

Branding Your Sales Team

RAB 2004



Presented by:

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Research Director, Inc.

"Many consumers gladly pay a little more, if necessary, for an article that bears a name they respect."

George Burton Hotchkiss

Advertising Copy

With cost-per-points attempting to keep all radio stations equal, the only way to achieve added value is establishing a successful sales brand.

What is a Brand?

- Word or phrase
- Describes a unique feature of your organization
- Separates you from the competition
- Reinforces a strength of your operation
- Creates a positive image

It is what the consumer thinks
about when they think of you!

Why Brand?

Done properly brands can:

- Build a higher value for your inventory
- Make it easier to get in front of decision makers
- Make you less reliant on individual sales people

Why Brand?


Allow you to get more
for your inventory



Why Brand?

Consumers Don't Buy Products,
They Buy Brands!

Some Basic Rules Of Branding

- Concise
 - Unique
 - Important to the client
 - You are dedicated to it
- 

Some Basic Rules Of Branding

- "You have to reduce the essence of your brand to a single thought or attribute. An attribute that nobody else already owns in your category."

Al Ries

The 22 Immutable Laws of Branding

When Branding Remember:

- The product is the star
- Say what you are going to do
- Do what you going to say
- Make sure that this is important
- A brand cannot get into the consumers mind unless it means for something

What is a Value Point?

- Element of a product that is important to the client
- Must be seen as desirable
 - ▶ Only the client can tell you this
- Can be rational or emotional
- Must be understood both internally and externally

Concise & Important



= Overnight Reliability



= The Real Thing



= Relaxing/Escape



= High Quality



Unique



= Prestige



= Safety



= The Ultimate Driving Machine



= ????



Which of these are Chevrolet?



You Are Dedicated to it

Coors = Cool Natural Rockies

Coors = Party Beer



"The marketing people who are responsible for introducing the product get all wrapped up in the service and forget all about the customer."

Al Ries & Jack Trout

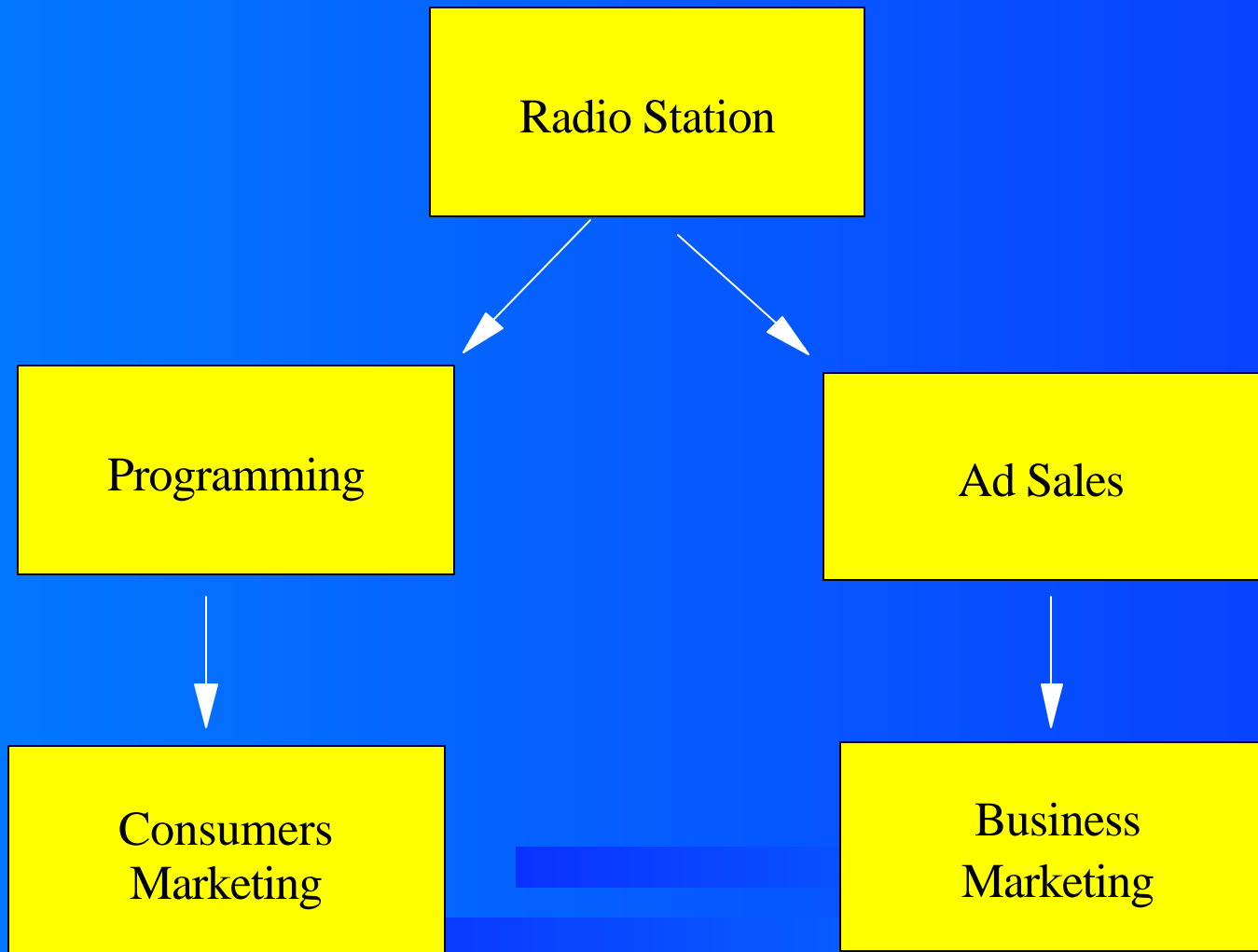
What About Radio?

