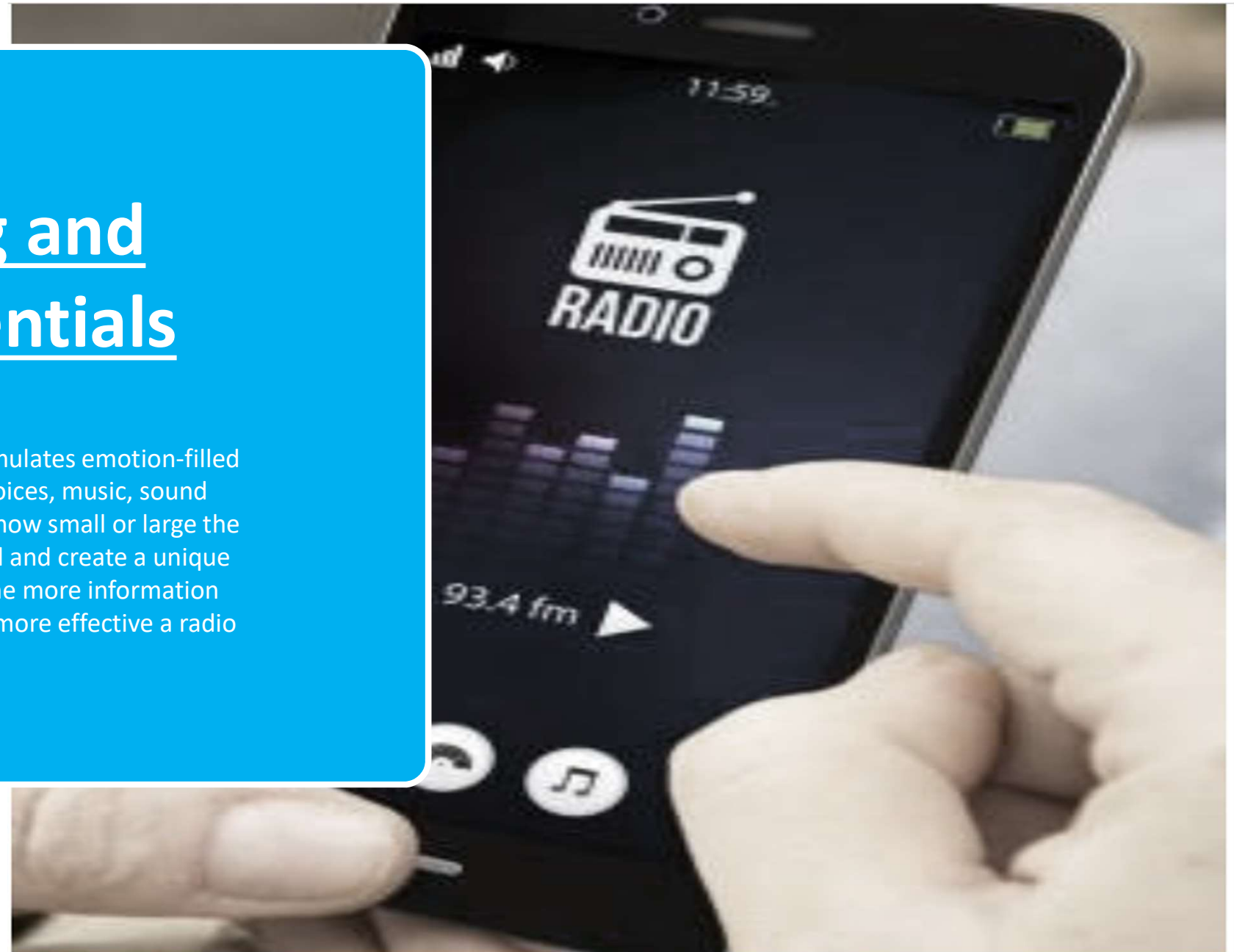


# Radio planning and activation essentials

Radio stars in the theater of the mind, stimulates emotion-filled images within the listener's own mind – voices, music, sound effects, recall of video images. No matter how small or large the advertiser. Radio allows creativity to brand and create a unique identity that consumers will remember. The more information known about a product or consumer, the more effective a radio campaign is.



# Planning essentials.

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Understanding brand objectives, target behaviours and individual market dynamics is key



## Planning factors

There are key factors that need to be considered when planning radio weight levels.

- What other media is planned in the market
- Individual market dynamics, English vs. French audio behaviours
- PPM vs. Diary market
- Target Demographics
- Advertising category
- Time of Year
- Product purchase cycle



## Setting Reach Levels

**Reach:** What % of the target market audience needs to be reached to achieve objectives, on a weekly and campaign level?

**Reach** will build faster in PPM markets vs. diary markets.



## Setting Frequency Levels

**Frequency:** How many times does the target market need to hear the message to take the required action, on a weekly and campaign level?

**Frequency** will build faster in Diary markets vs. PPM markets



## Planning effective GRP levels

Must take into consideration the marketing insights (brand health, competitive landscape, SOV objectives, consumer target) which inform the individual market objectives.

# Buying essentials.

A radio buy is put together based on the planning brief and buy objectives.

