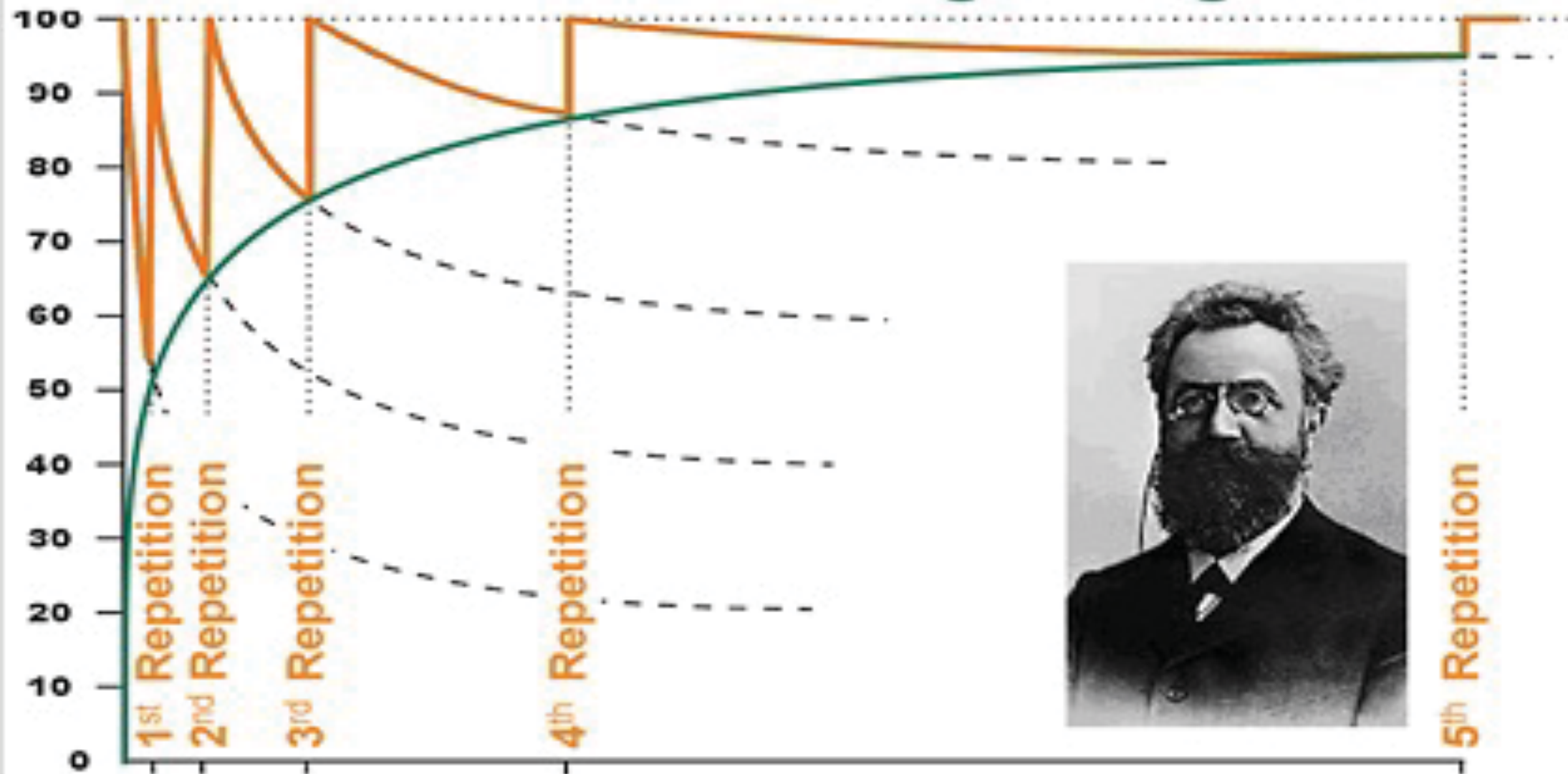
3. Consistency Years, not weeks





Ebbinghaus Forgetting Curve

% of Data Remembered



5th Repetition

Consistency

“A powerful brand is not built by creativity. A powerful brand is built by consistency, year after year after year.”