- Successful radio stations have done a successful job of branding to one of their audiences.

Radio Stations Have Two Sales Team


- Advertising sales team
 - ▶ Primary goal: Increase the station revenue by selling its value to potential advertisers.
- Programming sales
 - ▶ Primary goal: Increase the station's ratings by selling the value of the station to potential listeners.

Radio Station Two Sales Teams



Which Team Needs A Better Sales Strategy?

PROGRAMMING TEAM

- Unlike the advertising sales team, the programming team cannot use rate to convince potential customers that they should choose your station.
 - Many successful programming teams use proven sales techniques to win in the ratings games.
- 

How Do Programming Teams Sell to the Listeners?

- Branding
- Delivering What They Promise
 - ▶ More Music
 - ▶ Hits from the '80s
 - ▶ News and traffic every ten minutes
- Reinforcing their brand every opportunity

Can an Advertising Sales Team Brand The Same Way as Programming?

- Different client base that wants different things from the radio station
 - ▶ Listeners want:
 - Entertainment
 - News/Weather/Traffic
 - ▶ Customers want:
 - Potential customers
 - Professional Business Environment


Can an Advertising Sales Team Brand The Same Way as Programming?

- A sales team often build its own values because it cannot take advantage of the brand built by programming team.
- Despite this, the programming brand can help with name recognition.
- What is important to the sales team consumer may be very different than what is important to the listener.


What Is A Sales Brand?

- A Sales Brand is a unique feature of your sales team that separates you from other sales organizations.
- It must be important to the advertiser
 - ▶ Direct advertiser
 - ▶ Local agency
 - ▶ National agency
- You need to deliver the brand

Why Is A Sales Brand Important?

- Builds value beyond cost-per-point
 - Separates you from the competition
 - Once it is established, inexpensive to maintain
 - Less reliant on individuals
 - Less reliant on short term ratings fluctuations
- 

How Do You Establish A Sales Brand?

- Identify Yourself
 - Make Sure That This Is Important To The Client
 - Build A Plan That Is Dedicated To Your Brand
 - Create Uniformity
 - Reinforce it
 - Reinforce it
- 

Before You Establish a Sales Brand:

- Think of your advertisers as consumers
- Understand what drives them and what they value
 - ▶ Do more than just ask them
- Recognize how your competition brands themselves
 - ▶ Other radio stations
 - ▶ Other advertising outlets

Identify Your Brand

- The research resource
- The expert in a market segment
 - ▶ Ethnic Group
 - ▶ Age Group
- The professional staff
- The fun station to be involved with

The Expert In A Market Segment

■ Brand

- ▶ The Hispanic Expert

■ Goal

- ▶ Be the resource on everything Hispanic both in your market and nationally

■ How

- ▶ Build a database of information

The Source of Research

■ Brand

- ▶ Your Research Resource

■ Goal

- ▶ Be the first place an advertiser goes to get research

■ How

- ▶ Build a system to be the first to release quality, objective research using existing services

Easy to Do Business With

■ Brand

- ▶ Your Professional Station

■ Goal

- ▶ Be the station that is considered the no problem to work with

■ How

- ▶ Run your client's schedule right

The Station That Gets Results

■ Brand

- ▶ Results Radio

■ Goal

- ▶ Have advertisers think that by advertising on your station, they will get more customers

■ How

- ▶ Build a library of testimonials to document your success stories

The Fun Radio Stations

■ Brand

- ▶ Giving You Something Extra

■ Goal

- ▶ Get advertisers involve

■ How

- ▶ Run successful advertiser events for both buyers and advertisers

The Promotional Leader

■ Brand

- ▶ Your Promotional Partner

■ Goal

- ▶ Get advertisers involve

■ How


- ▶ Be the best at running both listener and advertiser promotions

What Ever You Choose

- Walk the walk
- Talk the talk
- Do
- Communicate
- Document it

Just because you choose a single brand does not mean you can ignore the other important elements of a successful sales team

What Else Do You Need To Do?

