

## Radio Advertising: A Planning Guide

### Why Radio

*Identify the strengths and attributes of radio that influence its inclusion in a campaign*

- Intimate medium, which listeners feel they have a relationship with. Listeners feel closer to radio than any other medium
- Tighter targeting opportunities than press or free-to-air television
- A high frequency medium
- Intrusive – reaches listeners whilst waking, driving, working etc
- Fast turnaround of creative and scheduling
- Shorter-term availability
- Strongest during the day and while stores are open – enabling an immediate call to action

### Style of Campaign

*Determine the structure of the radio campaign that will deliver the message in the most effective way*

- Spot Schedules – for total control over the message, no loss of focus on key message, and to take advantage of strong creative and USP
- Promotional support / sponsorship – for added campaign effectiveness, interest and frequency
- Live reads – for additional station personality credibility through endorsement

### Frequency of Campaign

*Does the target audience need to hear the campaign several or many times for the message to register and for action to be taken?*

	Low Frequency	High Frequency
<i>Campaign...</i>	Established	New
<i>Target Audience...</i>	Fast adapters	Slow adapters
<i>Category Interest...</i>	High	Low
<i>Message...</i>	Simple	Complex
<i>Other Media in Use...</i>	Yes	No
<i>Length of Campaign...</i>	Long	Short
<i>Brand/Product Life Stage...</i>	Established	New
<i>Brand Share in Category...</i>	Large	Small
<i>Purchase Cycle...</i>	Long	Short
<i>Competitive Set...</i>	Quiet	Busy

## Station Selection

*Select stations that will best deliver campaign results:*

- Select stations which target audience effectively
- Select appropriate number of stations to maximise reach of target audience
- Select most cost effective stations within budget to generate maximum reach
- Select stations with formats that will complement the advertising message
- Select stations with either high or lower listener involvement – music vs. talk – depending on message
- Select stations with similar advertising content

## Programme Selection

*Consider the best programmes that deliver the target audience in a complimentary environment*

- Advertise at times that will enhance listener response
- Select whether to advertise in an auxiliary listening time (such as at work) or a primary listening time (whilst lying in bed)
- Consider the cost efficiency of programmes versus the audience it delivers – is the incremental audience worth the extra investment
- Consider reach and frequency objectives in placement - limited sessions for higher frequency, or broader sessions for extended reach
- Consider brand purchase cycle and whether the brand is a considered or impulse purchase. This will determine whether to advertise in times where the consumer will buy, or when they have the leisure time to think about their purchase.

For further information on planning radio campaigns, please contact Tara Reid at Commercial Radio Australia on (02) 9281 6577.

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