Al Reis

4. Compelling Creative (Does it sell?)

Brands typically are made up of various elements including . . .

Logo



USP

Like a Good Neighbor
State Farm in There



Promise

15 minutes could save you 15%

GEICO®

Colors



Shapes



McDonald's

OVER 75 BILLION SERVED

Scents



m

Customer relationship management



Let's take a test...

“We’ll leave the light on for you.”



“Snap. Crackle. Pop”



“Good to the last drop.”



“The Ultimate Driving Machine”



Why are most business owners
frustrated with their advertising
investment?

Are you happy with the
ROI for your advertising?

The 3 year ad budget test.

You've spent \$_____ in
advertising over the last
three years.

What's the one word or sentence I
can say and people will give me the
name of your business?





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ADVERTISING
BUREAU

Avoid these three branding screw ups.

1. No idea of what
success looks like.

Always ask
“How will this investment be
measured?”

How do we know it's working?

2. Media Mix (Up)

Trying to fill too many buckets



Good morning,
Sunshine!



Frequency and Consistency are
the keys to brand efficacy.

3. Microwave Mentality





Day Traders vs. Long Term Investors

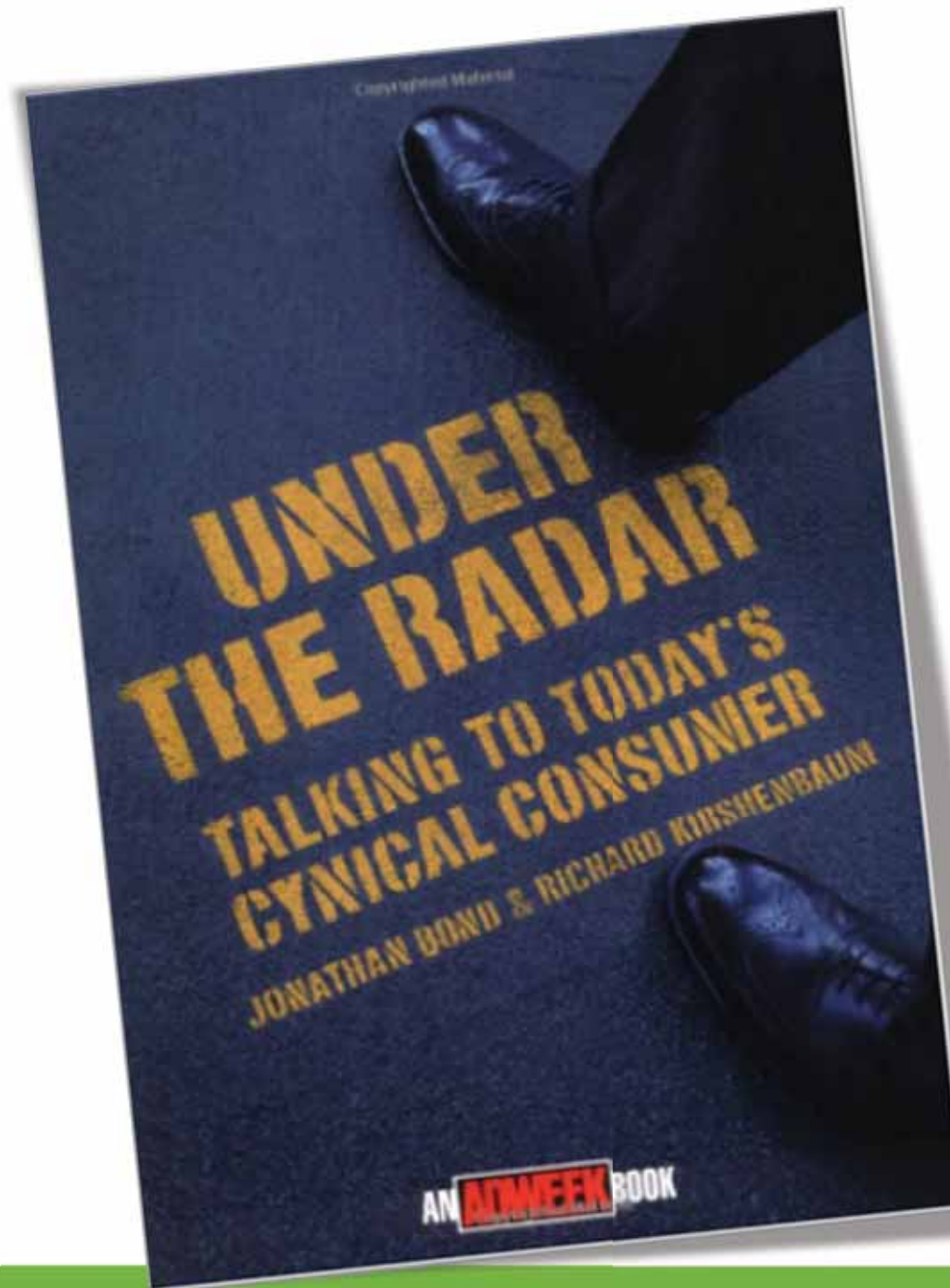
Day Traders: Investors counting on short-term results who are often anxious to make changes.