- Train your staff to reinforce the brand
 - Build a system to reinforce to the advertiser
 - Keep on pushing it
 - Keep a uniformed approach
 - Create a look that backs it up
- 

SAN FRANCISCO

FALL 2003 ARBITRON MaximiSer METRO Survey Area

Population/Sample: 3,339,700/3,981

Using MaximiSer METRO

Top 10 Stations Ranked by Average Persons

M-F 6A-10A					ADULTS 25-54					M-F 10A-3P					ADULTS 25-54					M-F 3P-7P					ADULTS 25-54				
STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS					
1 KITS-FM	40,300	1.2%	5.5%	176,800	1 KOIT-FM	32,000	1.0%	5.0%	195,200	1 KSOL-FM	24,200	0.7%	4.1%	105,300															
2 KCBS	40,000	1.2%	5.5%	334,800	2 KFOG-FM	31,400	0.9%	4.9%	185,400	2 KOIT-FM	23,900	0.7%	4.0%	209,200															
3 KGO	33,500	1.0%	4.6%	225,300	3 KSFO	23,000	0.7%	3.6%	111,200	3 KNEW	22,700	0.7%	3.8%	95,700															
4 KFOG-FM	29,600	0.9%	4.1%	190,000	4 KIOI-FM	22,700	0.7%	3.6%	161,100	4 KNBR	22,300	0.7%	3.7%	179,900															
5 KSFO	27,100	0.8%	3.7%	119,100	5 KGO	22,100	0.7%	3.5%	163,700	5 KGO	22,200	0.7%	3.7%	186,300															
6 KOIT-FM	24,300	0.7%	3.3%	214,400	6 KISQ-FM	19,800	0.6%	3.1%	153,600	6 KCBS	22,100	0.7%	3.7%	244,500															
7 KBLX-FM	23,500	0.7%	3.2%	130,300	7 KSAN-FM	18,800	0.6%	3.0%	124,500	7 KIOI-FM	21,500	0.6%	3.6%	185,900															
8 KSOL-FM	22,800	0.7%	3.1%	110,300	8 KKSF-FM	18,400	0.6%	2.9%	116,000	8 KFOG-FM	20,800	0.6%	3.5%	214,300															
9 KIOI-FM	21,400	0.6%	2.9%	185,300	tie KBLX-FM	18,400	0.6%	2.9%	128,900	9 KBLX-FM	20,300	0.6%	3.4%	144,500															
10 KLLC-FM	20,900	0.6%	2.9%	189,200	10 KFRC-FM	18,000	0.5%	2.8%	124,900	10 KSAN-FM	15,600	0.5%	2.6%	141,500															

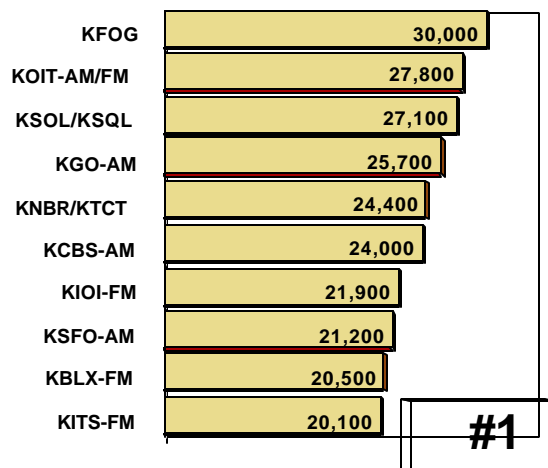
M-F 6A-7P					ADULTS 25-54				
STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 KFOG-FM	27,600	0.8%	4.2%	316,300	1 KISQ-FM	18,500	0.6%	2.8%	278,300
2 KOIT-FM	27,200	0.8%	4.2%	345,100					
3 KGO	25,700	0.8%	3.9%	320,500					
4 KCBS	24,000	0.7%	3.7%	434,600					
5 KIOI-FM	21,900	0.7%	3.4%	295,800					
6 KSFO	21,200	0.6%	3.3%	170,700					
7 KSOL-FM	20,800	0.6%	3.2%	154,500					
8 KBLX-FM	20,500	0.6%	3.1%	211,700					
9 KITS-FM	20,100	0.6%	3.1%	261,800					



KFOG Is #1 for Delivering Persons 25-54 in Radio Prime!