## » Criteria in the buy brief.

Key pieces in establishing the buying guidelines

- Demographic insights
- Timing
- Markets
- Commercial Length
- Estimated budget

## » Radio stations are typically selected based on:

- Station ranking on planned target – how much reach the station delivers
- Format of the station
- Station skew – does it deliver males or females?
- Station core – does it deliver younger or older audience?
- Cost – is it part of a combo buy? What are the implications to add or remove a station from the buy?
- Duplication – are multiple stations delivering the same listener and therefore impacting reach?
- Time Spent listening (TSL) – does this station have a dedicated listener, can't be reached through other stations?
- Turn Over – how high is the turn over on this station, does it require more spots to reach listeners?

## » Building the buy:

Radio buys are built one station at a time:

- Ensure frequency targets are observed
- Ensure number of spots per week based on station format is adequate (i.e.: CHR format may require 60 spots per week vs. Country format that requires fewer 20 spots per week (more loyal listeners, less turnover/churn in audience))
- Ranking of station
- Station reach

## » Factors that are considered when adding stations:

- Ranking
- Format – consider niche stations which will offer unduplicated reach
- Station audience – does adding the station compliment the other stations i.e.: older / younger, male/female. Does adding the station bring balance to the total audience target or skew?
- Cost – combo rates, deal rates and efficiencies when grouping vendor stations in a market for greater share of \$'s can improve efficiencies
- Added value being offered beyond GRP's (tags, announcer read liners, etc.)

# Weight Levels – Possible Scenarios.

The general rule of thumb is a minimum of 150- 250 GRPS per week (50% R/ 3.0 F)  
28-35 occ/wk in non measured markets



**Retail - typically sales driven, short term**

**Requires high impact and immediate results**



**Launch / Growth – e.g. new product**

**High Impact and sustainability**



**Mature / Sustaining**

**Ongoing awareness, always on.**



Radio Only: 300-450 GRPs/wk  
Radio and other media: 250-400 GRPs/wk



Radio Only: 250 – 400 GRPs/wk  
Radio and other media: 200-300 GRPs/wk



Radio Only: 200 - 250 GRPs/wk  
Radio and other media: 150-200 GRPs/wk

**SUBJECT TO BRAND BUSINESS OBJECTIVES AND COMPETITIVE CLIMATE**

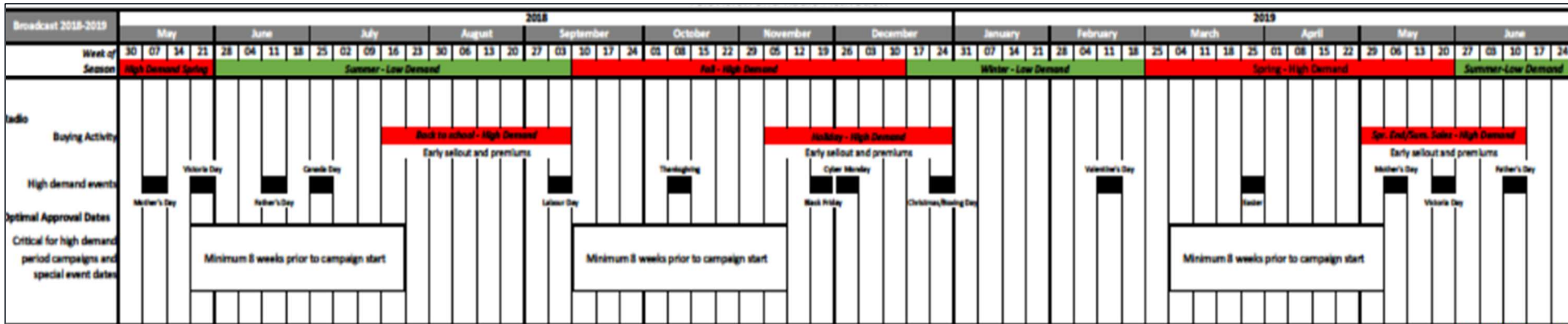




# Lead times – following a critical path.

Fast, Cheap or Good – Pick 2.

- » Major market top ranked stations can be sold out up to 2 months in advance.
- » Longer lead times will result in better station inventory and better rates.
- » Premium or top ranked stations may invoke minimum unit rates for high demand periods.
- » Specific station requests and short lead times require communication between the client, planning and buying teams.
- » Stations require at minimum 2 to 3 weeks for effective promotional ideation and development. To generate customized and targeted promotions, more lead time is needed.



# Cost Implications.

The following will impact CPP's and pricing models.



## Target Group

Smaller the demo or more specific the target, the higher the cost.



## Commercial length

Not all lengths are costed the same. Commercial lengths outside of standard :30 second creative typically carry a premium. May vary by station.



## Lead Times and Timing

Closer to airtime and 'tighter' the avails, the higher the cost. High demand or strong retail periods can impact pricing – back to school, pre Christmas, long weekends in the summer are all high demand periods.



## Day part mix

Radio is typically bought on a reach plan – Monday to Sunday all dayparts. When days or dayparts are excluded or used exclusively, costs will be impacted.



## Tightened rotations

Restricting airings to specific times can impact costs, i.e. 7a-830a vs 5a-10a.



## Radio remotes

Like promotional events, radio remotes have hard costs outside of media costs. May require minimum media spend to have a remote.



## Specific station selection

Higher ranked stations typically cost more, # 1 ranked on Ad1849, vs # 6 ranked on Ad1849. Some formats can cost more for a perceived higher value audience ie Higher % of HHI \$100K+ etc.