Long Term Investors: Investors with long-term strategies who are more likely to remain confident and stay the course.

Who made more money in the past
7 years?

Say HI! to a
long-term investor





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“Sticktoitness”

“Marketing today means long-term branding campaigns. This requires the intestinal fortitude of advertisers to stick with it”

Branding is about creating familiarly, engaging consumers and changing human behavior.

Advertising is a MIND game.

“Most ads wind up in the mental
garbage pail, discarded like
yesterday’s tuna sandwich.”



Consumers are exposed to up to
5000 ads per day.

To capture attention, you need a
BIG BANG...



To capture attention you need to
surprise and delight

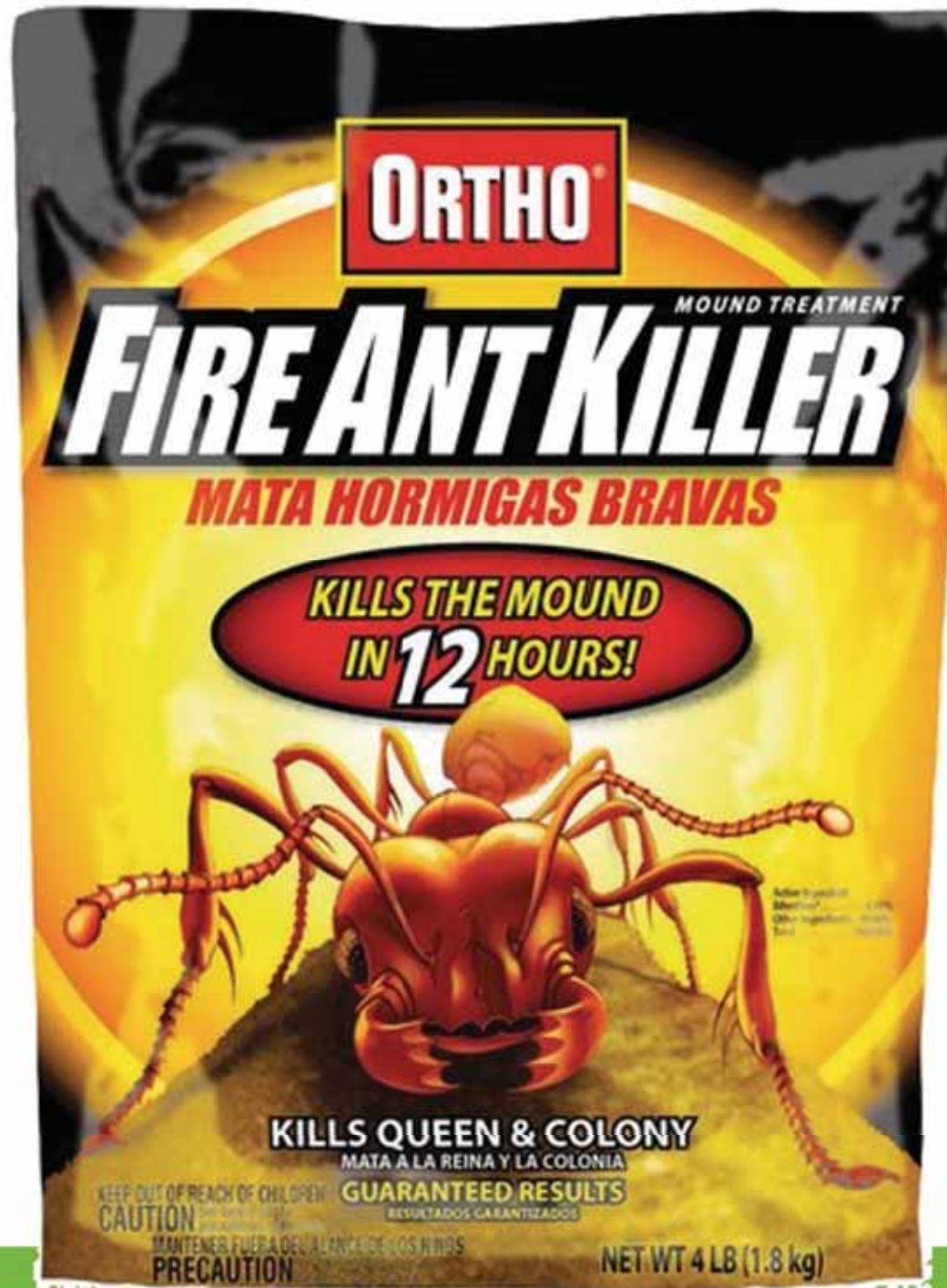


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AIM

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Be unique and different



Great storytelling = Great advertising

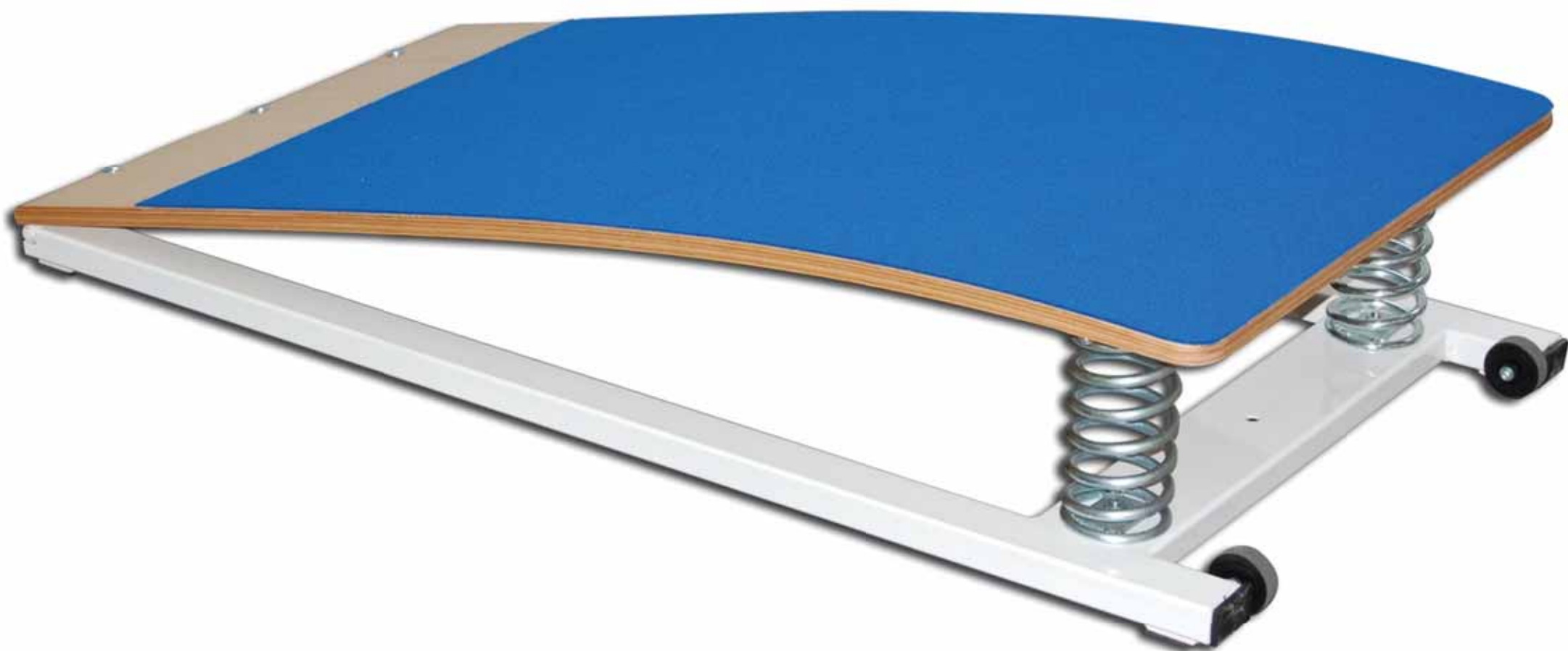
How does it make you feel?