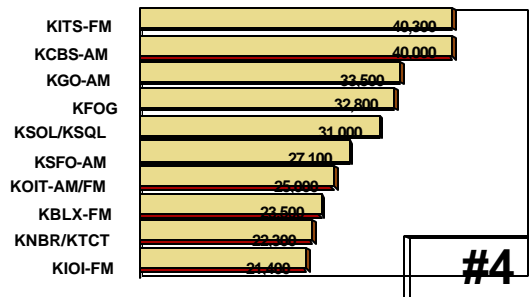
KFOG RESEARCH

AQH Persons 25-54
Monday-Friday 6AM-7PM

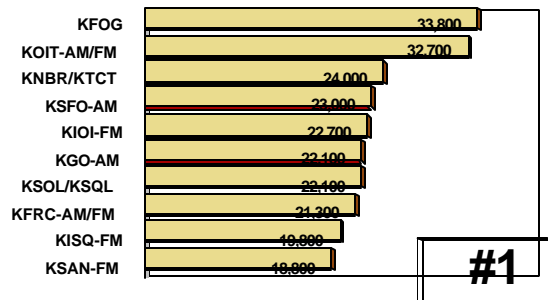


KFOG is a great place to get your message heard by San Francisco's Persons 25-54 during Radio Prime.

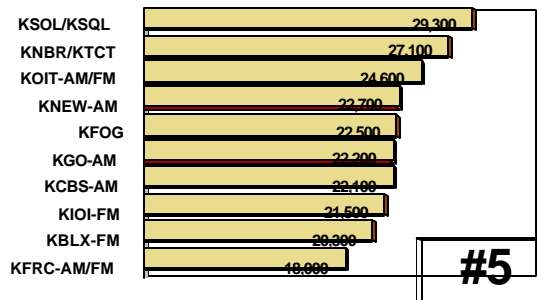
AQH Persons 25-54
Monday-Friday 6AM-10AM



AQH Persons 25-54
Monday-Friday 10AM-3PM



AQH Persons 25-54
Monday-Friday 3PM-7PM




Major Metro Stations Included

Source: Arbitron, Fall 2003

What Happens If You Don't Build A Sales Brand?

- You rely purely on the strength of your individual sales people
- You achieve very little cohesiveness
- Over dependent on ratings
- You can become the Chevrolet of radio
 - ▶ Represent different things to different people

What About the Cost?

- Depending on the brand you wish to establish, this can vary.
 - Starbucks built one of the biggest brands in America with minimal advertising dollars.
 - Is someone else competing for that brand?
 - What does it take to establish and maintain the brand?
- 

How About The Competitions' Brand?

- Who has an established brand?
 - ▶ Does it benefit the advertisers?
- Are they doing it well?
 - ▶ It is very difficult to dislodge an established brand!

How About Clusters?

- Clusters cannot be branded to listeners.
 - ▶ They don't care who owns their station.
- Done effectively, clusters can build a single brand to advertisers.
- The secret is working together.
- Cluster branding does not necessarily mean cluster selling.

How About Clusters?

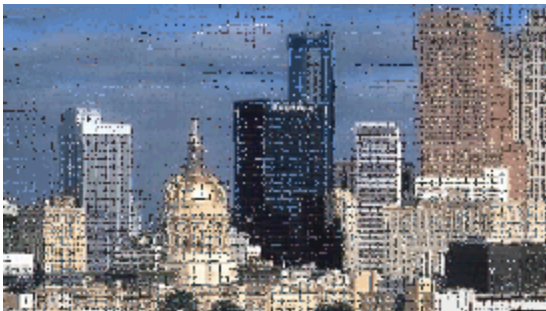
- "The key to a family approach is to make each sibling unique individual brand with its own identity."

Al Ries

The 22 Immutable Laws of Branding

Atlanta

The Radio Buyer's Guide SM



News & Talk
1380 WAOK
The Voice of the Community

V-103
The People's Station

Atlanta's Classic Rock
Z93


 **infinity**

Arbitron

Fall 2003

 **Research Director Inc.**
the ratings experts SM


Make Your Brand Work

- By branding, you differentiate your inventory from others.
 - Demonstrate unique product benefits
 - Focus on what your customers value
- 

Rely on Just Your Sales Team?

- Make your sales brand an entire station program
- Get input from:
 - ▶ Top managers
 - ▶ Programming
 - ▶ Traffic
 - ▶ Promotions

Building a Successful Brand Will:

- Help you get on the buy sheet for the first time
 - Assist in keeping you on future buys
 - Make you less reliant on individuals within your operation
 - Increase the value of your inventory
- 

"Each product, service or company with a brand name that people recognize stands for something slightly different from anything else in the same category. If the difference is a desirable one, and that difference is known and understood by the universe of potential customers, the brand will be the category leader. Sometimes the difference is only imagined. But perceived or real, a desirable difference translates into added value.

In a land of free choice and parity products, value characterizes the brand apart from other products in the category. Now more than ever before, the perception of quality difference is essential for survival in the marketplace."

David N. Martin

Romancing the Brand

Thank You For Your Time
Any Questions?

