

Two Kinds Of Radio

By Roy H. Williams

Radio can be successfully used for short-term or long-term campaigns. But the only thing more frustrating than trying to use short-term techniques in a long-term campaign is trying to use long-term techniques in the short term. Do you understand the rules for when and how to use each?

A SHORT-TERM RADIO CAMPAIGN MUST HAVE A HIGHLY RELEVANT OFFER. When helping to plan a short-term Radio blitz, the first question you must ask yourself is, "Will people in my audience want what this ad is selling?" If the answer is "no," then you must ask the advertiser to make a stronger offer.

SECOND, THIS HIGHLY RELEVANT OFFER MUST HAVE A DEFINITE TIME LIMIT. Don't expect your listener to "act now" when you have given them no reason to do so.

THIRD, YOUR HIGHLY-RELEVANT OFFER-WITH-A-TIME-LIMIT MUST BE GIVEN PLENTY OF FREQUENCY. The mind of today's listener is overcrowded. Few messages are acted upon when encountered only once. So how much frequency is enough frequency when you're trying to make miracles happen quickly? "Just a little bit more."

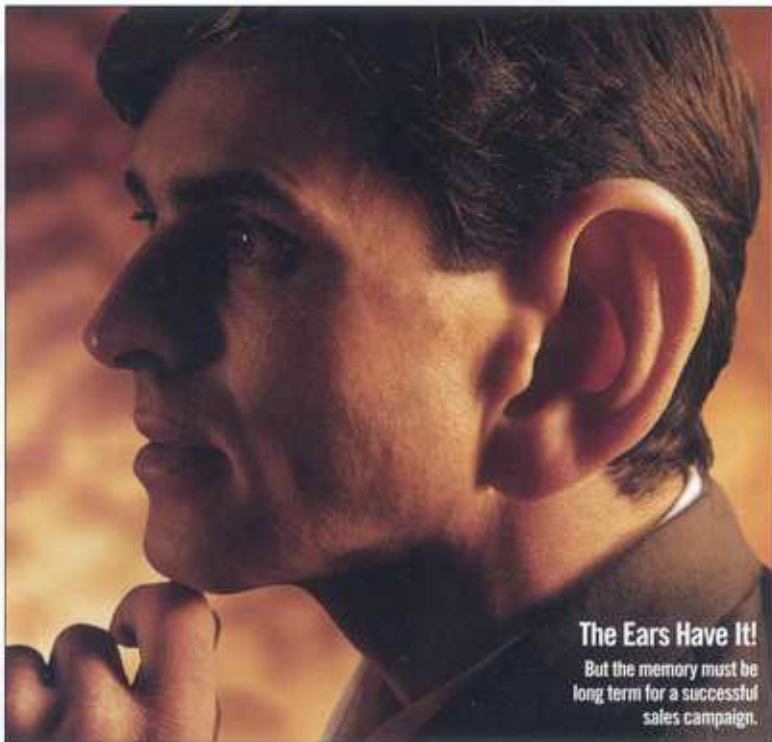
Most Radio sales reps can tell success stories about short-term miracles that happened as a result of using their station. But these stories often backfire as they imply that "these same things will happen for you, too, if you buy my station," and no consideration is given to the power of the ad.

The danger of selling instant success using short-term techniques is that the longer you use these techniques, the less well they work. And when short-term return-on-investment begins to wane, advertisers say things like, "I believe we've reached your audience. Now it's time to reach a different one. Come back and see me in six months."

But the only thing more frustrating than using short-term techniques on a long-term basis is using long-term techniques in the short-term.

Long-term Radio is a magnificent investment because of the intrusive nature of sound. Were you aware that sight and sound are stored, processed, and retrieved from memory in entirely separate parts of your brain? Did you know that the average person can sing more than 2,000 songs they never intended to learn? Yes, echoic retention (auditory memory) is a powerful tool if only you understand it. Do you?

Long-term Radio is perhaps the ultimate branding tool since the objective of branding is to be the name that people think of immediately, and feel best about, when they finally need what you sell. Consequently, it is essential in a branding campaign that your message not be easily erased from the mind. But the brain automatically erases every message containing a deadline once that deadline has passed. Consequently, **LONG-TERM "BRANDING" CAMPAIGNS CANNOT USE**



The Ears Have It!

But the memory must be long term for a successful sales campaign.

MESSAGES CONTAINING DEADLINES OR TIME LIMITS. Short-term campaigns cannot be successful without them. Additionally, **LONG-TERM CAMPAIGNS REQUIRE WEEK-TO-WEEK CONSISTENCY** more than weekly frequency; but in a short-term campaign, weekly frequency is everything. Finally, **LONG-TERM CAMPAIGNS DON'T REQUIRE ADS WITH HIGH IMPACT**, but short-term campaigns can hardly succeed without them.

Because short-term Radio and long-term Radio have very little in common, most reps have unconsciously chosen to specialize in one or the other. Don't you think it might make more sense to become good at both? ☎

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