For big adventures



One last, very important warning ...

Advertising can't make a bad
business better...



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ADVERTISING
BUREAU

You can't advertise your way
to superior performance!



ACCURATE

FULL-SERVICE VEHICLE CENTER



Better Creative leads to
Increase Average Order
Higher Retention
New Customers
Lower Acquisition costs
Differentiation
Happier Customers
Increase Company Value
More Money!

Thank You!



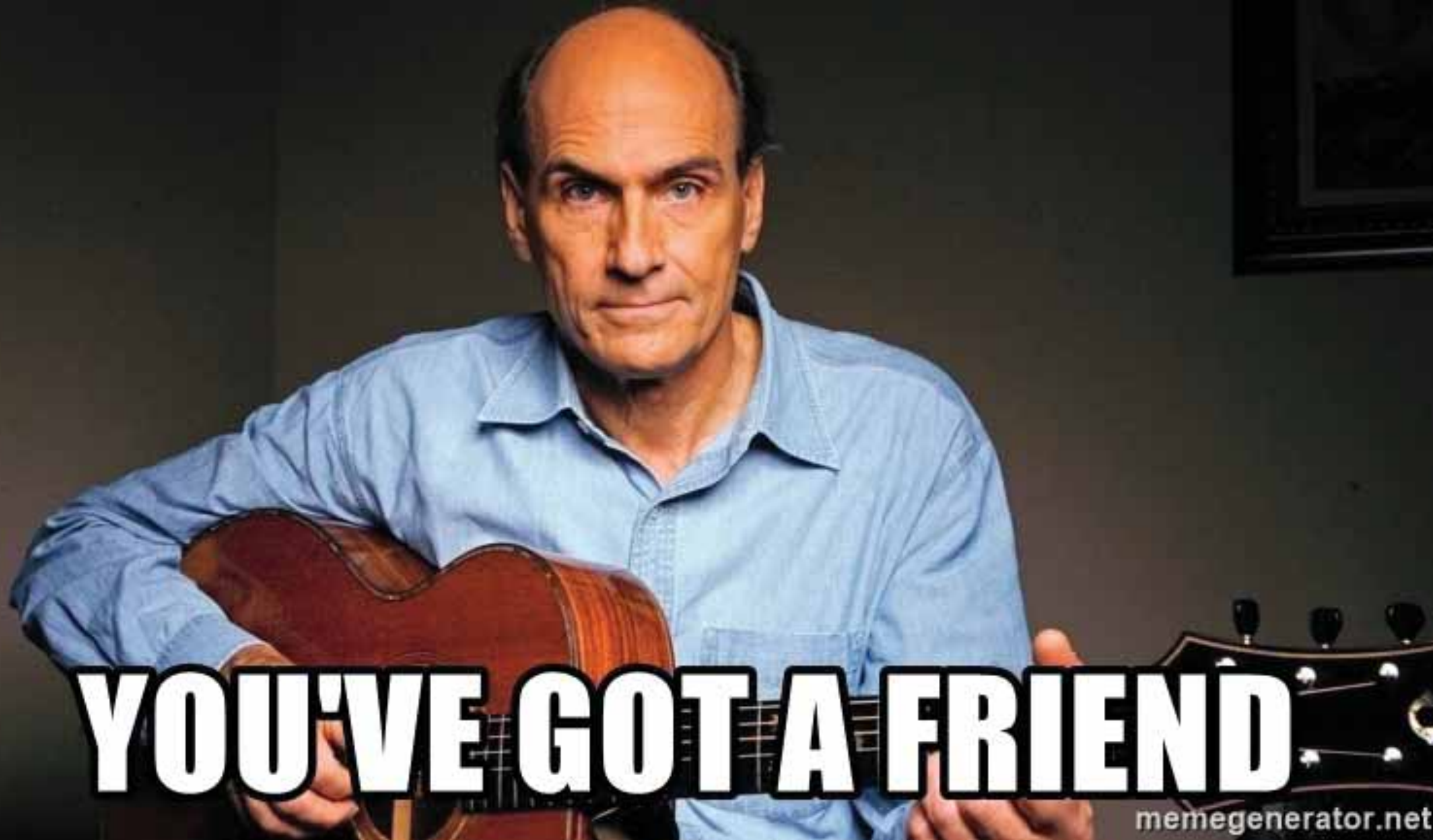
Jeff Schmidt

SVP – Professional Development

JSchmidt@RAB.com

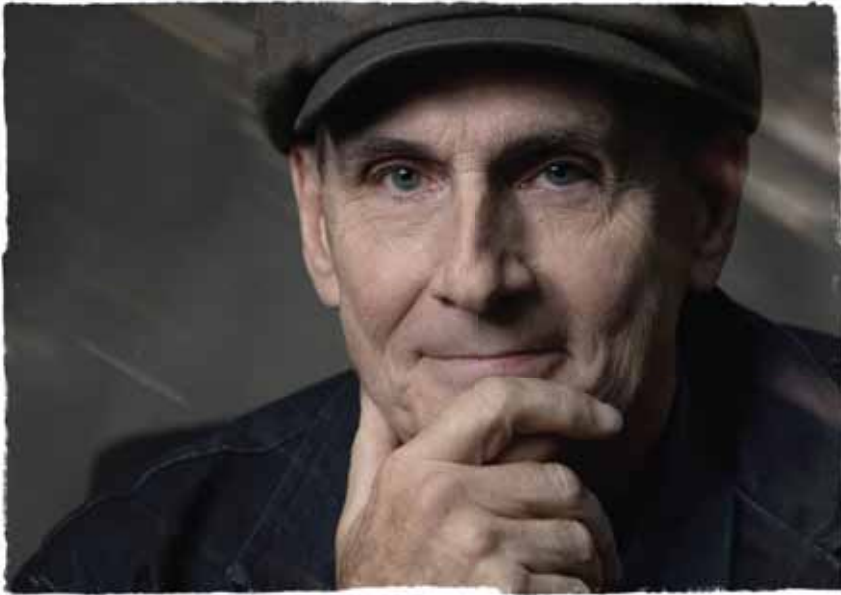
972-753-6765





YOU'VE GOT A FRIEND

AN EVENING WITH JAMES TAYLOR



PACKAGE INCLUDES:

- 2 RESERVED TICKETS FOR FRIDAY, JULY 15, 2022 AT
THE WALMART AMP IN ROGERS, ARKANSAS
- 2 VIP ACCESS PASSES TO THE LAND O'LAKES LOUNGE
- PARKING PASS FOR THE NORTH LOT

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a division of the
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